

swanson • russell

+

NEBRASKA

- GAME  PARKS -

NEBRASKA GAME & PARKS
COMMISSION RFP

RFP 5930 Z1 [ORIGINAL] • OCTOBER 23, 2018 • MARKETING & CREATIVE SERVICES

October 23, 2018

Thank you for the opportunity to be included in the RFP for marketing services for the Nebraska Game and Parks Commission. We've enjoyed working with the Commission under the current contract and hope to continue that relationship as your marketing partner.

As you know, Swanson Russell has been working with the Commission since 2014. In that time, we've shared in a number of successes. We've updated the Commission logo and brand look and feel. We've established the new brand line "Time Well Spent." We've redesigned and redeveloped OutdoorNebraska.org. We've implemented national campaigns for hunting, fishing, and camping in Nebraska. We've expanded the national conversations about Nebraska as a destination. And, we've accomplished all of this while maintaining political and fiscal responsibility to the Commission, the state, and the taxpayers of Nebraska.

Swanson Russell is particularly proud of our work with spring turkey hunting. Through this work, we were able to elevate the profile of turkey hunting in Nebraska on a national level, engage hunters, and enable growth in non-resident spring turkey permit sales.

The work we did was multi-faceted and very effective:

- PR efforts resulted in high-profile articles being placed in national publications.
- Outdoor Industry Relations resulted in national influencers hunting in the state and releasing content online.
- Creative campaigns resulted in audience engagement that substantially outperformed industry standards.
- Overall efforts increased permit sales to non-resident turkey hunters.

We are equally excited about what the future holds and our ability to help the Commission recruit new participants, retain existing participants, and reactivate lapsed participants.

Swanson Russell is uniquely qualified to partner with the Nebraska Game and Parks Commission for a few simple reasons:

- 1. We are marketing and branding experts.**
- 2. We are active in the outdoors and embedded in the outdoor industry.**
- 3. We are Nebraskans and understand how to communicate what the Commission does for the state's resources.**

The proposal that follows answers all the questions, provides all the information, and demonstrates the capabilities Swanson Russell will bring into service on behalf of the Nebraska Game and Parks Commission, and the State of Nebraska.

We look forward to our continued relationship and continued successes.



Patrick Finnegan
Vice President / Account Director

Table of Contents

- **Corporate Overview**
 - Bidder Identification and Information 7
 - Financial Statements 8-9
 - Change of Ownership 10
 - Office Location 10
 - Relationships with the State..... 10
 - Bidder Employee Relations to State..... 10
 - Contract Performance..... 11
 - Summary of Bidder’s Corporate Experience 11-26
 - Summary of Bidder’s Proposed Personnel/Management Approach 27-32
 - Subcontractors 33
- **Section II — Terms and Conditions**..... 35-42
- **Section III — Contractor Duties** 44-51
- **Section IV — Payment**..... 53-55
- **Section V — Project Description and Scope of Work**..... 57-67
- **Section VI — Proposal Instructions** 69-72
- **Technical Approach**
 - Understanding of the project requirements..... 75-143
 - Proposed development approach..... 144
 - Technical considerations..... 145
 - Detailed project work plan 146-147
- **Cost Proposal**
 - Cost Sheet and Prices..... 149-151
- **Forms**
 - Request for Proposal for Contractual Services..... 153
 - Form A Bidder Contact Sheet..... 154

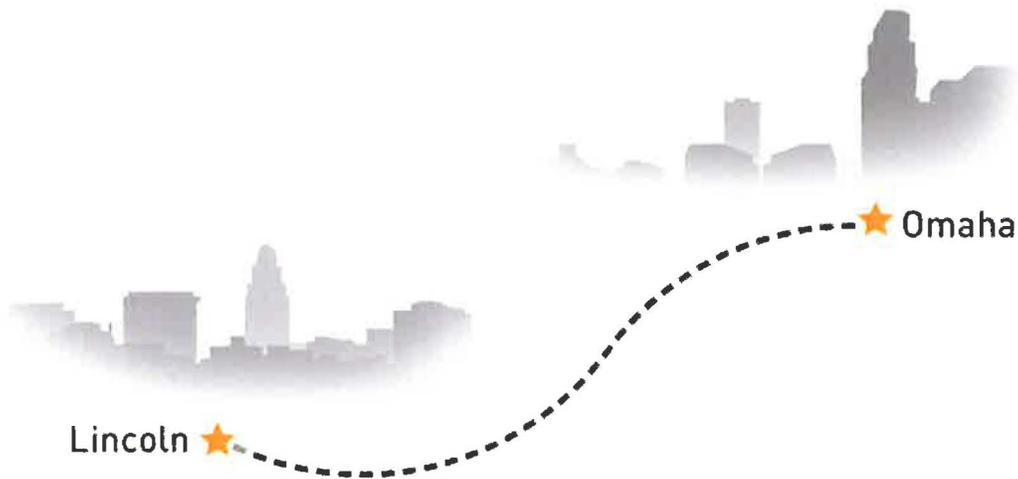
CORPORATE OVERVIEW



Corporate Overview

Swanson Russell is Nebraska's largest branding, advertising, and public relations agency. We were founded in 1962 in Lincoln, NE as Swanson, Sinkey, Ellis Advertising. In the 56 years since, we have grown to over 160 employees and opened a second office in Omaha, NE.

— **FOUNDED IN** —
1962
—

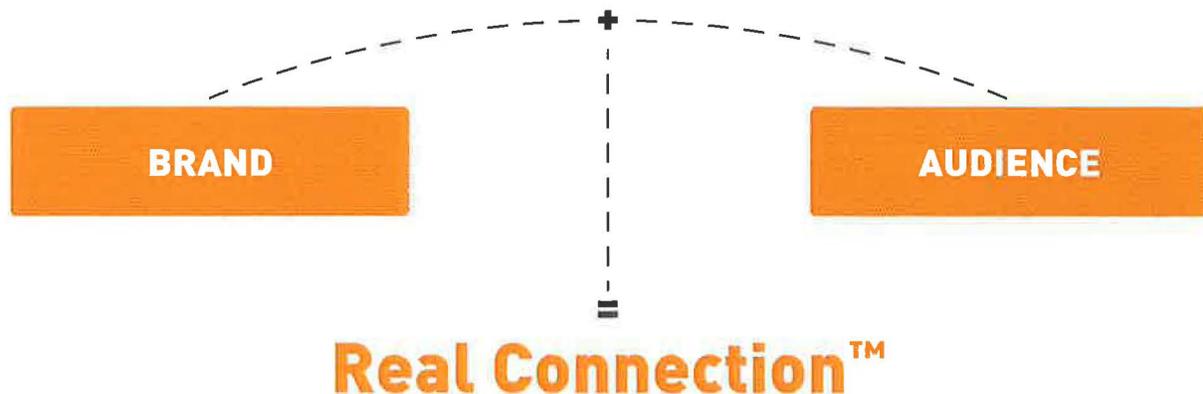


While we are an integrated, full-service marketing communications agency, we are not generalists. We have five areas of focus: outdoor recreation, green industry, health care, agribusiness, and construction. That's what we do, and it's all we do. Which means we know your industry — and your audience — like the back of our hand.

We take a comprehensive, long-term strategy that digs deep to win your audience's confidence. We start by answering the right questions. How can we best engage your customers with a compelling and comprehensive strategy? Is the established playbook working? Or is it time to try something new? No matter the challenge, we'll deliver solutions that are rooted in key customer insights and a strong messaging strategy.

We've done it all. We've given young brands a healthy start to life in a demanding environment and provided the nourishment existing brands need to grow bigger and stronger. Partnering with you, through a common goal, unique vision, and clearly defined plan, we'll build a brand that grows for generations to come.

With a solid strategy, a compelling message, and a little creativity, we'll help you drop in where it's most powerful to your customers. We'll turn apathy into interest and indifference into advocacy. It takes the right combination of imagination and discipline. Swanson Russell has plenty of both.



We build meaningful, lasting, authentic connections between the brands we work with and their audiences. By immersing ourselves in our clients' brands, their industries, and their customers, we create a Real Connection™.

BIDDER IDENTIFICATION AND INFORMATION

The bidder should provide the full company or corporate name, address of the company's headquarters, entity organization (corporation, partnership, proprietorship), state in which the bidder is incorporated or otherwise organized to do business, year in which the bidder first organized to do business and whether the name and form of organization has changed since first organized.

Name: Swanson Russell

Principal place of business:

Swanson Russell
1202 P Street
Lincoln, NE 68508
Tel: 402-437-6400
Fax: 402-437-6401
www.swansonrussell.com

Other major office:

Swanson Russell
14301 FNB Parkway, Suite 312
Omaha, NE 68154
Tel: 402-818-1100

Organization and Year:

Corporate Name: Swanson, Sinkey, Ellis, Inc.
Structure: Corporation
Incorporation State: Nebraska
DBA: Swanson Russell
Date Established: June 1, 1962

Vendor Identification:

Federal tax identification number: 47-0467331
State tax identification number: 147400

FINANCIAL STATEMENTS

The bidder should provide financial statements applicable to the firm. If publicly held, the bidder should provide a copy of the corporation's most recent audited financial reports and statements, and the name, address, and telephone number of the fiscally responsible representative of the bidder's financial or banking organization.

If the bidder is not a publicly held corporation, either the reports and statements required of a publicly held corporation, or a description of the organization, including size, longevity, client base, areas of specialization and expertise, and any other pertinent information, should be submitted in such a manner that proposal evaluators may reasonably formulate a determination about the stability and financial strength of the organization. Additionally, a non-publicly held firm should provide a banking reference.

The bidder must disclose any and all judgments, pending or expected litigation, or other real or potential financial reversals, which might materially affect the viability or stability of the organization, or state that no such condition is known to exist.

The State may elect to use a third party to conduct credit checks as part of the corporate overview evaluation.

Because Swanson Russell is a privately-held company, it does not release its financial statements. The agency's 50+ years in business, steady growth over the last 30 years, and particularly its growth in the last ten years, are a testament to the firm's stability and financial strength. Swanson Russell has weathered turbulent economies in the past, continuing to grow while the national workforce shrank. 2016 was a record year for Swanson Russell, and 2018 is on track to surpass 2016's performance.

Size: Swanson Russell currently employs 160 full-time staff with \$111,000,000 in capitalized billings in 2017

Longevity: Founded in 1962, Swanson Russell has been operating for 56 years

Client Base: Swanson Russell's client base is made up of 107 national, regional, and local brands

Areas of Specialization / expertise: Swanson Russell has five areas of focus:

- Outdoor Recreation
- Agribusiness
- Construction
- Green Industry
- Healthcare

A banking reference follows.

There are no judgments, pending or expected litigation, or other real or potential financial reversals, which might materially affect the viability or stability of Swanson Russell.



Cornerstone Bank
529 Lincoln Avenue
P.O. Box 69
York, Nebraska 68467
Phone: 402-363-7411
Fax: 402-362-3249

October 11, 2018

RE: Swanson, Sinkey, and Ellis, Inc
d/b/a Swanson Russell
1222 P ST
Lincoln, NE 68508-1425

To: Whom It May Concern:

I have been asked to provide you with a letter of reference on Swanson, Sinkey and Ellis, Inc. d/b/a as Swanson Russell of Lincoln, NE. This is an entity that was formed in 1962 in Lincoln, Nebraska and has been in business continuously since that time. Our Bank began working with the firm in the early 90s and we have worked with them continuously since that time.

This company has been an excellent customer of Cornerstone Bank since they established their accounts with us. The company has handled all their loans and deposits with Cornerstone Bank as agreed since that time.

The individuals involved with Swanson, Sinkey and Ellis, Inc. have been excellent to work with since I began my relationship with them 20+ years ago.

As noted previously Swanson, Sinkey, and Ellis is certainly an excellent customer of Cornerstone Bank and excellent character is present in the individuals involved with the company.

Please contact me with any further questions that you may have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Daryl Wilton", written over a blue horizontal line.

Daryl Wilton
Executive Vice President
dwilton@cornerstoneconnect.com
402-363-7417

CHANGE OF OWNERSHIP

If any change in ownership or control of the company is anticipated during the twelve (12) months following the proposal due date, the bidder should describe the circumstances of such change and indicate when the change will likely occur. Any change of ownership to an awarded vendor(s) will require notification to the State.

Swanson Russell is a closely held, privately owned company. Dave Hansen and Brian Boesche have been majority owners since 2007. Brent Schott, Greg Wiley, and Joe Maguire own a minority interest in the company. No further changes in ownership or control of the company are anticipated during the twelve (12) months following the proposal due date. Swanson Russell will notify the state should any such change occur.

OFFICE LOCATION

The bidder's office location responsible for performance pursuant to an award of a contract with the State of Nebraska should be identified.

Principal place of business:

Swanson Russell
1202 P Street
Lincoln, NE 68508
Tel: 402-437-6400
Fax: 402-437-6401

Other major office:

Swanson Russell
14301 FNB Parkway, Suite 312
Omaha, NE 68154
Tel: 402-818-1100

RELATIONSHIPS WITH THE STATE

The bidder should describe any dealings with the State over the previous five (5) years. If the organization, its predecessor, or any Party named in the bidder's proposal response has contracted with the State, the bidder should identify the contract number(s) and/or any other information available to identify such contract(s). If no such contracts exist, so declare.

Swanson Russell is currently contracting with the Nebraska Game & Parks Commission for marketing and creative services; state contract #59751(04) valid March 17, 2014 through March 16, 2019.

Swanson Russell previously contracted with the Nebraska Tourism Commission for Tourism Public Relations for the State of Nebraska; state contract #57645(04) valid July 1, 2013 through June 30, 2016.

BIDDER'S EMPLOYEE RELATIONS TO STATE

If any Party named in the bidder's proposal response is or was an employee of the State within the past twelve (12) months, identify the individual(s) by name, State agency with whom employed, job title or position held with the State, and separation date. If no such relationship exists or has existed, so declare.

If any employee of any agency of the State of Nebraska is employed by the bidder or is a Subcontractor to the bidder, as of the due date for proposal submission, identify all such persons by name, position held with the bidder, and position held with the State (including job title and agency). Describe the responsibilities of such persons within the proposing organization. If, after review of this information by the State, it is determined that a conflict of interest exists or may exist, the bidder may be disqualified from further consideration in this proposal. If no such relationship exists, so declare.

No parties named in this proposal response are, or have been, employees of the state within the past twelve months.

As of October 23rd, 2018, no employee of any agency of the state of Nebraska is employed by, or is a contractor of, Swanson Russell.

CONTRACT PERFORMANCE

If the bidder or any proposed Subcontractor has had a contract terminated for default during the past five (5) years, all such instances must be described as required below. Termination for default is defined as a notice to stop performance delivery due to the bidder's non-performance or poor performance, and the issue was either not litigated due to inaction on the part of the bidder or litigated and such litigation determined the bidder to be in default.

It is mandatory that the bidder submit full details of all termination for default experienced during the past five (5) years, including the other Party's name, address, and telephone number. The response to this section must present the bidder's position on the matter. The State will evaluate the facts and will score the bidder's proposal accordingly. If no such termination for default has been experienced by the bidder in the past five (5) years, so declare.

If at any time during the past five (5) years, the bidder has had a contract terminated for convenience, non-performance, non-allocation of funds, or any other reason, describe fully all circumstances surrounding such termination, including the name and address of the other contracting Party.

Swanson Russell has not had a contract terminated for default in the last five years.

SUMMARY OF BIDDER'S CORPORATE EXPERIENCE

The bidder should provide a summary matrix listing the bidder's previous projects similar to this RFP in size, scope, and complexity. The State will use no more than three (3) narrative project descriptions submitted by the bidder during its evaluation of the proposal.

The bidder should address the following:

- i.** Provide narrative descriptions to highlight the similarities between the bidder's experience and this RFP. These descriptions should include:
 - a.** The time period of the project;
 - b.** The scheduled and actual completion dates;
 - c.** The Contractor's responsibilities;
 - d.** For reference purposes, a customer name (including the name of a contact person, a current telephone number, a facsimile number, and e-mail address); and
 - e.** Each project description should identify whether the work was performed as the prime Contractor or as a Subcontractor. If a bidder performed as the prime Contractor, the description should provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.
- ii.** Contractor and Subcontractor(s) experience should be listed separately. Narrative descriptions submitted for Subcontractors should be specifically identified as Subcontractor projects.
- iii.** If the work was performed as a Subcontractor, the narrative description should identify the same information as requested for the Contractors above. In addition, Subcontractors should identify what share of contract costs, project responsibilities, and time period were performed as a Subcontractor.

Summary of Bidder's Corporate Experience: Summary Matrix of Similar Experience

Below is a summary matrix of our previous experience with efforts that are similar in size, scope, and complexity to what the Nebraska Game and Parks Commission is requesting in this RFP.

As a full-service branding, advertising, and public relations firm, Swanson Russell is partner to numerous organizations within, and outside of, the outdoor industry. For many of these clients, we serve as a single-source provider for all services. For others, we integrate with existing partners to serve the client in the best way possible.

	Account Services and Management	Strategic Planning and Market Research	Strategic Creative Design and Production Services	Media Planning and Buying	Earned Media and Public Relations	Branding and Cooperative Marketing	Industry Partnerships	Project Modifications	Presentation, Development, and Support
Nebraska Game and Parks Commission	X	X	X	X	X	X	X	X	X
AMVAC	X	X	X	X	X	X	X	X	X
Koch Agronomics	X	X	X	X	X	X	X	X	X
Leupold & Stevens	X	X	X	X	X	X	X	X	X
PERC	X	X	X	X	X	X	X	X	X
Minn Kota	X	X	X	X	X	X	X	X	X
Rainbird	X	X	X	X	X	X	X	X	X
Textron	X	X	X	X	X	X	X	X	X
Cattleman's Beef Board	X	X	X	X	X	X	X	X	X
Humminbird	X	X	X	X		X	X	X	X
Nosler	X	X	X	X		X	X	X	X
Greenlee	X	X	X	X	X	X		X	X
Nebraska State Fair	X	X	X	X	X	X		X	X
Otis Technology	X	X	X	X	X	X	X	X	
BlackHawk!	X	X	X	X	X	X		X	
Gerber	X	X	X			X	X	X	X
Hatteras Yachts	X	X	X	X				X	X

**SUMMARY OF BIDDER'S CORPORATE EXPERIENCE:
NARRATIVE 1: LEUPOLD – AMERICAN TO THE CORE**

Time Period of Project: July 2016 - December 2017

Scheduled Completed Date: December 2017

Actual Completed Date: December 2017

Contractor Responsibilities: Account service and management, strategic planning and market research, strategic creative design and production services, media planning and buying, earned media and PR, branding, industry partnerships, project modifications, presentation development and support

Customer: Michael Wunnicke | Director of Marketing
14400 NW Greenbrier Pkwy | Beaverton, OR 97006 | 503-526-1462
mwunnicke@leupold.com

Prime Contractor: Swanson Russell

Planned Budget: Due to client NDAs, Swanson Russell is not allowed to release budget information.

Actual Budget: Swanson Russell completed the work within the agreed upon budget.



Leupold

American to the Core

Other optics companies try to outsource innovation and craftsmanship. Only Leupold still insists that every rifle scope comes out of their Oregon factory. We created this campaign to let serious hunters and shooters know that making scopes in America matters, because it's the only way to ensure relentless performance.

CHALLENGES/GOALS

The challenge was to define Leupold's differentiation in the market place beyond product features and benefits. There are more than 65 brands that sell sports optics; most are manufactured overseas by the same small handful of companies. There is a "sea of sameness" in all of those products. Clearly, the point of differentiation for Leupold scopes is that they are made exclusively in Beaverton, Oregon by a company that has been in business since 1907, and producing scopes since 1949. Unfortunately, because one component of the scope is imported, we can't say "made in America."



Catalog Spread

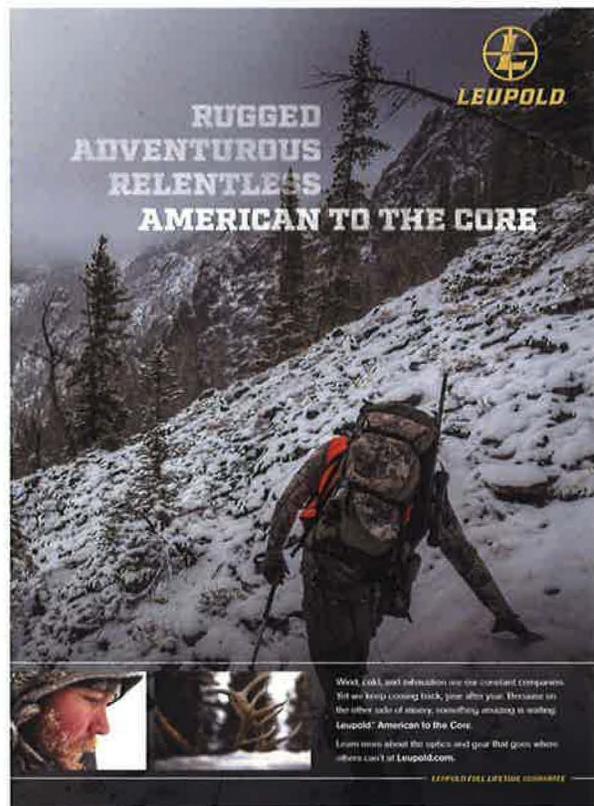
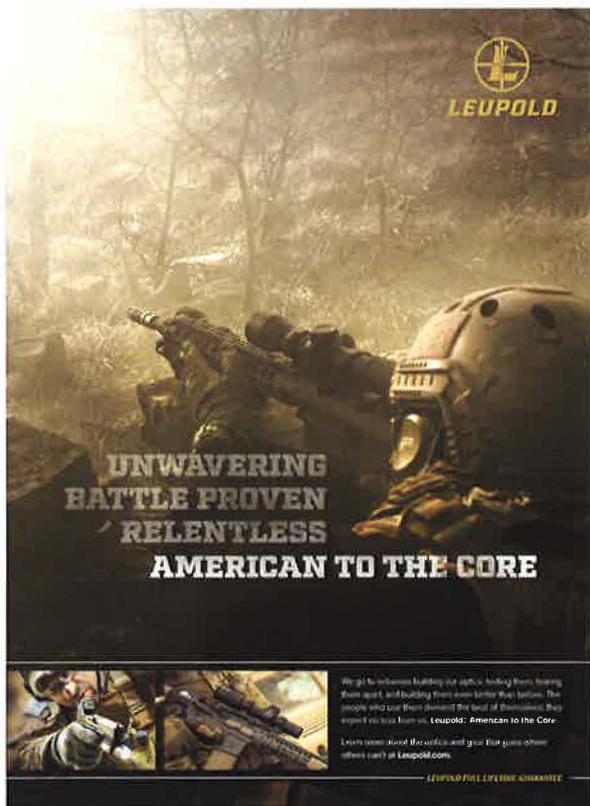
LEUPOLD: AMERICAN TO THE CORE

Leupold's previous brand position/tagline — "America's Optics Authority" — had been in place for more than 10 years. It reinforced their leadership in American optics and their role as "the sage." Decades of hunters and shooters had grown up with Leupold scopes, and the signature Gold Ring on every Leupold scope was a familiar, coveted feature that spoke of confident shooting.

While they were viewed as an expert, the next generation of hunters was not as often considering Leupold as the go-to for riflescopes, and "the sage" was not viewed as being as relevant. This younger generation (mostly male) is passionate and avid, and were quickly becoming loyal fans of these new brands. So, to reposition Leupold and reinforce their relevance, we went back to the "why" of why Leupold exists, but also to give a nod to the Leupold user as well.

We had four clear goals for Leupold heading into this rebranding campaign.

1. Develop a clear point of differentiation for Leupold, and make them relevant again
2. Energize Leupold's base (consumers, trade, employees/stakeholders)
3. Leverage Leupold's optical expertise
4. Create an element of doubt about the quality of Leupold competitors



Print Ad

LEUPOLD: AMERICAN TO THE CORE

**RUGGED
ADVENTUROUS
RELENTLESS
AMERICAN TO THE CORE**

After a few weeks out here, you don't feel like you're headed home. You feel like you're leaving it. Leupold. American to the Core.

Learn more about the optics and gear that goes where others can't. Leupold.com

LEUPOLD FULL LIFE TIME WARRANTY

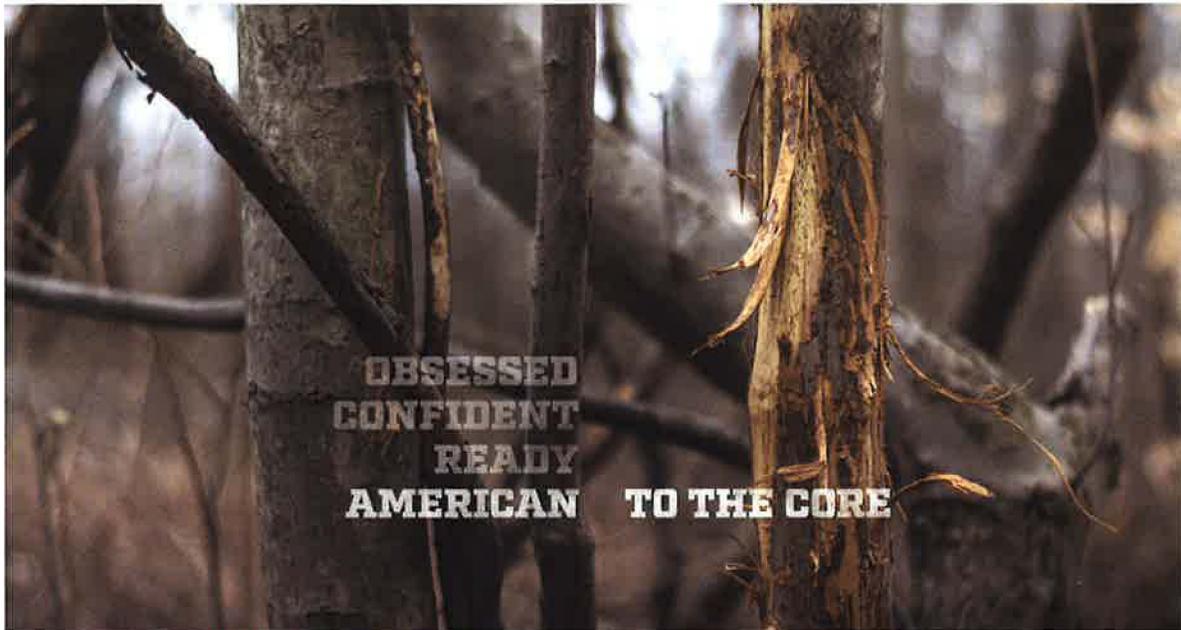
**HUNTERS
TRADITION
FAMILY
AMERICAN TO THE CORE**

So much. It's what Leupold. They get handed down to every true hunter who puts your name on it. And it's what makes Leupold. America's most trusted company of hunters, not just a name that's on the gear, but the gear that's on the hunt. Leupold. American to the Core.

Some gear gets passed down. For optics that get passed down, go to Leupold.com

LEUPOLD FULL LIFE TIME WARRANTY

Print Ads



**OBSESSED
CONFIDENT
READY
AMERICAN
TO THE CORE**



Two is for the Fourth of July, Thanksgiving, and Christmas rolled into one. Usually they may not be a national holiday, but we can still have it like you. Leupold® American to the Core.

For optics and gear as ready to go as you are, check out Leupold.com.



LEUPOLD

LEUPOLD OPTICS, LLC. © 2011



**DEDICATED
UNSTOPPABLE
RELENTLESS
AMERICAN
TO THE CORE**



It takes tenacity just to get to Leupold. But this Stearns scopes gear that's as tough, sturdy and reliable as the terrain you're in. That's Leupold®. American to the Core.

Learn more about the optics and gear that goes where others can't at Leupold.com.



LEUPOLD

LEUPOLD OPTICS, LLC. © 2011

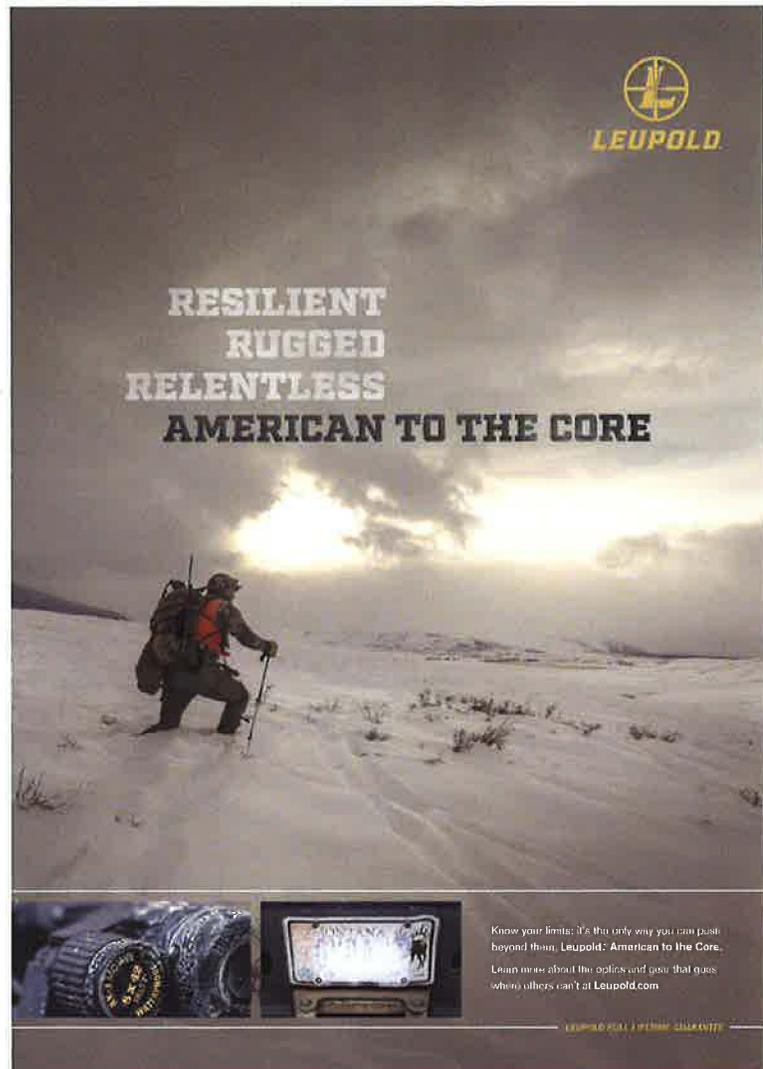
Print Ads

LEUPOLD: AMERICAN TO THE CORE

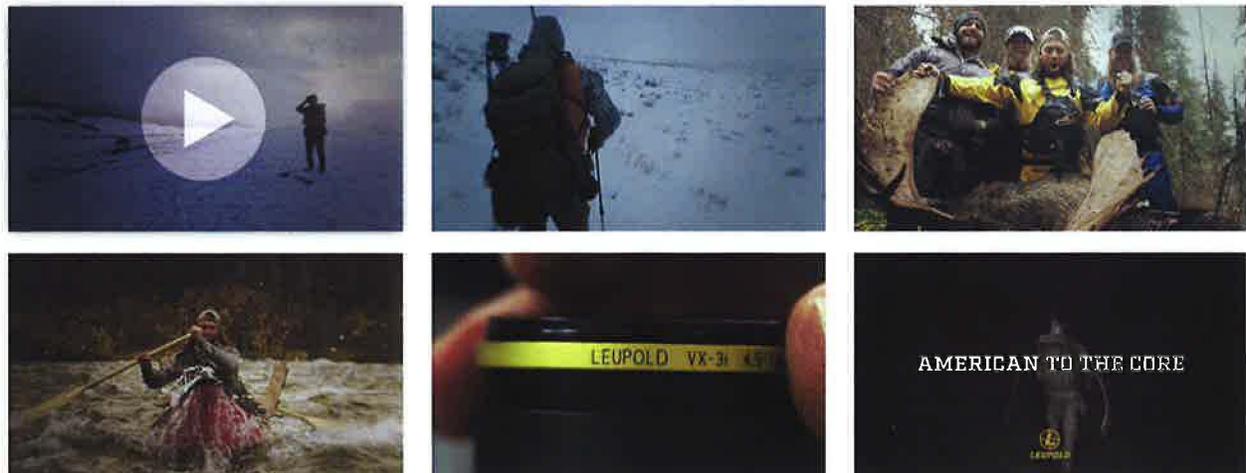
STRATEGIES/TACTICS

To achieve these goals, we created multiple :30 TV spots, digital advertising, and a heavy print campaign. Each drove traffic to the new Leupold website, where the full brand story was told. Specific executions targeting whitetail hunters, elk hunters, military, competition, and Alaskan hunters were all reached through a cross-platform effort.

Through social media, we told the story of Leupold employees, their stringent manufacturing and testing process, and the strength of the Full Lifetime Guarantee. Leupold's pro staff encouraged hunters and shooters through social media to tell their own "CORE" story, and the trade reps were able to push the message with selling tools like the full-line Leupold catalog.



Print Ad



TV Spot

SUMMARY OF BIDDER'S CORPORATE EXPERIENCE:
NARRATIVE 2: GERBER CENTER-DRIVE

Time Period of Project: March 2016 - December 2016

Scheduled Completed Date: December 2016

Actual Completed Date: December 2016

Contractor Responsibilities: Account service and management, strategic planning and market research, strategic creative design and production services, industry partnerships

Customer: Andrew Gritzbaugh | GM / VP Marketing
14200 SW 72nd Ave | Portland, OR 97224 | 503-539-1380
andrew.gritzbaugh@gerbergear.com

Prime Contractor: Swanson Russell

Planned Budget: Due to client NDAs, Swanson Russell is not allowed to release budget information.

Actual Budget: Swanson Russell completed the work within the agreed upon budget.



Gerber

Time for a Reality Check

How does a knifemaker dominate the multi-tool category?

By embracing a disruptive mindset, and picking a fight with the market leader. Using the Leatherman tagline, "For Real Life," against it, Gerber challenged its competition to a Reality Check — with the objective of converting professional tradesmen and DIY'ers to its new Center-Drive product.

We positioned Center-Drive based on three key differentiators, pushing the audience to reconsider the tool they were used to. It was all delivered with highly targeted video content and trademark Gerber attitude.



GERBER: TIME FOR A REALITY CHECK

TAKING THE GLOVES OFF

Online video enabled us to tease and dive into the feature set of Center-Drive. A hero video introducing Gerber's multi-tool to the market was the tip of the spear in this content blitz. But we also re-introduced ourselves to Leatherman. Through a strategic media buy, users searching for the competition were greeted with a comparison video highlighting our advantages vs. their marquee product.

A series of visual-driven videos were deployed on social media to showcase Center-Drive's most enticing features. And, when you're new to the space, credibility is critical. So we put product in the hands of real pros and let them tell the story through longer-form, testimonial videos.



Video Content

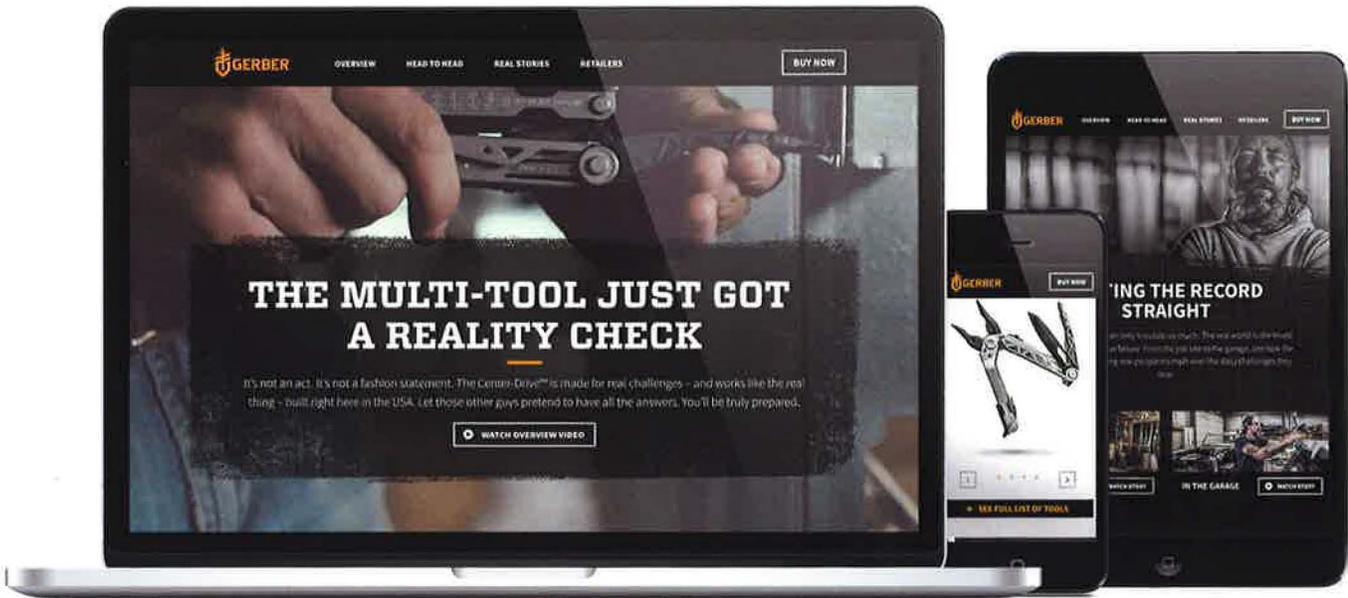


Head-to-Head Social Video

GERBER: TIME FOR A REALITY CHECK

DRIVING THE MESSAGE HOME

Black-listed by the Google network because of its tactical products, Gerber's corporate website wasn't an option. Instead, all roads in this digital-heavy campaign led to a robust landing page, Center-Drive.com. Messaging highlighted the differentiated features of Center-Drive, while dynamic photography showcased the product and its innovative capabilities. The site also housed longer-form video content, giving users everything they needed to make an educated purchasing decision. CTAs and links drove users to buy at GerberGear.com, or through a participating retailer.



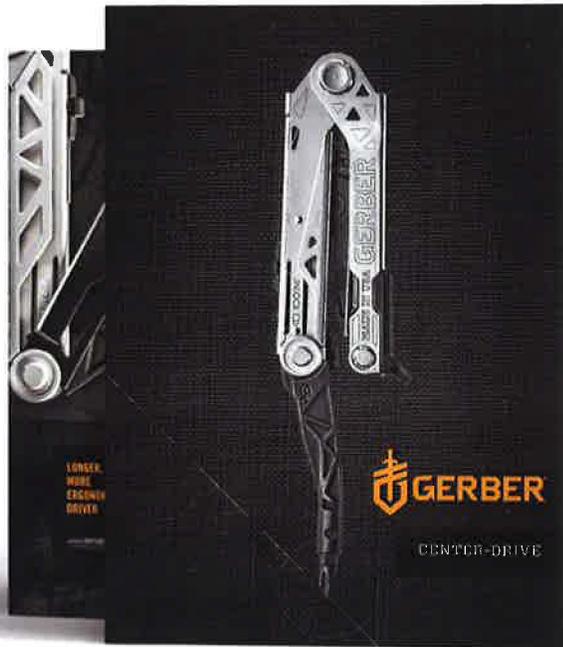
Landing Page

GERBER: TIME FOR A REALITY CHECK

A CHANGING OF THE GUARD

For an audience that likes to work with their hands, collateral materials completed the story, giving prospects something tangible to educate themselves with at point-of-sale or take home from a tradeshow.

The results of the Center-Drive campaign were immediate, and decisively positive. The product exceeded sales projections many times over, challenging Gerber's manufacturing to keep up, and sending shock waves through the multi-tool category. The campaign was so successful, Gerber has supplanted Leatherman as one of the nation's largest and most well-known retailers.



Brochure



SUMMARY OF BIDDER'S CORPORATE EXPERIENCE:
NARRATIVE 3: TEXTRON OFF ROAD HAVOC



Time Period of Project: October 2017 - December 2017

Scheduled Completed Date: December 2017

Actual Completed Date: December 2017

Contractor Responsibilities: Account service and management, strategic planning and market research, strategic creative design and production services, media planning and buying, earned media and PR, branding, industry partnerships, project modifications, presentation development and support

Customer: Morgan Schaffer | Marketing Manager
 1451 Marvin Griffin Road | Augusta, GA 30906 | 706-852-6040
 mschaffer@textron.com

Prime Contractor: Swanson Russell

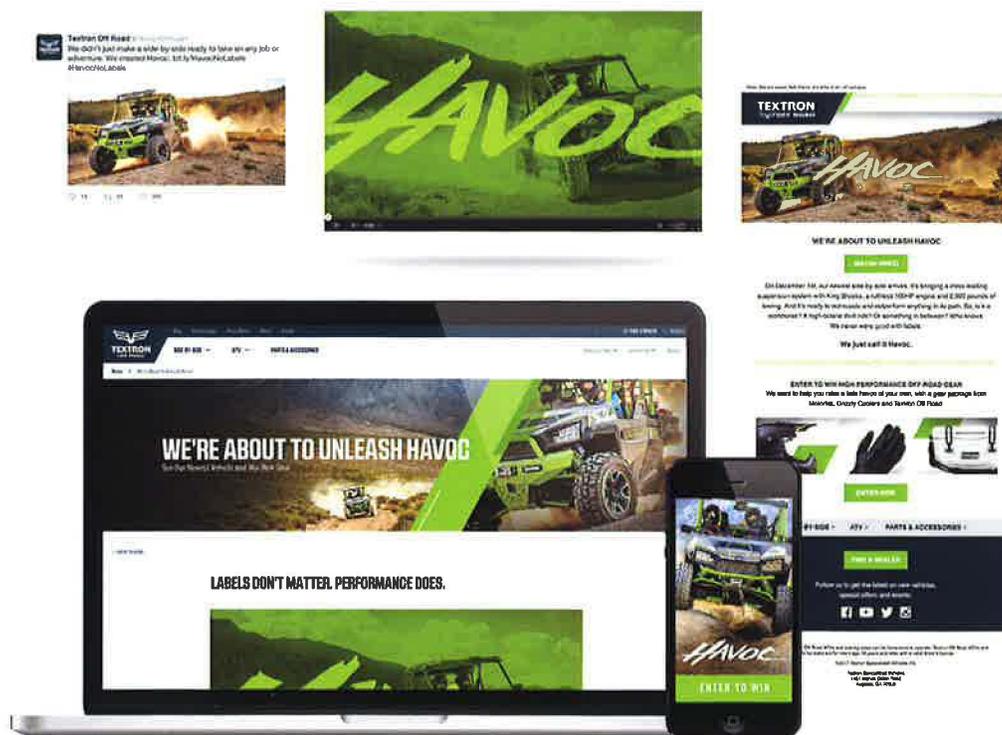
Planned Budget: Due to client NDAs, Swanson Russell is not allowed to release budget information.

Actual Budget: Swanson Russell completed the work within the agreed upon budget.

Textron Off Road

Create Havoc

Outdoorsmen, adventurers, and anyone who makes their living from the land have something in common: they're independent thinkers who don't fit neatly into any one category. Textron Off Road's newest side-by-side didn't fit a category either. It's a hard-working vehicle that packs 100HP and 2,000 pounds of towing — and a white-knuckle thrill ride with a class-leading suspension system. It didn't fit traditional labels like "Work Vehicle" or "Rec Vehicle," so we called it Havoc. At each phase of the launch — from hype to release — we employed an omni-channel strategy to show off everything Havoc could do.



Teaser Campaign – Video Content, Social Media, Email, Landing Page

TEXTRON OFF ROAD: CREATE HAVOC

HYPE FOR HAVOC

As a relatively new brand in a very competitive space, Textron Off Road can't rely on name recognition to carry each product launch. When you're fighting for space on the showroom floor with some of the biggest names in outdoor recreation, you have to get the audience in the door yourself, and make sure they know what ride to ask for. Our hype campaign for Havoc drove that demand and interest from day one. A teaser video featured portraits of real riders and cryptic shots of the vehicle. A teaser email and social posts drove intrigued prospects to a dedicated landing page with a giveaway for off-road gear, generating leads for Havoc before it even shipped. Each touchpoint in the campaign featured Havoc's release date, so the audience knew when to come back for more.



Video Content

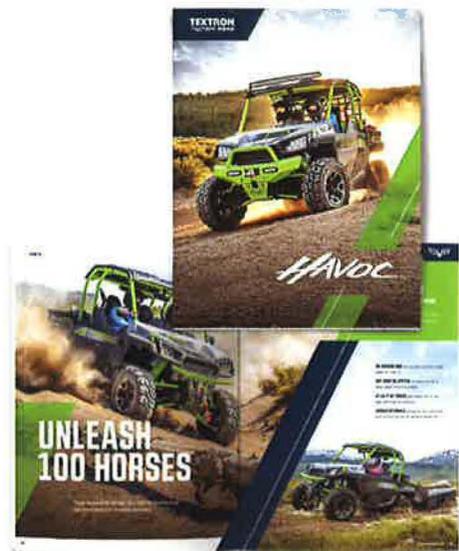
TEXTRON OFF ROAD: CREATE HAVOC

ARRIVING WITH IMPACT

An audience of independent thinkers can be especially resistant to hard sells and half-hearted attempts at toughness. So, at the heart of the launch was a video that featured real riders, workers, farmers, and outdoorsmen with actual driving experience. We showed the labels that they defy every day, then we introduced Havoc, and told the story of its category-shattering design and features. Footage showed off Havoc's work ethic and its wild side, with aspirational footage from trails to farms and ranches. The emotionally driven Havoc Anthem video received prominent placement on our social media and email channels, and was complemented in paid media by a :30 TV version and a :15 online pre-roll placement. In print, a high-impact, two-page spread ad introduced the "No Labels" story to recreational driving enthusiasts. And a 360° ride-along video put the audience in the driver's seat to experience Havoc for themselves. Havoc had arrived, and commanded the attention of the room.



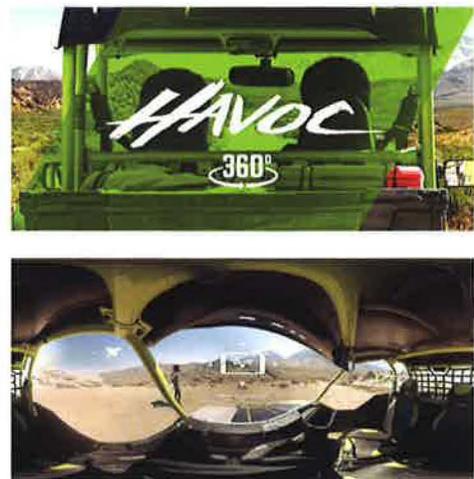
TV / Video Content



Brochure



Print

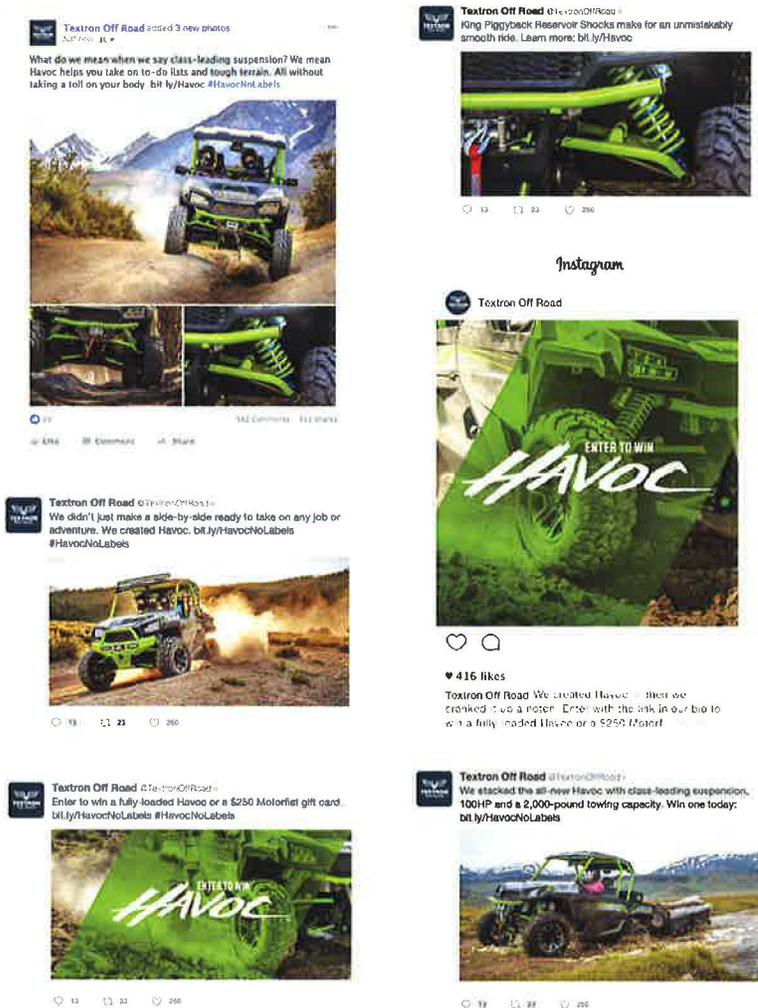


Video Content

TEXTRON OFF ROAD: CREATE HAVOC

DRIVING ENTHUSIASTS TO DRIVE HAVOC

Textron Off Road's social following is loyal, active and hungry for what's new. On the heels of recently acquiring a competitor (and its social following), the brand needed to activate its loyalists and reinforce the confidence of its recent converts. We drew them all in with an offer they couldn't refuse: the chance to win a fully loaded Havoc X, outfitted with a \$2,000 accessory kit. A dedicated social campaign featured Instagram story videos to reach younger audience segments and a paid Facebook presence to reach older ones. For our built-in audience, a launch email spilled all the details on Havoc. All together, they drove leads from enthusiasts, recent converts, and new drivers.



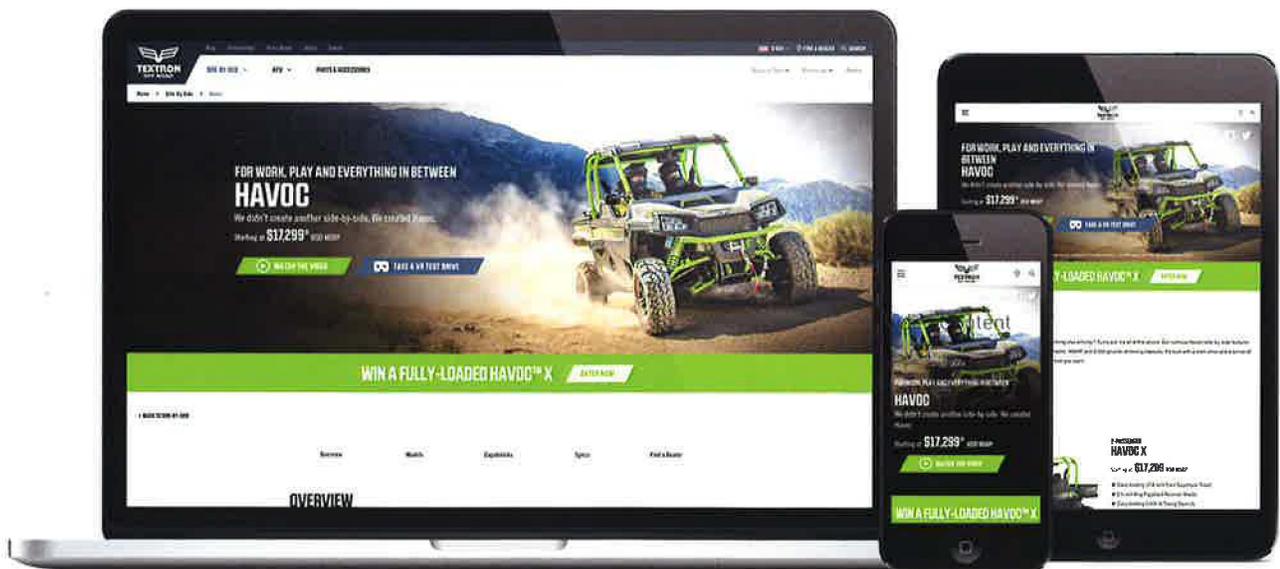
Social Media

TEXTRON OFF ROAD: CREATE HAVOC

FINISHING STRONG

Hype only goes so far. Whether you're using a side-by-side to do your job or chase your passion (or both), it's a highly considered purchase. 360° videos, giveaways, and Instagram stories get eyeballs on the vehicle, but to put butts in seats we needed clear, compelling product communications at multiple touchpoints. A point-of-sale strategy that helped Havoc stand out on the showroom floor, put the vehicle's top selling points at eye level, and made them visible at any direction.

From there, a steering wheel-mounted brochure fleshed out the rest of the Havoc story. And as a backstop for all tactics, a robust product page on Textron Off Road's website let drivers take a deep dive into the features and specs that positioned Havoc as the perfect vehicle for everything from to-do lists to bucket lists.



SUMMARY OF BIDDER'S PROPOSED PERSONNEL/MANAGEMENT APPROACH

One of the drivers behind our longevity and success is our agency culture. Our culture is an important part of who we are. For us, culture is so much more than a cool workspace, great benefits, or a mission statement. Our strong agency culture is key to recruiting and retaining top talent, which not only benefits our company, but our clients as well.

1. Be Honest

We do what we say and say what we do. We respect whoever we're talking to by shooting them straight.

2. Be Real

Whether we're talking to a colleague, a client or the target audience — we never fake it.

3. Be Hungry

There's always a bigger, better idea out there. We stay persistent enough to explore it.

4. Be Thankful

We're lucky to be in the business of ideas and to work with people who value ours. And we never forget it.

5. Be a Team

Game-changing ideas happen when we demand the most of ourselves, of each other and of our clients.

Our approach to managing this project is centered around the Account Director (Patrick Finnegan) as the strategic lead, and the Account Manager (Suzanne Petersen) as the day-to-day lead. As specific efforts are identified, the Account Director and Account Manager will work with the Commission to determine a broader team to engage (strategy, public relations, media, digital, creative, etc.). This ensures the right combination of Swanson Russell staff is in place to most effectively address each communication effort.

Following are the resumes of the proposed team who will work with the Nebraska Game and Parks Commission.



PATRICK FINNEGAN

Title: Vice President/Account Director

Reports to: Dick Placzek, Executive Vice President/Director of Client Services

Primary NGPC Assignment: Involved in planning/strategy development, and strategic liaison with advertising, branding, and interactive arms of NGPC marketing and promotion.

Academic Background & Degree: Bachelor's in Journalism, major in Advertising, with emphasis in Psychology, Sociology, and History, University of Nebraska-Lincoln

Understanding of the Process: Patrick brings more than 20 years of agency and marketing experience to the table. He leads the development and implementation of branding and strategic marketing for brands such as Minn Kota, Humminbird, Cannon Safes, GunVault, SCUBAPRO, SIG SAUER, and G. Loomis.

Hometown: Lincoln, Nebraska

Favorite Outdoor Activity: Family camping and fishing at Lake Ogallala

References: Serena Petri – Sr Director of Consumer Insights and Analytics

Johnson Outdoors | 555 Main Street | Racine, WI 53403 | 262-631-6652

Joe Brown – Sr Business Director, Marketing

Johnson Outdoors | 555 Main Street | Racine, WI 53403 | 262-631-6682

Andrew Gritzbaugh – General Manager/Vice President of Marketing

Gerber | 14200 SW 72nd Avenue | Portland, OR 97224 | 503-403-1143



SUZANNE PETERSEN

Title: Senior Account Manager

Reports to: Patrick Finnegan, Vice President/Account Director

Primary NGPC Assignment: Suzanne will act as Account Manager for NGPC, working closely with the Project Manager. It will be her responsibility to keep projects on timeline and on budget. She will manage any project changes and act as a liaison between NGPC and Swanson Russell.

Academic Background & Degree: Bachelor's in Journalism with emphasis in Advertising and English, University of Nebraska at Kearney

Understanding of the Process: With over 13 years of experience, Suzanne has had the opportunity to work in marketing roles for publishing, consumer brands, and advertising agencies working with brands like Cabela's, Leupold & Stevens, Hatteras Yachts, and Otis Technology.

Hometown: Kearney, Nebraska

Favorite Outdoor Activity: Waterfowl hunting on the Platte River

References: Heather Pleskach – Director of Marketing

Otis Technology | 6987 Laura Street | Lyons Falls, NY 13368 | 315-348-2485

Joe Cacopardo – Director of Marketing

Hatteras Yachts | 110 North Glenburnie Road | New Bern, NC 28560 | 252-633-3101

Michael Wunnicke – Director of Marketing

Leupold & Stevens, Inc. | 14400 NW Greenbrier Parkway | Beaverton, OR 97006 | 503-646-9171



EMILY HALLSTROM

Title: Project Manager

Reports to: Patrick Finnegan, Vice President/Account Director

Primary NGPC Assignment: Emily will be providing day-to-day oversight to the NGPC account alongside the Account Manager. She will make sure each step of each project is on track from the beginning to the end by staying in contact with team members in each department. She proofreads all materials for accuracy, style, grammar, and legal requirements.

Academic Background & Degree: Bachelor’s in Journalism and Media with emphasis in Business and Art, Doane University

Understanding of the Process: A recent Doane graduate with strong prioritization skills and an attention to detail, Emily serves as project manager for a number of the agency’s outdoor recreation accounts.

Hometown: Arlington, Nebraska

Favorite Outdoor Activity: Spending time around a campfire

References: Mason Payer – Marketing Manager

Nosler Inc. | 115 SW Columbia Street | Bend, OR USA 97702 | 800-285-3701

Hannah Roukous – Digital Marketing Coordinator

Otis Technology | 6987 Laura Street | Lyons Falls, NY 13368 | 315-348-4300

Matthew Cook – Humminbird Brand Manager

Johnson Outdoors, Inc. | 1531 Madison Avenue | Mankato, MN 56001 | 612-709-8092



ALLEN FORKNER

Title: Public Relations Manager

Reports to: Jeff Patterson, Senior Vice President/Director of Public Relations

Primary NGPC Assignment: Allen’s primary role will focus on managing and implementing outreach to hunting/shooting media as well as hunting/gun blogs, forums and other social media sites to highlight experiences and opportunities for hunters/shooters within and outside of Nebraska.

Academic Background & Degree: Bachelor’s in Journalism, University of Nebraska-Lincoln

Understanding of the Process: Allen’s understanding of the process is aided by his more than 18 years of journalism, media relations, and public relations experience. His area of focus at Swanson Russell is outdoor recreation, including work with Leupold, Redfield, TerraLUX, Cannon Safes, GunVault, Cannon Security Products, and SIG SAUER.

Hometown: Rapid City, South Dakota

Favorite Outdoor Activity: Competitive action pistol and 3-Gun shooting

References: Patrick Mundy – Sr Marketing Manager

Leupold & Stevens, Inc. | PO Box 688 | Beaverton, OR 97075 | 503-526-1467

Caleb Giddings – General Manager

GunUp Publishing | 230 S. Phillips Avenue, No. 307 | Sioux Falls, SD 57104 | 206-445-0751

Phil Carter – Executive Director of Communications

Cumberland University | One Cumberland Square | Lebanon, TN 37087 | 615-547-1307



JOE MAGUIRE

Title: Executive Vice President/Director of Creative Operations

Reports to: Brian Boesche, Partner/Chief Creative Officer

Primary NGPC Assignment: Joe will serve as Creative Director, working in conjunction with the Art Director and Writer/Producer and the rest of the team. Joe’s assignments would include creative strategy, creative conception and development, supervision of the creative product (art and copy), supervision of select photo shoots and broadcast/video production.

Academic Background & Degree: Bachelor’s in Graphic Design, University of Nebraska at Kearney

Understanding of the Process: As E.V.P./Director of Creative Operations, Joe is responsible for setting the tone and direction of the agency’s creative work, with a commitment to bringing the agency’s brand promise of “real connection” to life. His outdoor recreation experience includes working with clients such as Leupold, Otis Technology, Hornady, Redfield, SIG SAUER, Weatherby, Nebraska Game and Parks Commission, and the NSSF.

Hometown: Lexington, Nebraska

Favorite Outdoor Activity: Deer hunting (rifle) back home in Lexington

References: Rob Morrison - Chief Marketing Officer

Coravin | 800 District Avenue | Suite 400 | Burlington, MA 01803 | 781-262-3518

Steve Thiesfeld - Owner/Director

Great Plains Motion Picture Co.11011 Q Street | Omaha, NE 68137 | 402-339-1001

Brad Ruddell - President

MSSM | 1299 Ridge West Drive | Windsor, CO 80550 | 805-441-9143



MICHAEL RUDOLF

Title: Art Director

Reports to: Joe Maguire, Executive Vice President/Director of Creative Operations

Primary NGPC Assignment: Michael will serve as Art Director, working in conjunction with the Creative Director and Writer/Producer. His assignments would include creative strategy, creative conception and development, layout, design, supervision of photo shoots, and broadcast/video production.

Academic Background & Degree: Associate Degree in Graphic Design, Creative Center – College of Art & Design

Understanding of the Process: Michael’s understanding of the process comes from more than 15 years of art direction and design experience in a wide variety of industries including outdoor recreation, agriculture, and publishing. As Art Director, Michael provides creative leadership on several key agency accounts and delivers innovative and impactful messages to challenge the way people think.

Hometown: Chapman, Nebraska

Favorite Outdoor Activity: Fly fishing in western Nebraska

References: Randall Myers – Sr Manager, Marketing and Brand

Nelnet | 121 S 13th Street | Lincoln, NE 68508 | 402-770-0904

Jon Bausman – Director of Marketing

Airhead Sports Group | 12000 E 45th Avenue | Denver, CO 80239 | 317-840-3517

Adam Freeman – Brand Manager

Bass Pro Shops/Cabela’s | 1 Cabela Drive | Sidney, NE 69160 | 716-930-0829



JAKE HULL

Title: Writer/Producer

Reports to: Joe Maguire, Executive Vice President/Director of Creative Operations

Primary NGPC Assignment: Jake will work with the creative team, including the Art Director and Account Service personnel, to achieve specific marketing goals and objectives by crafting unique communications materials.

Academic Background & Degree: Bachelor's in Journalism with emphasis in Advertising and Broadcast, University of Nebraska-Lincoln

Understanding of the Process: He's not only a writer, he also has a passion for broadcast which strengthens his ability to reach the right audience on many different mediums. With over 14 years of experience, Jake succeeds in creating and producing content for a variety of clients from both the outdoor recreation and agriculture realms.

Hometown: Wahoo, Nebraska

Favorite Outdoor Activity: Hiking with family

References: Jill Zwiener – Global Marketing Manager

Valley Irrigation | 28800 Ida Street | Valley, NE 68064 | 402-359-2201

Kate Koehler – Marketing Manager

Koch Agronomic Services | 4111 E 37th Street N | Wichita, KS 67220 | 316-828-5045

Joe Cacopardo – Director of Marketing

Hatteras Yachts | 110 North Glenburnie Road | New Bern, NC 28560 | 252-633-3101



STUART ADAMS

Title: Media Planner

Reports to: Kay Wigle, Vice President/Media Director

Primary NGPC Assignment: Stuart's primary role will be to strategize, manage and coordinate media advertising planning and buying.

Academic Background & Degree: Bachelor's in Business Administration with emphasis in Marketing, Truman State University

Understanding of the Process: Stuart understands the process of media planning and buying through his 22 years of media work on a wide variety of clients – local, regional, national, and international. These clients have had diverse objectives and goals, necessitating an intimate knowledge of the strengths and uses of all types of media: television, radio, print, out-of-home, social, and digital.

Hometown: Kansas City, Missouri

Favorite Outdoor Activity: Camping with the Boy Scouts (He has two boys in BSA)

References: Jeremy Berres-Paul – Account Director

Wide Open Media Group | 801 Congress Avenue | Austin, TX 78701 | 971-404-9269

Jeff Roberge – Publisher/Corporate Ad Director

Bonnier Corporation - Field & Stream/Outdoor Life | 7 West Square Lake Road Suite 109
Bloomfield Hills, MI 48302 | 248-213-6154

Gerry Cliff – Corporate Sales Manager

Pheasants Forever, Inc. and Quail Forever | 1783 Buerkle Circle | Saint Paul, MN 55110
651-209-4954



JUSTIN KLEMSZ

Title: Senior Digital Strategist

Reports to: Tony Sattler, Vice President/Director of Digital Strategy

Primary NGPC Assignment: Responsible for developing solutions to meet NGPC brand objectives based on consumer insight and data.

Academic Background & Degree: Bachelor’s in Music with minor in Business Administration, University of Nebraska-Lincoln

Understanding of the Process: Justin has over a decade of digital marketing experience in content strategy, information architecture, project management, and analytics. His main area of focus is helping outdoor recreation brands craft best-in-class digital experiences and connect them to their target audiences. He has worked with clients such as Leupold, Textron Off Road, Minn Kota, Humminbird, SIG SAUER, Gerber, and Noster.

Hometown: Lincoln, Nebraska

Favorite Outdoor Activity: Biking

References: Morgan Schaffer – Marketing Manager

Textron Off Road | 1451 Marvin Griffin Road | Augusta, GA 30906 | 706-825-6040

Greg Kirksey – Sr Director, Communications

SiteOne Landscape Supply | 300 Colonial Center Parkway Suite 300 | Roswell, GA 30076
470-277-7164

Joe Brown – Sr Director, Marketing

Minn Kota, Humminbird, Cannon / Johnson Outdoor Industries | 555 Main Street Suite 230
Racine, WI 53403 | 262-631-6682



KAYLEE MINNICK

Title: Digital Producer

Reports to: Tony Sattler, Vice President/Director of Digital Strategy

Primary NGPC Assignment: Kaylee is primarily responsible for the day-to-day tracking and monitoring of all NGPC campaigns. She will review and report results and include recommendations for improvement to help drive campaign success.

Academic Background & Degree: Bachelor’s in Journalism with an emphasis in Advertising/Public Relations; Bachelor’s in Business Administration with an emphasis in Marketing, University of Nebraska-Lincoln

Understanding of the Process: Kaylee collaborates with the account service, creative, and development teams to bring ideas to life. From planning and implementation to performance measurement/analysis, she works to ensure campaign strategies are on-point and effective in the digital space.

Hometown: Hartington, Nebraska

Favorite Outdoor Activity: Biking

References: Danielle Leeper – Corporate Communications

Gowan Company | 370 South Main Street | Yuma, AZ 85364 | 928-539-5497

Kathy Madzey – Brand and Communications Manager

Koch Turf & Ornamental | Koch Agronomic Services, LLC | 4111 East 37th Street N
Wichita, KS 67220 | 316-828-4443

Katie Maltbie – Brand and Communications Coordinator

Koch Agronomic Services, LLC | 4111 East 37th Street N | Wichita, KS 67220 | 316-223-4035

SUBCONTRACTORS

If the bidder intends to Subcontract any part of its performance hereunder, the bidder should provide:

- II. name, address, and telephone number of the Subcontractor(s);
- II. specific tasks for each Subcontractor(s);
- II. percentage of performance hours intended for each Subcontract; and
- II. total percentage of Subcontractor(s) performance hours.

Swanson Russell does not anticipate using any subcontractors based on the scope of work outlined in this RFP.

While we maintain these services in-house, we do access and utilize outside partners when necessary. These may include research, printing services, audio/visual production, music, and interactive displays. Our goal is always to deliver the best product possible, on time, and on budget. Determining how best to accomplish that is a critical component in the overall success of any given effort.

If the need for a subcontractor should arise, Swanson Russell will provide options to NGPC, discuss potential partners thoroughly (including information listed in the question above), and secure the approval of the Commission prior to proceeding.

SECTION II
TERMS & CONDITIONS



II. Terms and Conditions

Bidders should complete Sections II through VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the RFP, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this RFP. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this RFP.

The bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause then that clause shall control;
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together;
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The contract resulting from this RFP shall incorporate the following documents:

1. Request for Proposal and Addenda;
2. Amendments to the RFP;
3. Questions and Answers;
4. Contractor's proposal (RFP and properly submitted documents);
5. The executed Contract and Addendum One to Contract, if applicable ; and,
6. Amendments/Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment to the executed Contract with the most recent dated amendment having the highest priority, 2) executed Contract and any attached Addenda, 3) Amendments to RFP and any Questions and Answers, 4) the original RFP document and any Addenda, and 5) the Contractor's submitted Proposal.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Contractor and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

C. GOVERNING LAW (STATUTORY)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state and federal laws, ordinances, rules, orders, and regulations.

D. BEGINNING OF WORK

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
DF			

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

E. CHANGE ORDERS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the RFP. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

F. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

G. BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

H. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

I. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

J. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, Subcontractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, Subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor's sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this RFP.

3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including subcontractor's and their employees, provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Section 81-8,294), Tort (Section 81-8,209), and Contract Claim Acts (Section 81-8,302), as outlined in Neb. Rev. Stat. § 81-8,209 et seq. and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

5. The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

K. ATTORNEY'S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if order by the court, including attorney's fees and costs, if the other Party prevails.

L. ASSIGNMENT, SALE, OR MERGER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

M. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. §81-145, to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

N. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event"). The Party so affected shall immediately make a written request for relief to the other Party, and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

O. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

P. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract at any time.
2. The State, in its sole discretion, may terminate the contract for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract immediately for the following reasons:
 - a. if directed to do so by statute;
 - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;
 - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court;

- d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders;
- e. an involuntary proceeding has been commenced by any Party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor;
- f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code;
- g. Contractor intentionally discloses confidential information;
- h. Contractor has or announces it will discontinue support of the deliverable; and,
- i. In the event funding is no longer available.

Q. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State;
2. Transfer ownership and title to all completed or partially completed deliverables to the State;
3. Return to the State all information and data, unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures;
4. Cooperate with any successor Contractor, person or entity in the assumption of any or all of the obligations of this contract;
5. Cooperate with any successor Contractor, person or entity with the transfer of information or data related to this contract;
6. Return or vacate any state owned real or personal property; and,
7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

SECTION III
CONTRACTOR DUTIES



III. Contractor Duties

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor, and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and employment taxes and/or other payroll withholding;
2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law;
3. Damages incurred by Contractor's employees within the scope of their duties under the contract;
4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law; and
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees.
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees)

If the Contractor intends to utilize any subcontractor, the subcontractor's level of effort, tasks, and time allocation should be clearly defined in the bidder's proposal. The Contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or subcontractor employee.

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any Subcontractor engaged to perform work on this contract.

B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.html>.
The completed United States Attestation Form should be submitted with the RFP response.
2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (STATUTORY)

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their Subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for services to be covered by any contract resulting from this RFP.

D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals, and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

E. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

G. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PT			

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor;
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any Subcontractor to commence work until the Subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within one (1) year of termination or expiration of the contract, the contractor shall obtain an extended discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and one (1) year following termination or expiration of the contract.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

1. WORKERS' COMPENSATION INSURANCE

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the Subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the Subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any Subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any Subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an occurrence basis, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter. The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles

REQUIRED INSURANCE COVERAGE	
COMMERCIAL GENERAL LIABILITY	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises (Fire)	\$300,000 each occurrence
Contractual	Included
XCU Liability (Explosion, Collapse, and Underground Damage)	Included
Independent Contractors	Included
Abuse & Molestation	Included
If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.	
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
Voluntary Compensation	Statutory
COMMERCIAL AUTOMOBILE LIABILITY	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
Motor Carrier Act Endorsement	Where Applicable
UMBRELLA/EXCESS LIABILITY	
Over Primary Insurance	\$5,000,000 per occurrence
PROFESSIONAL LIABILITY	
Professional liability (Medical Malpractice)	Limits consistent with Nebraska Medical Malpractice Cap
Qualification Under Nebraska Excess Fund	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
MANDATORY COI SUBROGATION WAIVER LANGUAGE	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
MANDATORY COI LIABILITY WAIVER LANGUAGE	
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."	

If the mandatory COI subrogation waiver language or mandatory COI liability waiver language on the COI states that the waiver is subject to, condition upon, or otherwise limit by the insurance policy, a copy of the relevant sections of the policy must be submitted with the COI so the State can review the limitations imposed by the insurance policy.

3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

Nebraska Game and Parks Commission
 Communications Division
 2200 N. 33rd Street
 Lincoln, NE 68503

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

4. DEVIATIONS

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor

H. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

I. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

By submitting a proposal, bidder certifies that there does not now exist a relationship between the bidder and any person or entity which is or gives the appearance of a conflict of interest related to this RFP or project.

The bidder certifies that it shall not take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its services hereunder or which creates an actual or an appearance of conflict of interest.

The bidder certifies that it will not knowingly employ any individual known by bidder to have a conflict of interest.

The Parties shall not knowingly, for a period of two years after execution of the contract, recruit or employ any employee or agent of the other Party who has worked on the RFP or project, or who had any influence on decisions affecting the RFP or project.

J. STATE PROPERTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor shall be responsible for the proper care and custody of any State-owned property which is furnished for the Contractor’s use during the performance of the contract. The Contractor shall reimburse the State for any loss or damage of such property; normal wear and tear is expected.

K. SITE RULES AND REGULATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor shall use its best efforts to ensure that its employees, agents, and Subcontractors comply with site rules and regulations while on State premises. If the Contractor must perform on-site work outside of the daily operational hours set forth by the State, it must make arrangements with the State to ensure access to the facility and the equipment has been arranged. No additional payment will be made by the State on the basis of lack of access, unless the State fails to provide access as agreed to in writing between the State and the Contractor.

L. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

M. NEBRASKA TECHNOLOGY ACCESS STANDARDS (STATUTORY)

Contractor shall review the Nebraska Technology Access Standards, found at <http://nitc.nebraska.gov/standards/2-201.html> and ensure that products and/or services provided under the contract are in compliance or will comply with the applicable standards to the greatest degree possible. In the event such standards change during the Contractor's performance, the State may create an amendment to the contract to request the contract comply with the changed standard at a cost mutually acceptable to the parties.

N. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue services as specified under the specifications in the contract in the event of a disaster.

O. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Contractor certifies it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

SECTION IV
PAYMENT



IV. Payment

A. PROHIBITION AGAINST ADVANCE PAYMENT (STATUTORY)

Payments shall not be made until contractual deliverable(s) are received and accepted by the State.

B. TAXES (STATUTORY)

The State is not required to pay taxes and assumes no such liability as a result of this solicitation. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor.

C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Invoices for monthly payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Send invoices to Nebraska Game and Parks Commission, Communications Division, 2200 N. 33rd Street, Lincoln, NE 68503. Contractor must submit separate itemized invoices per project. The invoice must include the project name, hours and unit costs, fees, and cost descriptions reflecting any services performed or advertising media placed for the current billing period. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

D. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

The State and/or its authorized representatives shall have the right to enter any premises where the Contractor or Subcontractor duties under the contract are being performed, and to inspect, monitor or otherwise evaluate the work being performed. All inspections and evaluations shall be at reasonable times and in a manner that will not unreasonably delay work.

E. PAYMENT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

State will render payment to Contractor when the terms and conditions of the contract and specifications have been satisfactorily completed on the part of the Contractor as solely determined by the State. (Neb. Rev. Stat. Section 73-506(1)) Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

F. LATE PAYMENT (STATUTORY)

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408).

G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The State's obligation to pay amounts due on the Contract for a fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

H. RIGHT TO AUDIT (FIRST PARAGRAPH IS STATUTORY)

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
PF			

The State shall have the right to audit the Contractor's performance of this contract upon a 30 days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract (Information) to enable the State to audit the contract. The State may audit and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at

Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of contractor's business operations, nor will contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to contractor.

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

SECTION V
PROJECT DESCRIPTION
& SCOPE OF WORK



V. Project Description and Scope of Work

A. PROJECT OVERVIEW

The mission of Nebraska Game and Parks Commission (“NGPC”) is stewardship of the state’s fish, wildlife, park, and outdoor recreation resources in the best long-term interests of the people and those resources.

The Commission:

1. Offers a vast amount of opportunities for people to have fun, enjoy Nebraska’s outdoors and create memories.
2. Helps maintain healthy fish and wildlife populations and improves land and water habitats.
3. Helps provide a \$2.64 billion annual economic impact in Nebraska.
4. Using innovation, does what is in the best interest of all Nebraskans and the resources we manage.
5. Helps inform, educate and engage Nebraskans about the natural world.

NGPC is seeking the professional services of a contractor to work as a collaborative partner in the development, implementation, and evaluation of communication and marketing campaigns to promote outdoor recreation opportunities and state parks in Nebraska. The Contractor must carry out these aspects of NGPC’s marketing and advertising objectives, serve as agency of record, and provide media services, creative development, and assistance with new media use, social media marketing, earned media opportunities, and seeking industry sponsorships and promotions as needed.

NGPC is the state agency responsible for marketing Nebraska as the destination of choice for hunting and fishing and for outdoor recreation and state parks in Nebraska to a variety of audiences including: current and potential participants, lapsed participants, potential visitors, the travel industry, and media. Marketing Nebraska as an outdoor destination, encouraging growth and participation in outdoor recreation and conservation initiatives, and increasing visitation to Nebraska State Parks are key to our mission.

NGPC’s Marketing Goals:

1. Position Nebraska as a desirable outdoor recreation destination.
2. Bring visitors to the state parks and recreation areas through promotion throughout the year.
3. Increase participation in outdoor recreation, including, but not limited to, hunting, angling, wildlife viewing, shooting sports, camping, boating and more.
4. Increase awareness of NGPC’s mission and the benefits provided to the public and the resources.
5. Establish highly effective marketing and advertising campaigns that produce results and maximize return on investment.
6. Utilize primary and secondary research to maximize marketing investments, develop strategies, and efforts to target markets both in state and out state.

7. Increase consumer and business spending at state park facilities, including lodging and conferences and special event activities.
8. Implement public relations campaigns designed to produce national media coverage and social media and industry conversations about the state's natural resources and outdoor recreation opportunities.

To learn more about NGPC and its activities, it is recommended that bidders read the most recent Annual Report, the 2018–2022 strategic plan available at: <http://outdoornebraska.gov/publicationsandresources/>

B. PROJECT ENVIRONMENT

The Contractor must work collaboratively with NGPC to raise awareness and strengthen relationships with the conservation and outdoor recreation industry. The Contractor is required to uphold the same vision and service to which NGPC is committed. The Contractor will work with NGPC to increase awareness and engagement through comprehensive marketing, advertising, public relations, and outreach efforts that result in more Game and Parks customers and long-term supporters for parks, wildlife, hunting, fishing, and other experiences and values provided by the agency.

C. PROJECT REQUIREMENTS

The Contractor is required to research and understand consumer travel planning, hunting, angling and wildlife viewing trends, analysis, and the best form of adaptability for NGPC's marketing budget. Detailed requirements are provided in the Scope of Work. Due to the fluidity of the industry, the allocation for marketing dollars has the potential to expand or be reduced based upon spending authority and the needs of NGPC.

All concepts, slogans, or plans submitted or developed by the Contractor for NGPC during the term of the contract, whether or not used, and any and all layouts, copy, artwork, video, and other tangible material which the contractor prepares for NGPC or purchases for its account pursuant to any advertising campaign for NGPC, are NGPC's property exclusively.

NGPC must have direct access and editing capabilities of all content, including web files, database records, multi-media, HTML code and design templates, graphic designs, and video files.

D. CONTRACTOR REQUIREMENTS

1. The Contractor will be required to report to NGPC staff on their activities in scheduled status meetings and in accordance to the contract provisions. Contractor will work at the direction of assigned NGPC staff members and will be required to work closely with other contractors and partners as needed to create integrated and successful marketing and communications campaigns.
2. Contractor with staff expertise in outdoor recreation, tourism, and targeted marketing is required.
3. Contractor must have experience working with mass media, national outdoor media organizations and influencers, multimedia and social media marketing campaigns.
4. It is required that creative briefs will be developed and shared with NGPC for feedback prior to any work commencing on projects and efforts.
5. The Contractor will work in close collaboration with NGPC staff to maintain a high visibility for outdoor recreation in Nebraska through a combination of paid and earned media.

6. The Contractor shall be knowledgeable about the outdoor industry, trends in hunting, fishing, shooting sports, and participation in outdoor pursuits, as well as social media and new media, and keep up-to-date with new advances and opportunities to make appropriate recommendations to NGPC.
7. The Contractor shall be readily available during normal business hours (8:00 am to 5:00 pm CST), by telephone, email and in person.

E. SCOPE OF WORK

The fulfillment of the RFP requirements listed below will be at the direction of NGPC. Due to the dynamic nature of the work contemplated in this RFP the percentage of time spent on the items delineated in this section will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted.

1. ACCOUNT SERVICES AND MANAGEMENT

- a. Perform daily account service through a senior-level account team leader and support staff that provides ongoing communication, conference reports, status updates, project estimates and budget setting & updates;
- b. Together with NGPC staff, plan NGPC marketing and communication campaigns to reach target audiences as directed by the NGPC.
- c. Coordinate campaign steps including but not limited to: forward planning and scheduling, research, conception, creative development, proofing, media buying, digital ad management, and evaluation and reporting.
- d. Participate in creating monthly reports, monitoring key metrics on campaign performance, applicable by project, for presentation and discussion at NGPC Staff and Commission meetings;
- e. Other activities deemed necessary by the NGPC to accomplish the NGPC's marketing goals including but not limited to participation in special events or official functions, and outreach to partners.

2. STRATEGIC PLANNING AND MARKETING RESEARCH

The Contractor will, as needed:

- a. Coordinate and conduct market research projects including surveys, (both written and electronic, in-person and other methods which may be unknown at this time);
- b. Coordinate focus groups as needed.
- c. Assist in interpreting and applying research findings to improve performance of various media in the marketplace.
- d. As needed, conduct pre-testing efforts and assists with integrating changes to improve concepts before launching into the marketplace.
- e. Conduct and assist in providing campaign and outdoor user expenditure/economic impact information to the NGPC in support of ongoing advertising, awareness and return on investment
- f. Provide NGPC with current and trending demographics that would assist in transforming and elevating Nebraska's outdoor recreation industry and enhance visitor experience.
- g. Use the most recent, relevant, cost-effective research methods to provide useful data to support decision making.

3. STRATEGIC CREATIVE DESIGN AND PRODUCTION SERVICES

- a.** The Contractor must supply turn-key creative, innovative, cutting edge, and competitive creative services.
- b.** Assist in the development of creative products that are consistent with NGPC's brand and result in messaging across all media that is relevant, believable and persuasive.
- c.** Produce video and/or photos as requested by NGPC. Edit video for placement in multimedia formats.
- d.** Acquire music, talent or stock photography for broadcast or multimedia productions.
- e.** Create and produce materials for mediums designated in specified marketing campaigns including but not limited to: NGPC website's or campaign landing pages and related components, social media, mobile applications, videos for social media, email, tag management, digital ads, television, radio, print, outdoor, and any other media that fits campaign efforts.
- f.** Graphic design and special publication layout as needed.
- g.** Coordinate with NGPC on needed content revisions.
- h.** Provide for editorial services and copywriting; fact-checking, proofreading, and editing of collateral materials in coordination with NGPC.

4. MEDIA PLANNING AND BUYING

- a.** Create media strategies and tactical plans or both offline and online efforts, including paid media and NGPC's house media channels.
- b.** Assist in market identification and development/strategy to drive selection of target markets with the highest propensity to provide return on investment.
- c.** Negotiate the most favorable rates, position/placement, and space for all media
- d.** Verify costs and secure placement in all media and take necessary actions to resolve any issues including make-goods for non or under performance;
- e.** Provide all materials and information to media necessary to effectively implement plans on a timely basis, within allocated budgets;
- f.** Recommend sponsorship opportunities to NGPC.
- g.** Pursue and negotiate value-added opportunities further leveraging of NGPC's media buys and be willing to set a standard of performance or value added efforts;
- h.** Provide post-evaluation of all aspects of media campaigns including advertising performance metrics, adherence to schedules, negotiated rates and other campaign performance indicators.

5. EARNED MEDIA AND PUBLIC RELATIONS

- a. Identify opportunities for partnerships with industry influencers in hunting, fishing and outdoor recreation.
- b. Develop industry relationships to promote Nebraska as the destination of choice for hunting, fishing, and other outdoor recreation opportunities.
- c. Develop relationships and pitch opportunities with national outdoor media publications, personalities and others to further the mission of NGPC.
- d. Track national press coverage of hunting, fishing and outdoor recreation in Nebraska.
- e. Monitor coverage of NGPC from news outlets, social media channels and other online conversations.
- f. Develop and implement earned media activities as appropriate.
- g. Identify opportunities for industry partnerships and product placement in NGPC media and magazine.
- h. Identify opportunities for sharing of agency in-house content through content marketing.

6. BRANDING AND COOPERATIVE MARKETING

- a. As requested, review, analyze, and collaborate update or enhancement of NGPC's branding materials.
- b. Enhance agency brand/image or campaign strategy with creative images, music, messaging, and design elements.
- c. Assist NGPC in informing key audience of NGPC's mission and the benefits provided to the people and the resources we manage.
- d. Assist in development of new ideas, strategies to recruit, retain and reactivate customers; identify partnerships to promote outdoor recreation in Nebraska, and identify and secure ways to keep outdoor recreation top-of-mind of consumers.

7. INDUSTRY PARTNERSHIPS

- a. Contractor must have extensive knowledge and positive working relationships of outdoor industry contacts, outdoor industry media influencers, established relationships with national conservation organizations and industry partners.
- b. Identify and create opportunities for NGPC to connect with major industry brands, outdoor media professionals and social media influencers, and connect with partners to further the mission of NGPC.
- c. Ability to solidify sponsorships and partnerships on behalf of NGPC in the areas of hunting, fishing, shooting sports, boating, camping or other areas of outdoor recreation.

8. PROJECT MODIFICATIONS

Campaign refinement, development and/or production may take place as appropriate throughout the duration of the contract and any optional renewal period. NGPC reserves the right to modify the media mix and distribution during the course of a campaign or marketing effort.

9. PRESENTATION, DEVELOPMENT AND SUPPORT

As needed, research, plan, and produce presentations, which may include public presentations, script writing, video productions, and on-site technical assistance.

F. PROJECT PLANNING AND MANAGEMENT

Project planning will be a collaborative effort between NGPC staff and the Contractor and will include discussion on the specifics of the campaign(s) and media mixes after the contract has been awarded. Project management is the responsibility of the Contractor as well as management of all staff assigned to the project.

The fulfillment of the RFP requirements listed below will be at the direction of NGPC.

- 1.** During active campaigns, the Contractor will be required to meet in person monthly and once per week or more as needed through other communications with NGPC and/or submit a status/progress report as requested by NGPC. It may include:
 - a.** Any metrics or results on current tactics.
 - b.** Accomplishments/failures achieved during the reporting period.
 - c.** Activities of the project completed.
 - d.** Planned activities for the upcoming month;
 - e.** Projected completion dates for remaining tasks and activities.
 - f.** Detailed status of current campaign budget.
 - g.** Budget status report on current campaigns shall include expenditures for the month, detailed expenditures to date by project, and the remaining balance, as well as media planning status, media placed, media billed, and media yet to be billed along with any immediate change or deviation from the plan strategies as a result of industry opportunities for Nebraska.
 - h.** Any other pertinent information.
- 2.** The Contractor will provide a Planning Calendar that outlines the scope of any upcoming projects at least six weeks in advance of deadlines.
- 3.** During a campaign, the Contractor shall submit a weekly and monthly statistical report of third-party social media monitoring, as well as a performance report of the Commission's social channels.
- 4.** On a quarterly basis, the Contractor shall report on advertising and marketing effectiveness, as well as pre- and post-campaign assessment report.
- 5.** The Contractor will be expected to participate in monthly meetings on a date and time established by the Commission. At a minimum, the Contractor will be required to travel to Lincoln, Nebraska, once a month for such meeting (at the contractor's expense).
- 6.** The Contractor must have the financial capacity to contract and purchase media for the Commission. Media services will include advertising purchasing among many forms of media, sponsorships, social media and other forms of paid messaging. The Contractor must identify process for placing media and evaluating advertising performance.

7. PROJECT MODIFICATIONS

This RFP is for a service that is dynamic in nature. As such, there will be natural project dynamics built into the process as well as project modification that will need to be addressed.

a. NATURAL PROJECT DYNAMICS

Due to the dynamic nature of the work contemplated by this RFP and the resulting contract, the percentage of time spent on the items delineated in Section V.E. Scope of Work will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed price.

b. PROJECT MODIFICATION

scope of work as it relates to technology. This additional work may stem from legislative mandates, emerging technologies, new products and services, and/or secondary research not otherwise addressed in Section V.E. Scope of Work.

8. EXPERIENCE AND CAPABILITIES

The Contractor should have a minimum of five (5) years of experience managing outdoor recreation marketing and advertising campaigns for established clients.

G. PERFORM IMPLEMENTATION

1. The Contractor will implement the media plans/campaigns in full. However, the Contractor may not be granted an exclusive contract. NGPC reserves the right to retain additional media, marketing, or communications services as necessary.
2. NGPC reserves the right to modify any monthly reporting requirement with a 30 day notice to the Contractor.

H. ADDITIONAL INFORMATION

The Contractor will store, for five (5) years, all advertising materials provided to the contractor by NGPC. The Contractor will treat these materials as NGPC property and use caution to secure their return from third parties.

I. BIDDER REQUIREMENTS

Bidders should provide a response to each of the following requirements in the space provided below

	CREATIVE CONCEPTS EXERCISE Propose strategies and creative concepts to position Nebraska as a destination of choice for hunting, fishing, parks and other outdoor recreational opportunities and concepts to promote outdoor recreation as an activity of choice.
1.	Response: We're home to an unmatched variety of animal and fish species, boasting year-round hunting and fishing opportunities, along with nearly 300,000 acres of state park and wildlife management areas available for exploration, adventure, and relaxation. By revealing unique experiences Nebraska can offer to those who choose to invest their time here, we hope to build on the rich outdoor traditions of the state to attract new visitors and remind in-state residents of the opportunities available. As we developed and explored the best creative options to accomplish our goal, two concepts separated themselves as unique and striking strategies. These preliminary concepts illustrate two different directions we could take to establish Nebraska as a state not to be overlooked. For a detailed look at our proposed strategies and creative concepts for meeting this requirement, please see page 76-98 in the technical proposal.

	<p>ACCOUNT SERVICES AND MANAGEMENT</p> <p>Contractor will provide account management for marketing and creative services for NGPC. Describe your approach to Section V.E.1. Explain how you propose to meet the requirements.</p> <p>Response:</p> <p>2. Swanson Russell has a three-tier approach to account services and management designed to provide a wide range of insight and accountability for NGPC. This approach will include a Vice President/Account Director (Patrick Finnegan) as the senior-level account team leader, a Sr. Account Manager (Suzanne Petersen), and a Project Manager (Emily Hallstrom) all of whom have rich history and experience servicing outdoor brands.</p> <p>For a detailed description of how we propose to meet the requirements, please see page 99 in the technical proposal.</p>
	<p>STRATEGIC PLANNING AND MARKETING RESEARCH</p> <p>Describe the process and mechanisms for providing strategic planning marketing research including requirements in Section V.E.2.</p> <p>Response:</p> <p>3. We can know more today than we ever have about who's paying attention, who's not, and how we can close the gap. We don't just crunch numbers — we make insights that help shape campaigns, awareness, and perception. We look at the goals, find the right way to address them, and put a plan in place that will give us actionable insights.</p> <p>For detailed processes and mechanisms for meeting this requirement, please see page 100-101 in the technical proposal.</p>
	<p>STRATEGIC CREATIVE DESIGN AND PRODUCTION SERVICES</p> <p>Contractor will provide creative and production services. Describe approach and ability to meet requirements as described in Section V.E.3.</p> <p>Response:</p> <p>4. Innovative and cutting-edge creative isn't just pretty; it's memorable, compelling, attention-getting and, most of all, effective. Our creative team brings visual identities to life, launches campaigns that turn heads, and creates change for our clients.</p> <p>At Swanson Russell, we take a disciplined approach to developing communications. On any effort, the process starts with planning discussion to get a firm understanding of what needs to be affected, and what change we hope to see. From there, a comprehensive plan is put in place that includes not just creative, but also public relations, media, and any other strategies that can help achieve the objectives. Individual communication efforts should also fully support larger brand efforts (and vice versa). All communications to the audience should support each other, and a key role that Swanson Russell plays creatively is looking at every effort within the context of the brand and other efforts. Our key creative staff is involved from the start of any effort to ensure this alignment from the start.</p> <p>For a detailed approach and capabilities for meeting this requirement, please see page 102-103 in the technical proposal.</p>

5.	<p>MEDIA PLANNING AND BUYING SERVICES</p> <p>Contractor will provide media planning and buying services. Describe approach and ability to meet requirements and described in Section V.E.4.</p> <p>Response:</p> <p>We'll combine disciplined media analysis with our inside knowledge of the outdoor industry to ensure you get the most out of your budget. Our media experts will find the right media mix on the front end, and then provide tracking reports on the back end. We don't settle for what we know, we educate ourselves on the newest trends and are constantly evaluating the proper mix of media to achieve your goals.</p> <p>We reach audiences where, when, and how they consume media on multiple platforms with the right frequency to have the best impact. Audience profile, geography, seasonality, industry relationships, budgets, and desired outcomes are all considered when developing a media plan.</p> <p>Swanson Russell has comprehensive media capabilities including research, strategy, planning, negotiating, buying, trafficking, invoice verification, reconciliation, tracking (including make-goods), and reporting. All of these services will be used with NGPC.</p> <p>For a detailed approach and capabilities for meeting this requirement, please see page 104-106 in the technical proposal.</p>
6.	<p>EARNED MEDIA AND PUBLIC RELATIONS</p> <p>Describe your experience in earned media and outdoor recreation public relations. Describe your ability to meet the requirements of Section V.E.5.</p> <p>Response:</p> <p>A well-crafted message can go a long way, especially when it's delivered with the third-party credibility of respected outdoor publications and industry influencers. We leverage industry relationships and make pitches that matter to get your brand the right kinds of exposure.</p> <p>For a detailed approach and capabilities for meeting this requirement, please see page 107-108 in the technical proposal.</p>
7.	<p>BRANDING AND COOPERATIVE MARKETING</p> <p>Contractor will provide branding and cooperative marketing as requested by NGPC. Describe your ability to meet the requirements in Section V.E.6.</p> <p>Response:</p> <p>Your ability to define yourself — and your audience's ability to accept that definition — is mission critical. We build brands audiences want to be a part of, backed by industry knowledge and insightful thinking.</p> <p>Long-term success will be driven by how well you develop these emotional and rational connections with your audiences. This bond needs to reach beyond the purchase of a hunting or fishing permit; it needs to be a meaningful and lasting relationship that solidifies your place in the minds of your customers.</p> <p>We are currently underway with segmentation research to help us better communicate with all audiences:</p> <ul style="list-style-type: none"> - In-state and out-of-state - Consumptive and non-consumptive - New users, lapsed users, and active users - Avid, casual, and non-users <p>This comprehensive brand approach will help strengthen all communication efforts from NGPC.</p> <p>For a detailed approach and capabilities for meeting this requirement, please see page 109-111 in the technical proposal.</p>

8.	<p>INDUSTRY PARTNERSHIPS</p> <p>Contractor will identify and create opportunities for NGPC to connect with major industry brands, outdoor media professionals and social media influencers, and connect with partners to further the mission of NGPC. Contractor will have ability to solidify sponsorships and partnerships on behalf of NGPC. Describe your ability to meet the requirements in Section V.E.7.</p>
	<p>Response:</p> <p>Since day one, Swanson Russell has been immersed in the outdoor recreation space. It was in the DNA of our founder Gus Swanson and remains a vibrant part of our core areas of focus. With more than 50 years of experience and relationship building, we have created real connections with the key editors, writers, videographers, influencers, bloggers, and personalities in the hunting, fishing, and outdoor space. Thanks to these strong ties with the media, Swanson Russell is often the first asked for content or assistance on articles.</p> <p>In addition, we also have strong relationships with the outdoor industry, NGOs, manufacturers, guides, sales groups, and other marketing agencies. We're constantly working with these associations to create opportunities for our clients' services and products. Be it a media event partnership, providing products for a photoshoot, or simply working together to create high-profile social content, we have built partnerships across the hunting, fishing, and outdoor industry.</p> <p>Swanson Russell continually participates in hunting, shooting, fishing, and other outdoor events and activities. This keeps us at the top of the list with outdoor industry leaders when these partnership opportunities arise.</p>
9.	<p>PROJECT MODIFICATIONS</p> <p>Contractor will provide for change management. Describe your ability to meet the requirements in Section V.E.8.</p>
	<p>Response:</p> <p>Swanson Russell works collaboratively with our clients to ensure we are meeting the goals and objectives of every effort. Swanson Russell works to ensure that communications are on target, effective, and on brand from the start. However, we welcome feedback from stakeholders and have processes and tools to manage these adjustments.</p> <p>We will do our due diligence at the beginning of the campaign to avoid any unnecessary changes. However, there are a variety of reasons modifications may be sought. We will work with the Commission to accommodate all changes and notify NGPC of any impact modifications have on timing, budget, and efficacy.</p> <p>One of the primary roles of the assigned project manager is to communicate necessary changes to active projects and ensure that all feedback is appropriately integrated. This ensures communication is active and thorough, and modifications are addressed.</p> <p>For a detailed approach and capabilities for meeting this requirement, please see page 113 in the technical proposal.</p>
10.	<p>PRESENTATION DEVELOPMENT AND SUPPORT</p> <p>Contractor will provide for presentation development. Describe your ability to meet the requirements in Section V.E. 9.</p>
	<p>Response:</p> <p>Swanson Russell develops effective, dynamic presentations in a variety of different printed, electronic, and in-person formats. Whether we are presenting our own ideas to NGPC Communications staff, presenting plans to NGPC, or drafting communications to help NGPC leadership shape direction and policy, we have the experience, technology, and resources to develop effective presentations.</p>

	<p>PROJECT PLANNING AND MANAGEMENT</p> <p>Describe approach to project planning and management as outlined in Section V.F. 1-7.</p> <p>Response:</p> <p>Due to our proximity to NGPC, Swanson Russell recommends a series of in-person meetings on a regular basis to ensure all project planning and management is running smoothly. These meetings would also have accompanying documentation and reports.</p> <p>These ensure we keep the right people focused on the right things at the right time.</p> <p><u>Planning Meetings (semi-annually)</u> – Set the big-picture direction and priorities for the Commission and set the tone for marketing needs going forward. We'll discuss the success and opportunities for improvements in the future. We will use this time to review planning calendars, and timetables for future initiatives.</p> <p>11. <u>Big-Picture Touch Base Meetings (monthly)</u> – Ensure the continued alignment on long-term efforts and review upcoming communication needs. Discuss opportunities and areas of concern.</p> <p><u>Campaign Pre-Kickoff Meetings (as needed)</u> – Review creative briefs, discuss campaigns prior to kickoffs with agency staff. Review new information that may be useful in crafting campaigns.</p> <p><u>Status Report Meetings (weekly as needed)</u> – Review campaign plans and schedules with an eye toward approaching deadlines. Review necessary budget elements, and discuss feedback and approval schedules.</p> <p><u>Campaign Recap Meetings (as needed)</u> – Review specific campaigns and communication efforts and activities, then examine metrics and results. Discuss overall campaign success and opportunities for improvement going forward.</p> <p>For a detailed approach for meeting this requirement, please see page 115-116 in the technical proposal.</p>
<p>12.</p>	<p>SAMPLES</p> <p>Provide two creative samples of your best work in the following areas. Describe your role in the creation of each sample or project. If work was done by contractor, clearly state the contractor.</p> <p>Bidder should include one sample of these forms:</p> <ol style="list-style-type: none"> 1. Video for social media 2. Promotional video 3. Logo design 4. Website design and development 5. Website landing page 6. E-mail marketing message or campaign 7. Facebook, Instagram and/or other social media 8. 15065 Print publication design 9. Print ad design 10. Any other creative samples <p>Response:</p> <p>Swanson Russell has extensive experience with all requested samples. Our 52 years in business have given us a huge variety of creative samples that showcase our work. In all cases the creative was driven by clear goals and objectives, strong strategy, and the audience's needs in clear focus.</p> <p>For a complete listing of creative samples as outlined above please see page 117-143 in the technical proposal.</p>

SECTION VI
PROPOSAL
INSTRUCTIONS



VI. Proposal Instructions

This section documents the requirements that should be met by bidders in preparing the Technical and Cost Proposal. Bidders should identify the subdivisions of "Project Description and Scope of Work" clearly in their proposals; failure to do so may result in disqualification. Failure to respond to a specific requirement may be the basis for elimination from consideration during the State's comparative evaluation.

Proposals are due by the date and time shown in the Schedule of Events. Content requirements for the Technical and Cost Proposal are presented separately in the following subdivisions; format and order:

A. PROPOSAL SUBMISSION

1. REQUEST FOR PROPOSAL FORM

By signing the "RFP for Contractual Services" form, the bidder guarantees compliance with the provisions stated in this RFP, agrees to the Terms and Conditions stated in this RFP unless otherwise agreed to, and certifies bidder maintains a drug free work place environment.

The RFP for Contractual Services form must be signed using an indelible method (not electronically) and returned per the schedule of events in order to be considered for an award.

Sealed proposals must be received in the State Purchasing Bureau by the date and time of the proposal opening per the Schedule of Events. No late proposals will be accepted. No electronic, e-mail, fax, voice, or telephone proposals will be accepted.

It is the responsibility of the bidder to check the website for all information relevant to this solicitation to include addenda and/or amendments issued prior to the opening date. Website address is as follows: <http://das.nebraska.gov/materiel/purchasing.html>

Further, Sections II through VII must be completed and returned with the proposal response.

2. CORPORATE OVERVIEW

The Corporate Overview section of the Technical Proposal should consist of the following subdivisions:

a. BIDDER IDENTIFICATION AND INFORMATION

The bidder should provide the full company or corporate name, address of the company's headquarters, entity organization (corporation, partnership, proprietorship), state in which the bidder is incorporated or otherwise organized to do business, year in which the bidder first organized to do business and whether the name and form of organization has changed since first organized.

b. FINANCIAL STATEMENTS

The bidder should provide financial statements applicable to the firm. If publicly held, the bidder should provide a copy of the corporation's most recent audited financial reports and statements, and the name, address, and telephone number of the fiscally responsible representative of the bidder's financial or banking organization.

If the bidder is not a publicly held corporation, either the reports and statements required of a publicly held corporation, or a description of the organization, including size, longevity, client base, areas of specialization and expertise, and any other pertinent information, should be submitted in such a manner that proposal evaluators may reasonably formulate a determination about the stability and financial strength of the organization. Additionally, a non-publicly held firm should provide a banking reference.

The bidder must disclose any and all judgments, pending or expected litigation, or other real or potential financial reversals, which might materially affect the viability or stability of the organization, or state that no such condition is known to exist.

The State may elect to use a third party to conduct credit checks as part of the corporate overview evaluation.

c. CHANGE OF OWNERSHIP

If any change in ownership or control of the company is anticipated during the twelve (12) months following the proposal due date, the bidder should describe the circumstances of such change and indicate when the change will likely occur. Any change of ownership to an awarded vendor(s) will require notification to the State.

d. OFFICE LOCATION

The bidder's office location responsible for performance pursuant to an award of a contract with the State of Nebraska should be identified.

e. RELATIONSHIPS WITH THE STATE

The bidder should describe any dealings with the State over the previous five (5) years. If the organization, its predecessor, or any Party named in the bidder's proposal response has contracted with the State, the bidder should identify the contract number(s) and/or any other information available to identify such contract(s). If no such contracts exist, so declare.

f. BIDDER'S EMPLOYEE RELATIONS TO STATE

If any Party named in the bidder's proposal response is or was an employee of the State within the past twelve (12) months, identify the individual(s) by name, State agency with whom employed, job title or position held with the State, and separation date. If no such relationship exists or has existed, so declare.

If any employee of any agency of the State of Nebraska is employed by the bidder or is a Subcontractor to the bidder, as of the due date for proposal submission, identify all such persons by name, position held with the bidder, and position held with the State (including job title and agency). Describe the responsibilities of such persons within the proposing organization. If, after review of this information by the State, it is determined that a conflict of interest exists or may exist, the bidder may be disqualified from further consideration in this proposal. If no such relationship exists, so declare.

g. CONTRACT PERFORMANCE

If the bidder or any proposed Subcontractor has had a contract terminated for default during the past five (5) years, all such instances must be described as required below. Termination for default is defined as a notice to stop performance delivery due to the bidder's non-performance or poor performance, and the issue was either not litigated due to inaction on the part of the bidder or litigated and such litigation determined the bidder to be in default.

It is mandatory that the bidder submit full details of all termination for default experienced during the past five (5) years, including the other Party's name, address, and telephone number. The response to this section must present the bidder's position on the matter. The State will evaluate the facts and will score the bidder's proposal accordingly. If no such termination for default has been experienced by the bidder in the past five (5) years, so declare.

h. SUMMARY OF BIDDER'S CORPORATE EXPERIENCE

The bidder should provide a summary matrix listing the bidder's previous projects similar to this RFP in size, scope, and complexity. The State will use no more than three (3) narrative project descriptions submitted by the bidder during its evaluation of the proposal.

The bidder should address the following:

- i.** Provide narrative descriptions to highlight the similarities between the bidder's experience and this RFP. These descriptions should include:
 - a)** The time period of the project;
 - b)** The scheduled and actual completion dates;
 - c)** The Contractor's responsibilities;
 - d)** For reference purposes, a customer name (including the name of a contact person, a current telephone number, a facsimile number, and e-mail address); and
 - e)** Each project description should identify whether the work was performed as the prime Contractor or as a Subcontractor. If a bidder performed as the prime Contractor, the description should provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.
- ii.** Contractor and Subcontractor(s) experience should be listed separately. Narrative descriptions submitted for Subcontractors should be specifically identified as Subcontractor projects.
- iii.** If the work was performed as a Subcontractor, the narrative description should identify the same information as requested for the Contractors above. In addition, Subcontractors should identify what share of contract costs, project responsibilities, and time period were performed as a Subcontractor.

i. SUMMARY OF BIDDER'S PROPOSED PERSONNEL/MANAGEMENT APPROACH

The bidder should present a detailed description of its proposed approach to the management of the project.

The bidder should identify the specific professionals who will work on the State's project if their company is awarded the contract resulting from this RFP. The names and titles of the team proposed for assignment to the State project should be identified in full, with a description of the team leadership, interface and support functions, and reporting relationships. The primary work assigned to each person should also be identified.

The bidder should provide resumes for all personnel proposed by the bidder to work on the project. The State will consider the resumes as a key indicator of the bidder's understanding of the skill mixes required to carry out the requirements of the RFP in addition to assessing the experience of specific individuals.

Resumes should not be longer than three (3) pages. Resumes should include, at a minimum, academic background and degrees, professional certifications, understanding of the process, and at least three (3) references (name, address, and telephone number) who can attest to the competence and skill level of the individual. Any changes in proposed personnel shall only be implemented after written approval from the State.

j. SUBCONTRACTORS

If the bidder intends to Subcontract any part of its performance hereunder, the bidder should provide:

- i.** name, address, and telephone number of the Subcontractor(s);
- ii.** specific tasks for each Subcontractor(s);
- iii.** percentage of performance hours intended for each Subcontract; and
- iv.** total percentage of Subcontractor(s) performance hours.

3. TECHNICAL APPROACH (Delete Technical Approach if Cost Only)

The technical approach section of the Technical Proposal should consist of the following subsections:

- a.** Understanding of the project requirements;
- b.** Proposed development approach;
- c.** Technical considerations; and
- d.** Detailed project work plan.

All requirements outlined in this section will be met by Swanson Russell. Please see the following pages for detailed information:

- Request for Proposal Form on page 152
- Corporate Overview on page 5
- Technical Approach on page 74

TECHNICAL APPROACH



Technical Approach

3. TECHNICAL APPROACH

The technical approach section of the Technical Proposal should consist of the following subsections:

- a.** Understanding of the project requirements;
- b.** Proposed development approach;
- c.** Technical considerations; and
- d.** Detailed project work plan.

UNDERSTANDING OF THE PROJECT REQUIREMENTS:

Swanson Russell fully understands the project requirements as stated in Section V above. Our previous work has given us a deep understanding of consumer travel planning, hunting, angling and wildlife viewing trends, analysis, and budget adaptability.

We understand the services being contracted, each of them intimately. We also understand the underlying goals and objectives of the Commission. This is critical due to the fluid nature of the work, and allows Swanson Russell to dynamically accommodate the broad and changing needs of the Commission.

We understand outdoor activities and the diverse audiences that take part in them — including hunters, anglers, wildlife viewers, shooters, campers, boaters, and more. Our heritage as an agency is in outdoor recreation and our staff is composed of active participants.

However, we also understand that all participants in these audiences are not created equal. There is a tremendous variety in how avid participants are, and how they view the activities. It is critical for the Commission to reach all of the segments of these audiences to ensure participation is maximized now and into the future.

We understand Nebraska. We understand the broad and nuanced opportunities for outdoor recreation within the state. We know what makes Nebraska interesting, unique, and appealing. We have a genuine love for the state, and the resources that abound here. We understand what needs to happen to draw travelers to the state through our experiences with clients like the Nebraska Travel Commission, and Omaha Convention and Visitors Bureau.

We understand marketing. With 50+ years of experience Swanson Russell understands how to move audiences to action. We motivate and inspire them to engage deeply with our clients, building strong and lasting relationships. We have a long track record of success with similar efforts for many outdoor clients, and clients of other industries.

We understand the Nebraska Game and Parks Commission. Most importantly, we understand the project requirements because we have served as the marketing partner for the Commission for the last five years. We understand the Commission's strengths, the challenges faced, and the opportunities that lie ahead. We've shared in successes and are well versed in what is needed to achieve the Commission's goals going forward.

- Encourage participation among residents and non-residents
- Elevate the perception of Nebraska as an outdoor recreation destination on a national level
- Educate on the Commission's mission and successes in managing the state's resources
- Be pointed, effective, and responsible in how we pursue marketing opportunities and in how we market the state

A number of specific requirements were outlined in section V.I. "Bidder Requirements" of the RFP. Our understanding of the specific project requirements outlined in this RFP are best illustrated by addressing these bidder requirements.

Requirement 1: CREATIVE CONCEPTS EXERCISE

Propose strategies and creative concepts to position Nebraska as a destination of choice for hunting, fishing, parks and other outdoor recreational opportunities and concepts to promote outdoor recreation as an activity of choice.

THE ASK

Propose strategies and creative concepts to position Nebraska as a destination of choice for hunting, fishing, parks, and other outdoor recreational opportunities and concepts to promote outdoor recreation as an activity of choice.

THE CHALLENGES

We compete with surrounding states that possess distinct categorical hunting, fishing, and camping advantages, along with geographical features and monuments that cannot be found here.

THE OPPORTUNITIES

We're home to an unmatched variety of animal and fish species, boasting year-round hunting and fishing opportunities, along with nearly 300,000 acres of state park and wildlife management areas available for exploration, adventure, and relaxation.

OUR POSITION

The outdoors is a place of natural wonders, discovery, adventure, and reflection — the benefits of which cannot be obtained anywhere else. Experiencing Nebraska’s natural resources is a positive investment of time and enhances the quality of life — Time well spent.

As stewards of these resources, it is our unique privilege and responsibility to provide access and opportunities for those who choose to spend time outdoors.

THE SOLUTION

By revealing unique experiences Nebraska can offer to those who choose to invest their time here, we hope to build on the rich outdoor traditions of the state to attract new visitors and remind in-state residents of the opportunities available.

As we developed and explored the best creative options to accomplish our goal, two concepts separated themselves as unique and striking strategies. These preliminary concepts illustrate two different directions we could take to establish Nebraska as a state not to be overlooked.

[CHECK OUT NEBRASKA]

Your life is full of to-do lists.
Each day brings new goals to accomplish — boxes to check.
Checkmarks are symbols that indicate time well spent.

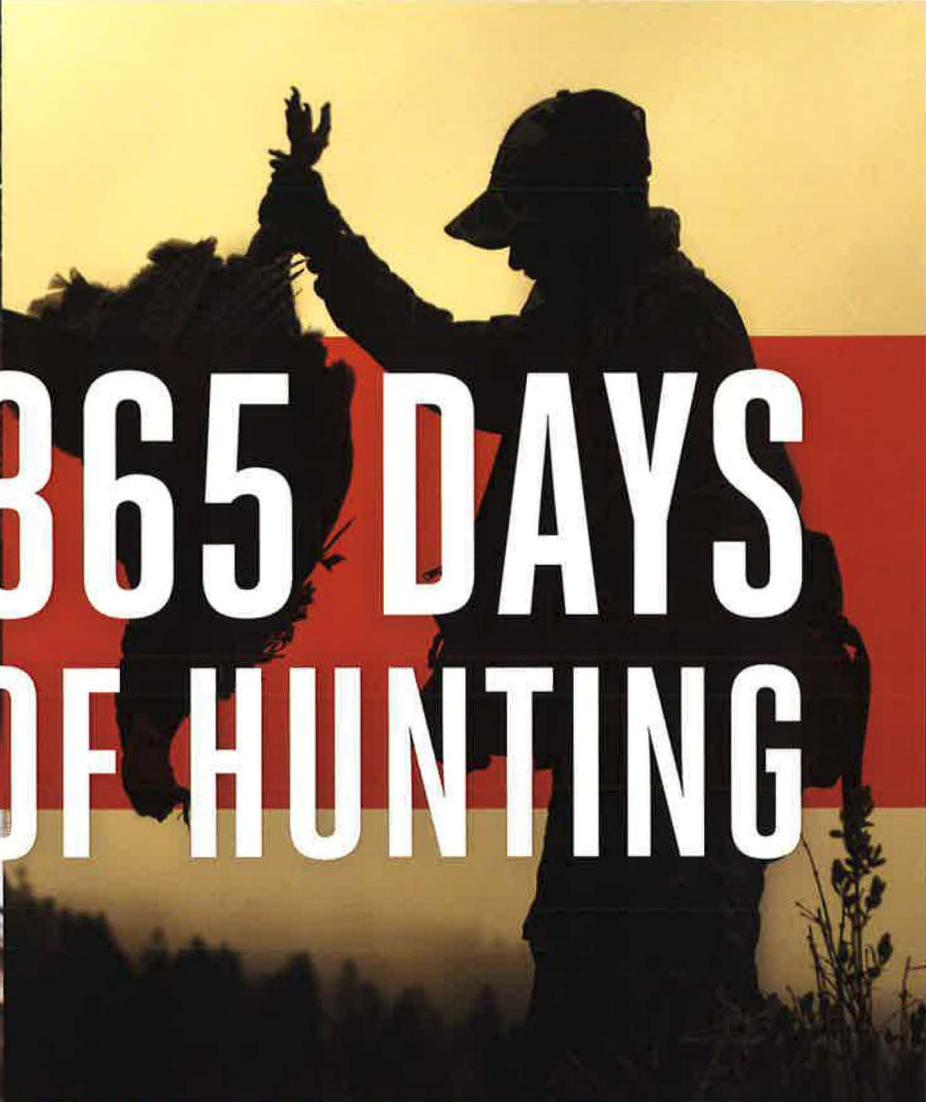
As a hunter, angler, or someone who considers
the outdoors their second home, your to-do lists
are forged in adventure, and your goals are only
limited by the opportunities available.

We know this because we hunt. We fish.
And we blaze trails. Constantly seeking
the next opportunity; striving to check that
next box. In Nebraska, you'll find new
challenges to discover — hundreds of boxes
to check off your list.

Lakes stocked with 46,000,000 fish annually.
Hunting that lasts 365 days a year.
And nearly 300,000 acres of state park and
wildlife management land to explore.

Earn your next checkmark.

CHECK OUT NEBRASKA.



365 DAYS OF HUNTING



46,000,000 FISH
STOCKED PER YEAR



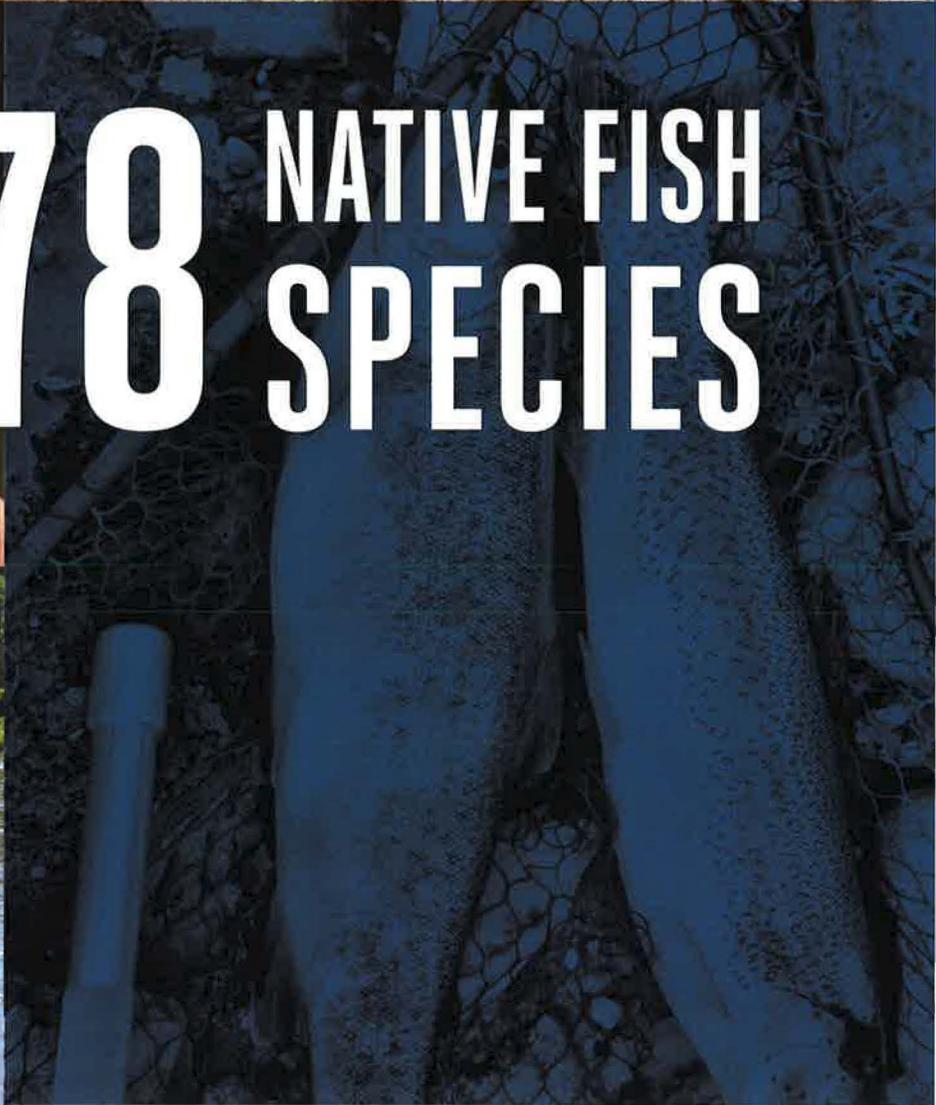
343 MILES
OF TRAILS



35 SPECIES TO HUNT



78 NATIVE FISH SPECIES



8 STATE PARKS

53

PERMIT TYPES

2

SPECIES

1 STATE

CHECK OUT

NEBRASKA

- GAME



PARKS -

✓ DEER HUNTING

5,434
CAMPSITES

60
STATE REC
AREAS

1 STATE

CHECK OUT

NEBRASKA

CAMPING

- GAME  PARKS -



31,600,000
WALLEYE STOCKED ANNUALLY

450
BODIES OF WATER TO FISH

1 STATE

CHECK OUT

NEBRASKA



*WALLEYE
FISHING*

— GAME  PARKS —

THE POTENTIAL APPLICATIONS ...

CHECK OUT NEBRASKA  QUAIL HUNTING
- GAME  PARKS -

CHECK OUT NEBRASKA  URBAN HUNTING
- GAME  PARKS -

CHECK OUT NEBRASKA  TROUT FISHING
- GAME  PARKS -

CHECK OUT NEBRASKA  KAYAKING
- GAME  PARKS -

CHECK OUT NEBRASKA  MUSKIE FISHING
- GAME  PARKS -

ARE ENDLESS.

WE WON'T BE OVERLOOKED

In Nebraska, you can traverse hundreds of miles of trails, hunt Merriam's in the spring or fall, or even go bass bowfishing. Check Out Nebraska is more than a call to action in this concept, it's an eye-opening statement.

By utilizing some of Nebraska's lesser known statistics, Check Out Nebraska depicts the state as a destination of opportunity for out-of-state enthusiasts while also reminding local hunters, anglers, and adventurers of the plethora of opportunities waiting just outside their back door.



[IT'S ABOUT TIME. NEBRASKA.]

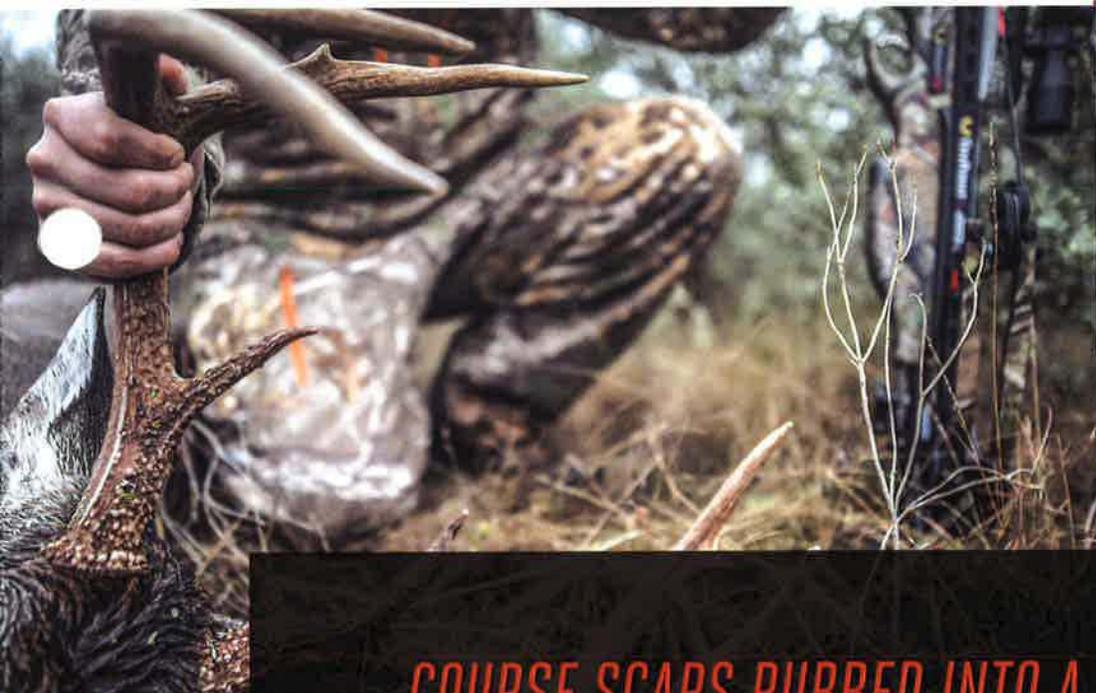
Your memories are covered in texture.
Constructed from your senses.
And assembled from a series of
moments that form a singular event.

As a hunter, angler, and adventurer — your memories
are anchored in time and place. Attached to victories
in the field and miles you've traversed.

For you, new memories are discovered
through exploration. Spurred by opportunity.
And accumulated in second-by-second increments.

In Nebraska, you'll find acres of opportunities.
Hunting that lasts 365 days of the year.
Where unforgettable moments can happen at any second.

It's About Time — Nebraska



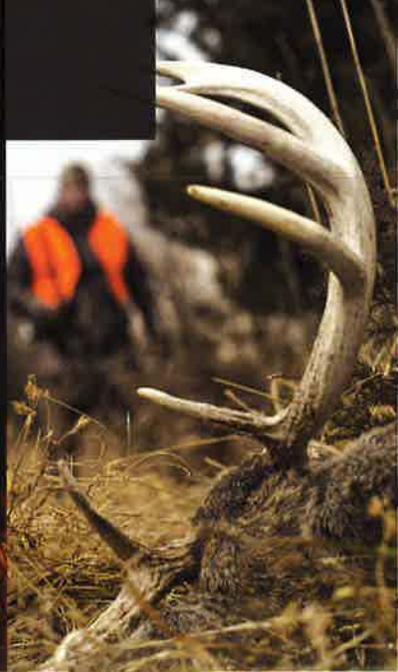
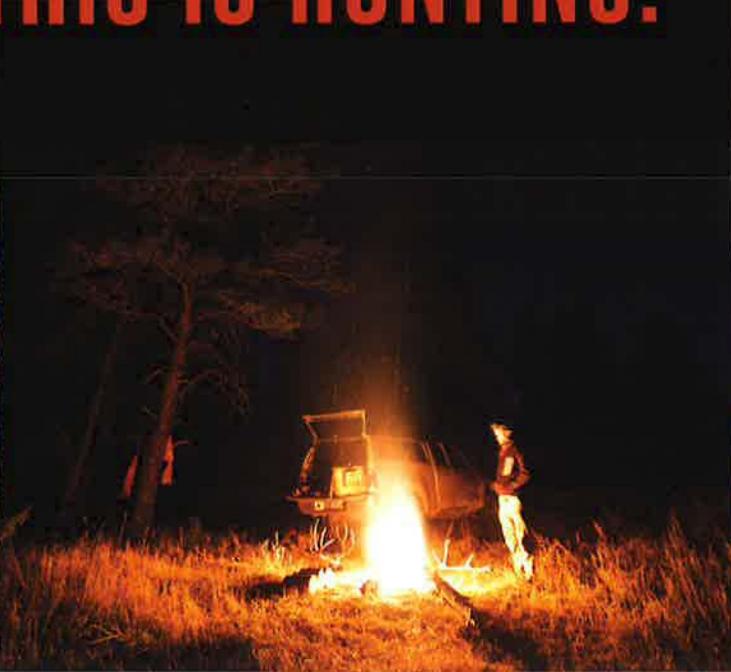
COURSE SCARS RUBBED INTO A TREE.

A CHILLED BREEZE RUSHING ACROSS

YOUR FACE. THE STEADY EXHALE AS

YOUR FINGER PRESSES THE TRIGGER.

THIS IS HUNTING.





*STEAM RISING FROM SLOW RIPPLES PUSHING
ACROSS A LAKE. THIN LINE RUNNING ALONG
YOUR FINGERTIPS AS YOU THREAD YOUR LURE.
THE SWELLING EXCITEMENT AS A TUG ECHOES
UP YOUR ARMS AND INTO YOUR CHEST.*

THIS IS FISHING.

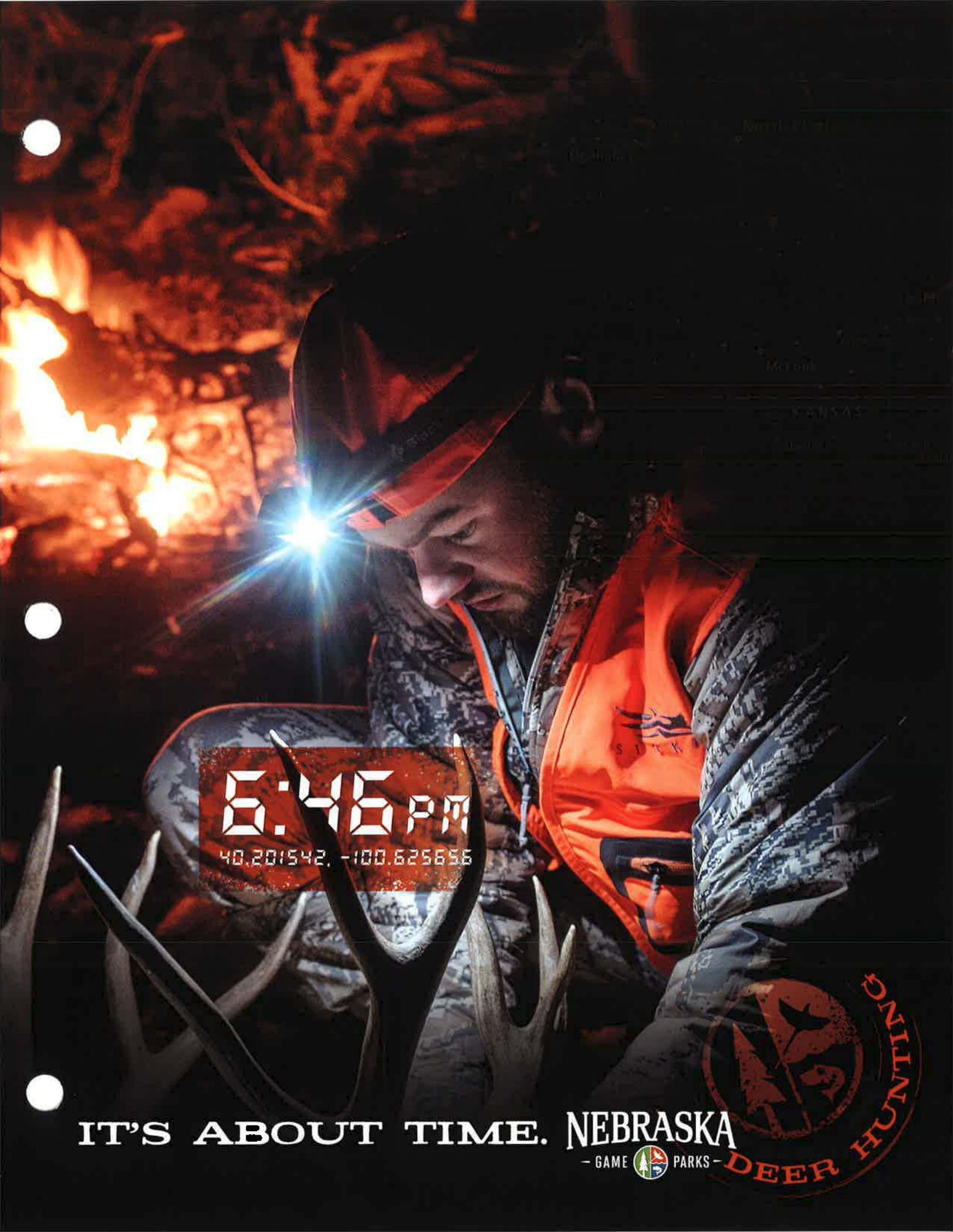


*MOONLIGHT PEEKING THROUGH A LUSH
CANOPY. WARM POPS OF DRY WOOD
DANCING IN THE CAMPFIRE LIGHT.
THE HUMBLING QUIET AS YOU STARE
UP AT A VAST BLANKET OF STARS.*



THIS IS CAMPING.





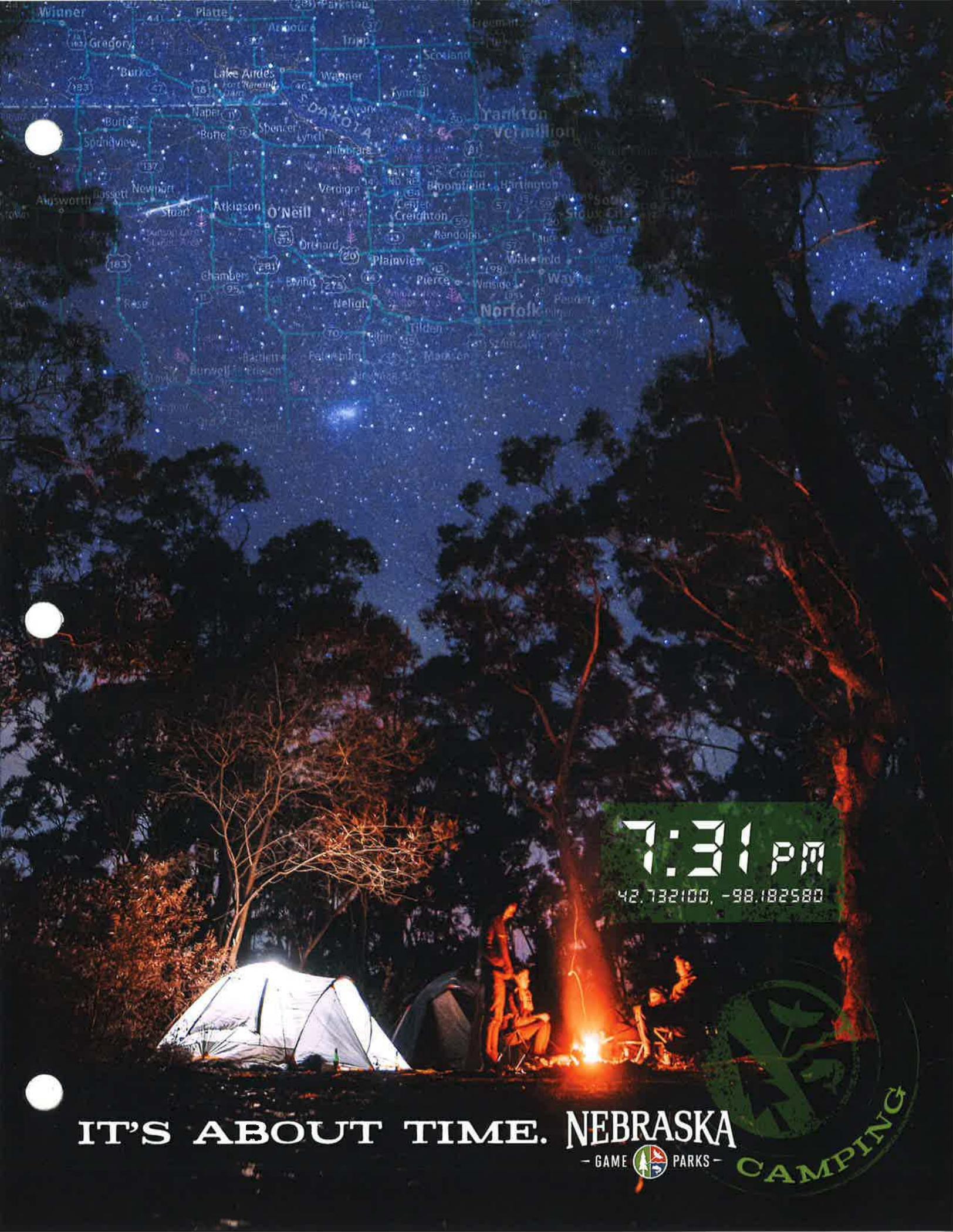
6:46 PM

40.201542, -100.625656

IT'S ABOUT TIME. NEBRASKA

- GAME PARKS -





7:31 PM

42.732100, -98.182580

IT'S ABOUT TIME. NEBRASKA

- GAME PARKS -



CAMPING

A young child with curly hair is smiling and holding a large fish. The background is a map of Nebraska with various cities labeled. A digital clock overlay shows the time as 2:55 PM.

2:55 PM

41.250080, -101.683110

IT'S ABOUT TIME. NEBRASKA

- GAME PARKS -



THE POTENTIAL APPLICATIONS ...

7:42 AM
40.869553, -97.170568

IT'S ABOUT TIME.

NEBRASKA

- GAME PARKS -



6:36 AM
43.734428, -75.440289

IT'S ABOUT TIME.

NEBRASKA

- GAME PARKS -



8:02 AM
40.387046, -96.052244

IT'S ABOUT TIME.

NEBRASKA

- GAME PARKS -



4:47 PM
41.021750, -100.365819

IT'S ABOUT TIME.

NEBRASKA

- GAME PARKS -



11:22 AM
41.014763, -98.338856

IT'S ABOUT TIME.

NEBRASKA

- GAME PARKS -



ARE ENDLESS.

IF YOU'VE GOT THE TIME, WE'VE GOT THE PLACE

Nebraska. It's About Time boldly announces to outdoor enthusiasts that now is the time to experience the wealth of opportunities Nebraska has to offer.

By depicting once-in-a-lifetime moments stamped with a time and location, It's About Time references the tangible nostalgia inherent within memories and the unique and ownable moments Nebraska has to offer. It's About Time also reminds in-state hunters, anglers, and adventurers of their own memories, creating a pull to rediscover their own state.

Requirement 2: ACCOUNT SERVICES AND MANAGEMENT

Contractor will provide account management for marketing and creative services for NGPC. Describe your approach to Section V.E.1. Explain how you propose to meet the requirements.

Approach

Swanson Russell has a three-tiered approach to account services and management designed to provide a wide range of insight and accountability for NGPC. This approach will include a Vice President/Account Director (Patrick Finnegan) as the senior-level account team leader, a Sr. Account Manager (Suzanne Petersen), and a Project Manager (Emily Hallstrom) all of whom have rich history and experience servicing outdoor brands, and currently serve on the team for NGPC.

Roles

The role of your account team will be to properly plan, implement, and report all marketing campaigns and efforts for NGPC, advise NGPC on marketing and the outdoor industry, and communicate about ongoing agency efforts in all areas (including research, conception, creative development, proofing, media buying, digital ad management, and evaluation and reporting). NGPC's account team will also ensure all objectives, audiences, strategies, and tactics are all designed to achieve the goals of each communication effort.

Swanson Russell understands that the role of the account team needs to be fluid to address the unforeseen needs of NGPC. Participation in presentations, meetings, functions, and events will be handled by senior-level account service staff.

Vice President/Account Director — Works with you and the agency teams to build strategies and plans for all brand and marketing efforts and will counsel you on matters relating to marketing and the outdoor industry. This role is responsible for team composition, health of client-agency relationships, and adherence to process.

The Sr. Account Manager — The primary liaison between you and the agency for active campaigns. This role works with the Account Director to build strategies and plans. The Account Manager provides day-to-day updates, sets and manages budgets, timelines, and scopes of work for marketing efforts. The account manager will work with you and the internal teams to plan, research, schedule, concept, develop, and report on all campaigns.

The Project Manager — Handles the day-to-day management of active projects as they move through the agency, especially as it relates to project details, timelines, proofing, and quality control. This role helps create and provide any necessary conference reports and status updates.

Communication

Routine communications through in-person meetings and phone calls ensure that NGPC and Swanson Russell are clear on campaign progress and performance. These communications also ensure we are able to discuss ongoing efforts, plan for future initiatives, and resolve any immediate issues.

Collaboration

Swanson Russell uses a collaborative approach and has our best success when we work as an extension of your marketing department rather than as a vendor at arm's length. We will integrate with your in-house marketing and communications team, and other Commission stakeholders. Being located in Lincoln helps ensure we maintain the proper balance of in-person collaboration when possible.

SWANSON RUSSELL ADVANTAGES

FAMILIAR PERSONNEL
— YOU KNOW US

PROXIMITY TO NGPC — WE ARE
5 MINUTES AWAY IF NEEDED

COLLABORATION — WE BELIEVE
IN BEING PARTNERS

Requirement 3: STRATEGIC PLANNING AND MARKETING RESEARCH

Describe the process and mechanisms for providing strategic planning marketing research including requirements in Section V.E.2.

Approach

We can know more today than we ever have about who's paying attention, who's not, and how we can close the gap. We don't just crunch numbers — we make insights that help shape campaigns, awareness, and perception. We look at the goals, find the right way to address them, and put a plan in place that will give us actionable insights.

Process

Our process for providing strategic planning and market research is simple, effective, insightful, and allows us take quick action on what we learn. Following this process ensures we don't miss an opportunity to create a connection between NGPC and the audience.

- 1. DISCOVERY** — We need to understand your long-term goals, strengths, and opportunities. Then we review all available data and research from the Commission, industry, and other secondary sources that can help shape the plan going forward.
- 2. INSIGHTS** — Identify key learnings needed or gaps in knowledge that must be filled to effectively meet the Commission's goals. When understood, this information will help us build better connections with customers and move audiences to action.
- 3. ARCHITECTURE** — Establish learning objectives, determine the appropriate approach and research instruments, and develop the structure for completing the planning and research efforts.
- 4. COMMUNICATION** — The market research is fielded, data is collected and analyzed, findings are checked back against learning objectives, and actionable recommendations are built to capitalize on the new information. The findings are applied to improve performance of marketing and other Commission efforts.
- 5. MANAGEMENT** — Periodically our findings should be reviewed and evaluated to ensure they are still relevant given the current climate at the Commission, in the industry, and among the audience as a whole.

SWANSON RUSSELL ADVANTAGES

INSIGHTS — THE DATA IS ONLY
USEFUL IF IT IS ACTIONABLE

DEEP EXPERIENCE — INTERNALLY
AND THROUGH PARTNERS

TOOLS — HELP US GET
INSIGHTFUL DATA QUICKLY

Capabilities and Partnerships

Depending on the needs identified in the architecture phase, Swanson Russell may handle primary market research internally, or we may engage one of several specialized partners we have experience with.

- **Internal Expertise** — Swanson Russell has decades of experience in market research. We have full internal capabilities to plan, develop, program, deploy, and analyze a wide variety of research methods including online, telephone, in-person, and other survey types.
- **Specialized Partners** — Depending on the needs of each specific effort, we may recommend working with a reputable outside partner to handle a portion of the research. Swanson Russell has extensive experience with a variety of partners each with unique advantages or specializations. The use of outside partners will be discussed throughout the process to ensure all parties are clear on the recommendations.

With Swanson Russell's internal capabilities and external partnerships, no effort is too big or complex, and no effort is too small or insignificant. It also assures us that the latest and greatest options available are in our toolbox along with the tried and true practices.

- Focus groups
- Concept testing
- In-depth personal interviews
- Online, telephone, or written awareness, opinion and needs surveys
- On-site surveys or observational research
- Ethnographic research

Tools

Swanson Russell has a myriad of tools available to help us understand the marketplace and consumer. These tools are used frequently to help paint a more complete picture of the scenarios we face.

- **MRI** — Swanson Russell is a subscriber to the Mediamark Research Inc. (MRI) Survey of the American Consumer, a nationwide annual survey of more than 30,000 adults. In addition to gathering a variety of demographic, psychographic, and lifestyle data, the survey collects extensive information regarding adults' participation in outdoor sports and recreation activities. The MRI data can be combined with other publicly available data and new primary research to provide NGPC with current and trending demographics.
- **Social Media Monitoring and Listening** — Big data analysis is the future of marketing and social media is essentially the world's largest focus group. Swanson Russell uses a combination of social media listening and audience analysis tools that help us understand audiences like never before. Combining data-driven insights with our deep institutional industry knowledge, we are able to provide clients with better opportunities to reach and connect with their customers.
- **Industry Data and Tools** — Industry organizations like NSSF and OIA frequently provide market and consumer data that Swanson Russell uses in conjunction with other tools to comprehensively understand market scenarios.

Requirement 4: STRATEGIC CREATIVE DESIGN AND PRODUCTION SERVICES

Contractor will provide creative and production services. Describe approach and ability to meet requirements as described in Section V.E.3.

Approach

Innovative and cutting-edge creative isn't just pretty; it's memorable, compelling, attention-getting and, most of all, effective. Our creative team brings visual identities to life, launches campaigns that turn heads, and creates change for our clients.

At Swanson Russell, we take a disciplined approach to developing communications. On any effort, the process starts with planning discussion to get a firm understanding of what needs to be affected, and what change we hope to see. From here, a comprehensive plan is put in place that includes not just creative, but also public relations, media, and any other strategies that can help achieve the objectives.

Individual communication efforts should also fully support larger brand efforts (and vice versa). All communications to the audience should support each other, and a key role that Swanson Russell plays creatively is looking at every effort within the context of the brand and other efforts. Our key creative staff is involved from the start to ensure this alignment from the beginning.

Creative Strategy Briefs

Creative Strategy Briefs are developed to direct creative down a path that will best resonate with consumers and have an impact on NGPC's goals. These strategy briefs are focused on the consumers' needs, aspirations, motivations, and drivers. This is where impact can best be made:

- What is the opportunity or problem the audience is facing?
- How does what NGPC has to offer address this opportunity or problem?
- Why does that matter to the audience on an emotional and rational level?

The Creative Strategy Brief helps creative to develop positioning and messaging that meets several criteria:

- It must be true.
- It must be believable.
- It must be competitively unique.
- It must be relevant to the audiences' needs.

Additionally, our briefs ensure the entire team is aligned on audiences, objectives, budget, timeline, expectations, and mandatory inclusions.



Kickoffs

Once a brief is created and approved by the Commission, a kickoff occurs with all relevant parties at Swanson Russell. This is an in-depth conversation on all aspects of the brief, but also includes information from other service areas (digital, PR, media) to ensure a wholistic approach. In kickoffs the team also discusses:

- Media and public relations considerations
- Landing page adjustments
- Tracking and conversions
- Metrics and key performance indicators (KPIs)
- Production considerations including rights for voiceover and music

Culture of Hunger

As mentioned in the Corporate Overview, Swanson Russell's culture is based on several core values that the entire team lives every day. One, in particular, is notable regarding the creative process:

BE HUNGRY

There's always a bigger, better idea out there. Be persistent and focused enough to explore it. If you're not, you're in the wrong place.

This culture of hunger pushes everyone on the team to ensure our creative product is innovative, cutting edge, and beating the competition. Put simply, pushing hard for more impactful creative is in our DNA.

Workfront

During creative development, Swanson Russell uses Workfront to manage changes and content revisions. Workfront is a digital, collaborative environment that allows for live commenting, approvals, side-by-side versioning, pixel-to-pixel comparison, and other features. This product is a centralized system that NGPC can use to review and leave feedback for Swanson Russell and, ultimately, approve communication efforts. The use of this product results in more efficient processes, better communication, and a better end-product.

Creative Services

As a full-service agency, Swanson Russell has full capabilities in all creative areas:



Traditional Advertising
(Television, Print, Radio, etc.)



Digital Display



Sponsorships



Collateral



Social Media



Events and Activations



Identity Materials



Email



Fact-Checking



Digital Video (shooting,
producing, and editing)



Programmatic



Proofreading and
Quality Control

Requirement 5: MEDIA PLANNING AND BUYING SERVICES

Contractor will provide media planning and buying services. Describe approach and ability to meet requirements and described in Section V.E.4.

Approach

We'll combine disciplined media analysis with our inside knowledge of the outdoor industry to ensure you get the most out of your budget. Our media experts will find the right media mix on the front end, and then provide tracking reports on the back end. We don't settle for what we know, we educate ourselves on the newest trends and are constantly evaluating the proper mix of media to achieve your goals.

We reach audiences where, when, and how they consume media on multiple platforms with the right frequency to have the best impact. Audience profile, geography, seasonality, industry relationships, budgets, and desired outcomes are all considered when developing a media plan.

Swanson Russell has comprehensive media capabilities including research, strategy, planning, negotiating, buying, trafficking, invoice verification, reconciliation, tracking (including make-goods), and reporting. All of these services will be used with NGPC.

Media Research Tools

Every media plan starts with research. The extent of the research necessary is dependent upon the individual campaign and the specific target audience. In order to make sound media recommendations, we must first understand the types of media the target audience consumes. Our sources for this include:

- GfK Mediamark Research & Intelligence (GfK MRI) — MRI's Survey of the American Consumer surveys a panel of 20,000 consumers twice per year and reports on media usage, demographics, psychographics, and consumer behavior to help subscribers gain insight into the action and motivations of adult American consumers.
- ComScore — Similar to MRI, focusing on online media usage.
- DoubleClick and Quantcast — These online media sources allow us to look at individual web property audiences to more accurately measure monthly site traffic and demographics.
- Cost-per-thousand (CPM) — Efficient media buys allow for the best use of limited advertising dollars. The comparison of similar media property CPMs gives the agency an objective audience value as well as negotiating leverage.
- Advertising Spending Research — Analyzing overall advertising spending allows the agency to keep up on the latest trends. It can also give insight into which media types might be more or less willing to negotiate on pricing. For example, print advertising spending is down significantly, both nationally and locally. However, there are niche audiences whose consumption of print media is still very strong. This knowledge allows for the strategic recommendation of this medium along with a strong bargaining position.

SWANSON RUSSELL ADVANTAGES

COMPREHENSIVE MEDIA
STRATEGY, PLANNING, BUYING,
TRAFFICKING, REPORTING

DIGITAL/MOBILE FIRST

NEGOTIATING THROUGH BUYING
POWER AND RELATIONSHIPS

- **Competitive** — The analysis of competitive advertising spending gives a window into strategies of competing advertisers. Just because a competitor is using a certain medium doesn't mean our clients should necessarily do so, but it can open up new ideas. It can also give negotiation leverage if we find that we are spending more than a particular competitor.
- **Nielsen and Arbitron Ratings** — Ratings information allows for the objective review of which specific stations and programs are delivering the largest and/or most targeted audiences.

Process

Swanson Russell's media processes cover initial planning through to reporting. It ensures the right mix is in place to meet objectives, the costs are favorable to NGPC, the exposure is maximized, all media is placed and runs appropriately, and the results and recommendations are clearly presented to NGPC.

- **Strategy** — We select the best ways to identify and reach markets and audiences. We use industry resources and tools to ensure we are able to reach the audiences effectively. We look beyond the familiar to ensure we are reaching the audiences in the best way possible. The strategy phase is also where we identify media and industry partnership opportunities that achieve NGPC's goals in a cost-effective manner.
- **Planning** — We put the media strategies into action through the plan. Here we dive into which media properties will best connect with consumers and bring the media strategies to life.
- **Negotiating and Buying** — Our tenure and prominence in the outdoor industry give us great leverage when negotiating and buying endemic media. We know the players, and they know Swanson Russell. These relationships translate to favorable rates and opportunities for positions/placements for NGPC. Our buying power in the non-endemic media ensures the same. In addition to the paid media we purchase, we also secure added-value placements to extend the reach of your marketing.
- **Trafficking** — Our media trafficking services ensure that all media properties know what to run, when to run it, and that they have the materials needed to execute the media orders the buyers negotiated. We ensure these media properties get what they need, when they need it.
- **Verification and Reporting** — All placed media is verified to ensure that it is running as contracted, and invoices match the agreed upon rates. If discrepancies are found, we negotiate make-goods for at least the value that was missed... often more. We evaluate the metrics from the media partner and verify independently. We build out the reports on performance metrics, KPIs, and conversions.

Digital Media

In addition to a long history with traditional media, Swanson Russell has a strong digital media background — all planners and buyers are Google certified.



Our media department and digital team work hand-in-hand on digital ad placements, to ensure aggressive and smart recommendations, tracking metrics, KPIs, and conversions. We use Google Analytics to track clicks and traffic, and gauge campaign performance and fulfillment of the digital placements. Analysis of this data is used to optimize the creative and placements throughout the life of the campaign.

We develop baseline measures of key metrics using this website traffic data, campaign audience surveys, and results from past campaigns. We then compare campaign results to these baselines (as well as industry benchmarks). Campaign results are then presented on an ongoing basis via dashboards and other reports. At the conclusion of a campaign, a comprehensive report diving into great detail and providing insights and recommendations for future campaigns will be prepared.

Media Accountability

Our accountability processes begin by verifying all placements have run as planned in media orders and contracts. Documentation includes tear sheets for print advertising, affidavits for broadcast ads, and digital tear sheets for e-newsletters and digital placements. Discrepancies are discussed with media vendors and make-goods are negotiated as appropriate.

Requirement 6: EARNED MEDIA AND PUBLIC RELATIONS

Describe your experience in earned media and outdoor recreation public relations. Describe your ability to meet the requirements of Section V.E.5.

Approach

A well-crafted message can go a long way, especially when it's delivered with the third-party credibility of respected outdoor publications and industry influencers. We leverage industry relationships and make pitches that get your brand the right kinds of exposure.

We work within limited budgets to extend reach and add credibility, thereby increasing the potential to influence and engage with stakeholders.

Process

With NGPC's goals in mind, we seek out the right avenues to get the message out through earned media, industry relations, and partner engagement. We know good fits when we see them and capitalize on them with the right people at the right time.

We speak in the voice of the client while ensuring that it resonates with the media and target audience. For each client, an approval process is established for all press materials: news releases, media advisories, fact sheets, backgrounders, white papers, contact profiles, etc. These materials are reviewed with the internal teams and NGPC to ensure accuracy and consistency in branding, messaging, tone, and overall quality.

Our Social Media teams are plugged into the latest in listening and monitoring tools, keeping their fingers on the pulse of the industry, keeping a virtual eye on what the end user is saying, and analyzing these data streams to help guide decision-making and strategic planning. In addition, a focused traditional tracking program identifies client mentions on local, endemic, and national media channels.

Swanson Russell's team of social media content experts work with clients daily to utilize in-house content and news across all social media channels. But they don't stop there. The Social Media team will work with the Nebraska Game and Parks Commission to develop long-term social media strategies, plan content calendars, and work with NGPC's content providers to develop a robust and focused social media program, backed by strong, data-based analytics.

Relationships

Swanson Russell conducts earned media and public relations programs for many clients, this allows us to grow and leverage our relationships with key media and industry influencers. We are embedded in the industry and we know the editors, influencers, and other personalities that give us a broad network to call on. But more importantly, these key people know us. Our history has shown that we create mutually beneficial situations and give great content to partners to help further our message.

SWANSON RUSSELL ADVANTAGES

HISTORY OF EDITORIAL SUCCESS

DEEP INDUSTRY RELATIONSHIPS
— WE KNOW THE DIFFERENCE
MAKERS, AND THEY KNOW US

ROUTINE OPPORTUNITIES
BECAUSE OF OUR INVOLVEMENT

Swanson Russell keeps an ear to the ground in Nebraska and in the outdoor industry, and we find ways to bring the two together. We have frequent contact with key industry players, due to our activity in the industry and our attendance of industry shows and events including:

- The Sheep Show, Wild Sheep Foundation
- SHOT (Shooting, Hunting, Outdoor Trade) Show, National Shooting Sports Foundation
- ICAST, American Sportfishing Association
- NRA Annual Meetings and Expo, National Rifle Association
- ATA Trade Show, Archery Trade Association
- Bassmaster Classic, B.A.S.S.
- NASGW, National Association of Sporting Goods Wholesalers
- NSSF Industry and CMO Summits, National Shooting Sports Foundation
- OR (Outdoor Retailer) Summer and Winter Markets, Outdoor Industry Associations

Requirement 7: BRANDING AND COOPERATIVE MARKETING

Contractor will provide branding and cooperative marketing as requested by NGPC. Describe your ability to meet the requirements in Section V.E.6.

Approach

Your ability to define yourself — and your audience’s ability to accept that definition — is mission critical. We build brands audiences want to be a part of, backed by industry knowledge and insightful thinking.

Long-term success will be driven by how well you develop these emotional and rational connections with your audiences. This bond needs to reach beyond the purchase of a hunting or fishing permit; it needs to be a meaningful and lasting relationship that solidifies your place in the minds of your customers.

We are currently underway with segmentation research to help us better communicate with all audiences:

- In-state and out-of-state
- Consumptive and non-consumptive
- New users, lapsed users, and active users
- Avid, casual, and non-users

Following the completion of this research, further brand evaluation will be made to ensure the brand is addressing the needs of all key segments. This comprehensive brand approach will help strengthen all communication efforts from NGPC.

Branding as a Core Competency

Branding is a core competency of Swanson Russell. We’ve helped get new brands off the ground, revitalize once-great brands that need rejuvenation, and defend category leaders from competitive threats. We view ALL communications that come from NGPC as opportunities to connect with the audience through messaging, photography, graphics, and music.

A comprehensive brand strategy is important in helping all communication efforts be direct and resonant with NGPC customers. While the brand is established, we look for new ways to engage in the various audiences that NGPC serves.

Process

Every problem requires new thinking. But the best place to start is with a process that helps us identify the right information — and the right solutions. Here are the five steps we take to build and refine brands.





DISCOVERY — Gather, observe, test, monitor. And build a big, bad bank of intel.

We set out by getting a lay of the land, starting with what we already know about your audience. Because, with 50+ years of experience under our belt, we have a lot of knowledge to draw from.

Gathering new intel is a collaboration with the brand decision makers. We'll put boots on the ground and get our hands dirty. Discovery also includes good old-fashioned research — through on-site interviews, focus groups and more — to hear how the audience sees the brand. Along the way, we'll be collecting the information that tells us how an organization sees itself.

Finally, for a well-rounded Discovery, we also look at what the competition is doing. How are they connecting with the audience? What's their weakness?

Discovery gets up close and personal. But when we're through, we'll both walk away with a clear view of the big picture.



INSIGHT — Turn that intel into action with critical thinking.

During Insight, we'll lay out our hard-earned data, step back, and ask the tough questions. Who are you now? Who do you want to be? And how do we bridge that gap?

To answer those questions, we'll sit down and identify qualities that best describe the brand. Then, we'll ruthlessly weed out any attributes the audience doesn't care about, words that aren't competitively unique, and anything that's blocking where the brand wants to be.

Any attributes that survive the filter are both important to the audience and unique to the brand. That's the sweet spot — and that's where Real Connection™ happens.



ARCHITECTURE — Use insights to shape a brand position and a message.

Once we've done our homework, we can begin blueprinting the elements that support the brand and bring it to life.

But before we rush into creating logos and taglines, we all have to be on the same page. From our Insights, we'll settle on a rock-solid, honest-to-goodness positioning statement. It will be true, relevant, believable, and competitively unique. It's the brand's metaphorical flag in the ground of the marketplace.

Then comes the fun part: developing the outward-facing personality of your brand (like visual elements and styling, or copy voice and tone) to be the basis for communications moving forward.



COMMUNICATIONS — Determine how that message starts to look, feel, and sound.

Next comes a true stress test for the Brand Architecture — fleshing out real brand communications from the inside out. Internally, everyone from the boardroom to the break room needs to buy into the vision for the brand.

This is when an earnest “sneak peek” campaign can turn employees into your strongest brand advocates. The first outward-facing campaign produced under the new brand can feel like uncharted territory. So, we’ll stick to a checklist that ensures every piece stays on-brand.



MANAGEMENT — Activate brand managers and equip them with tools that ensure consistency.

It’s the “final” step in our approach, but the first step in preparing a brand to thrive. We’ll empower a team to police brand communications for consistency and relevance long after the initial launch is over. They’ll be equipped with a Brand Standards Guide — the end-all, be-all resource on creating communications for the brand — to help them make decisions. Taken seriously, it’s the ultimate insurance for always staying on-brand.

Brand Recommendations for Non-Residents

Early in the current contract period Swanson Russell helped NGPC update the brand identity. An updated logo, graphical treatment, positioning statement, tone and voice were created. Appropriately, that brand update was focused on residents of Nebraska. It is the core audience the Commission answers to, and most marketing at the time was focused on Nebraskans.

In 2018, we have a renewed focus on non-residents and the brand platform does not adequately address how the brand can best connect with out-of-state audiences. We are currently underway with new audience segmentation research that will be the first step in this brand update.

Swanson Russell’s recommendation is to formalize the findings from the upcoming segmentation research and update the brand guidelines to include how the brand translates to out-of-state markets.

Requirement 8: INDUSTRY PARTNERSHIPS

Contractor will identify and create opportunities for NGPC to connect with major industry brands, outdoor media professionals and social media influencers, and connect with partners to further the mission of NGPC. Contractor will have ability to solidify sponsorships and partnerships on behalf of NGPC. Describe your ability to meet the requirements in Section V.E.7.

Since day one, Swanson Russell has been immersed in the outdoor recreation space. It was in the DNA of our founder Gus Swanson and remains a vibrant part of our core areas of focus. With more than 50 years of experience and relationship building, we have created real connections with the key editors, writers, videographers, influencers, bloggers, and personalities in the hunting, fishing, and outdoor space. Thanks to these strong ties with the media, Swanson Russell is often the first asked for content or assistance on articles.

In addition, we also have strong relationships with the outdoor industry, NGOs, manufacturers, guides, sales groups, and other marketing agencies. We're constantly working with these associations to create opportunities for our clients' services and products. Be it a media event partnership, providing products for a photoshoot, or simply working together to create high-profile social media content, we have built partnerships across the hunting, fishing, and outdoor industry.

Swanson Russell continually participates in hunting, shooting, fishing, and other outdoor events and activities. This keeps us at the top of the list with outdoor industry leaders when these partnership opportunities arise.



Requirement 9: PROJECT MODIFICATIONS

Contractor will provide for change management. Describe your ability to meet the requirements in Section V.E.8.

Approach

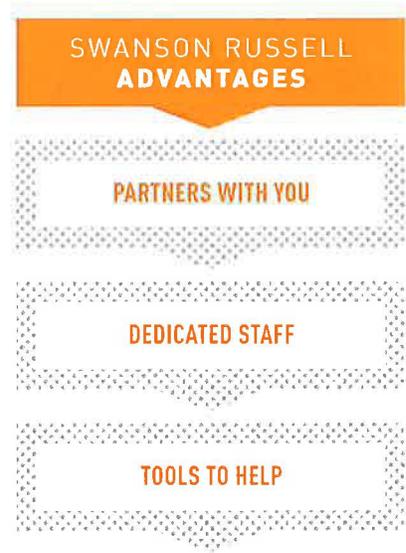
Swanson Russell works collaboratively with our clients to ensure we are meeting the goals and objectives of every effort. Swanson Russell works to ensure that communications are on target, effective, and on brand from the start. However, we welcome feedback from stakeholders and have processes and tools to manage these adjustments.

We will do our due diligence at the beginning of any campaign to avoid unnecessary changes. However, there are a variety of reasons modifications may be sought. We will work with the Commission to accommodate all changes and notify NGPC of any impact modifications have on scope of work, timing, budget, and efficacy.

One of the primary roles of the assigned project manager is to communicate necessary changes to active projects and ensure all feedback is appropriately integrated. This ensures communication is active and thorough, and modifications are addressed.

Workfront

During creative development, Swanson Russell uses Workfront to manage changes and content revisions. Workfront is a digital, collaborative environment that allows for live commenting, approvals, side-by-side versioning, pixel-to-pixel comparison, and other features. This product is a centralized system that NGPC can use to review and leave feedback for Swanson Russell, and ultimately approve communication efforts. The use of this product results in more efficient processes, better communication, and a better end-product.





Requirement 10: PRESENTATION DEVELOPMENT AND SUPPORT

Contractor will provide for presentation development. Describe your ability to meet the requirements in Section V.E. 9.

Approach

Swanson Russell develops effective, dynamic presentations in a variety of different printed, electronic, and in-person formats. Whether we are presenting our own ideas to NGPC communications staff, presenting plans to NGPC stakeholders, drafting communications to help NGPC leadership shape direction and policy, or taking part in industry events and panels, we have the experience, technology, and resources to develop effective presentations.



Requirement 11: PROJECT PLANNING AND MANAGEMENT

Describe approach to project planning and management as outlined in Section V.F. 1-7.

Approach

Due to our proximity to NGPC, Swanson Russell recommends a series of in-person meetings on a regular basis to ensure all project planning and management is running smoothly. These meetings would also have accompanying documentation and reports.

These ensure we keep the right people focused on the right things at the right time.

Planning Meetings (quarterly or semi-annually) — Set the big picture direction and priorities for the Commission, and set the tone for marketing needs going forward. We'll discuss the successes and opportunities for improvements in the future. We will use this time to review planning calendars and timetables for future initiatives.

Big-Picture Touch Base Meetings (monthly) — Ensure the continued alignment on long-term efforts and review upcoming communication needs. Discuss opportunities and areas of concern.

Campaign Pre-Kickoff Meetings (as needed) — Review creative briefs, discuss campaigns prior to kickoffs with agency staff. Review new information that may be useful in crafting campaigns.

Status Report Meetings (weekly as needed) — Review campaign plans and schedules with an eye toward approaching deadlines. Review necessary budget elements, and discuss feedback and approval schedules.

Campaign Recap Meetings (as needed) — Review specific campaigns and communication efforts and activities, then examine metrics and results. Discuss overall campaign success and opportunities for improvement going forward.

Media

As mentioned above in Media Planning and Buying, the planning and purchasing of media is a core competency of Swanson Russell. We have the expertise and financial capacity to contract and purchase media for the Commission.

A good media plan starts with a good communications plan, first and foremost. Once the overall campaign objectives, target audience priorities, timing and budget parameters are outlined, Swanson Russell uses the following steps to ensure a strategic, on-target and efficient media campaign:

Research — The extent of the media research necessary is dependent upon the individual campaign and the specific target audience. In order to make sound media recommendations, we must first understand the types of media the target audience consumes. Our sources for this include:

- GfK Mediamark Research & Intelligence (GfK MRI) — MRI's Survey of the American Consumer surveys a panel of 20,000 consumers twice per year and reports on media usage, demographics, psychographics, and consumer behavior to help subscribers gain insight into the action and motivations of adult American consumers.

SWANSON RUSSELL ADVANTAGES

PROXIMITY TO NGPC

DEDICATED SENIOR STAFF

TOOLS TO HELP

- ComScore — Similar to MRI, focusing on online media usage.
- DoubleClick and Quantcast — These online media sources allow us to look at individual web property audiences to more accurately measure monthly site traffic and demographics.
- Cost-per-thousand (CPM) — Efficient media buys allow for the best use of limited advertising dollars. The comparison of similar media property CPMs gives the agency an objective audience value as well as negotiating leverage.
- Advertising Spending Research — Analyzing overall advertising spending allows the agency to keep up on the latest trends. It can also give insight into which media types might be more or less willing to negotiate on pricing. For example, print advertising spending is down significantly, both nationally and locally. However, there are niche audiences whose consumption of print media is still very strong. This knowledge allows for the strategic recommendation of this medium along with a strong bargaining position.
- Competitive — The analysis of competitive advertising spending gives a window into strategies of competing advertisers. Just because a competitor is using a certain medium doesn't mean our clients should necessarily do so, but it can open up new ideas. It can also give negotiation leverage if we find that we are spending more than a particular competitor.
- Nielsen and Arbitron Ratings — Ratings information allows for the objective review of which specific stations and programs are delivering the largest and/or most targeted audiences.

Analysis — Taking all of the research pieces described above and turning it into an actionable media plan is a finely honed skill. Swanson Russell's planners objectively analyze the dozens of research resources to develop specific media plan recommendations.

Planning — Only after all the research and analysis is completed does the agency develop media recommendations that we feel will best deliver on the agreed upon objectives. This plan is delivered to the client along with a written rationale for each media type, along with a calendar/flowchart outlining timing. These plans are presented so that NGPC understands why we make the recommendations we do. This allows for a collaborative effort between the agency and NGPC.

Social Media Monitoring and Listening

Big data analysis is the future of marketing and social media is essentially the world's largest focus group. Swanson Russell uses a combination of social media listening and audience analysis tools that help us understand audiences like never before. Combining data-driven insights with our deep, institutional industry knowledge, we are able to provide clients with better opportunities to reach and connect with their customers.

Requirement 12: SAMPLES

Provide two creative samples of your best work in the following areas. Describe your role in the creation of each sample or project. If work was done by contractor, clearly state the contractor.

1. Video for social media
2. Promotional video
3. Logo design
4. Website design and development
5. Website landing page
6. E-mail marketing message or campaign
7. Facebook, Instagram and/or other social media
8. Print publication design
9. Print ad design
10. Any other creative samples

SAMPLE 1: VIDEO FOR SOCIAL MEDIA

CLIENT: Otis Technology

Contractor Responsibilities: Content strategy, creative development, production supervision, editing, delivery of materials for over 40 videos.

Subcontractor: Malone and Co. (video shooting) | Locke & Stache (video shooting)



SAMPLE 1: VIDEO FOR SOCIAL MEDIA

CLIENT: SiteOne Landscape Supply

Contractor Responsibilities: Content strategy, creative development, production supervision, editing, delivery of materials.

Subcontractor: Lion Star Films (video shooting)



siteonesupply • Following

siteonesupply It's 5 days until summer—time to stock up on the new products that will help you deliver more for your customers. Part of our list—#ESCO Moisture Manager. Using proprietary technology to maintain ideal moisture levels between periods of rain and drought, it's proven to reduce watering requirements by as much as 50%. Grab some at your local #SiteOne. #ScumbornToSummer

#greenindustry #contractorsofusa #contractorsofinstagram #landscapers #landscapemaintenance #landscapecontractor #urf #MoistureManager

392 views



siteonesupply • Following

siteonesupply This summer, you can find all these water-saving products and more at your local #SiteOne. Every branch is stocked with the supplies you need to beat the heat, plus #greenindustry experts who can help you decide what's right for your business. So stop by your local branch and learn about the technologies that will help you grow a stronger business all season long. #ScumbornToSummer

#contractorsofusa #contractorsofinstagram #landscapers #landscapemaintenance #smartirrigation #landscapecontractor #urf #greencontractor

238 views

SiteOne Landscape Supply
September 28 at 12:00 PM · 🌐

Don't wait until spring to stock up on supplies. Learn about the benefits of early ordering plus other intelligent strategies to keeping your inventory on point.



32 10 Shares 1.5K Views



Megan Bolish and 34 others 4 Comments 18 Shares 2K Views

SiteOne Landscape Supply
July 30 · 🌐

With a limited water supply in many markets, cutting back on water use is a must. But as an irrigation contractor, water-saving products offer revenue potential, too. See how you can put the latest technologies to work and build a stronger business while you're at it. #SmartIrrigationMonth



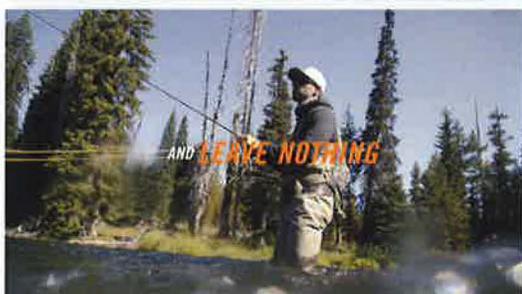
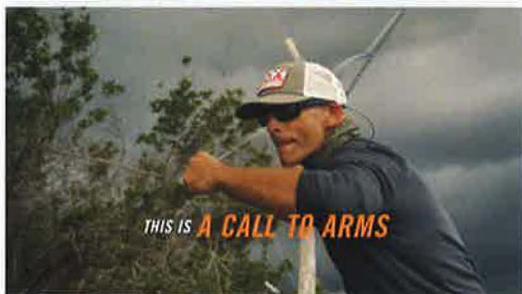
28 13 Shares 1.7K Views

SAMPLE 2: PROMOTIONAL VIDEO

CLIENT: Gerber – Fishing

Contractor Responsibilities: Concept, creative development, production supervision, editing, delivery of completed videos.

Subcontractor: Locke & Stache (video shooting)



SAMPLE 2: PROMOTIONAL VIDEO

CLIENT: Textron Off Road

Contractor Responsibilities: Concept, creative development, production supervision, casting, editing, delivery of completed videos.

Subcontractor: Brian Konoske (video shooting)



SAMPLE 3: LOGO DESIGN

CLIENT: SIG SAUER

Contractor Responsibilities: Concept, creative development, collateral design, brand guidelines.



Before



After



We'd like to thank our competition for paving the way in polymer pistols.

WE'LL TAKE IT FROM HERE.

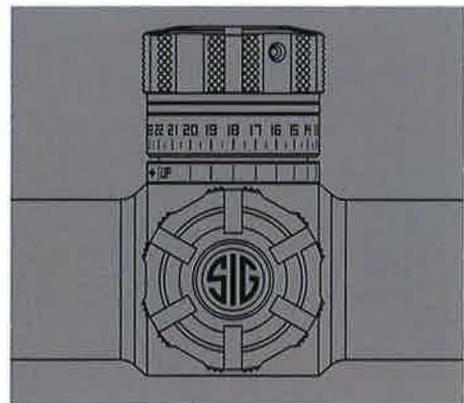


P320

sigauer.com/P320

#ONEFORALL

Simplest, Oldest-Style Reset Trigger
Distinctive Frame of Arm
Three Stop Slots for the Perfect Fit
Unmatched Flexibility in Color and Frame
Ergonomically Perfect



SAMPLE 3: LOGO DESIGN

CLIENT: Minn Kota

Contractor Responsibilities: Concept, creative development, collateral design, brand guidelines.



Before



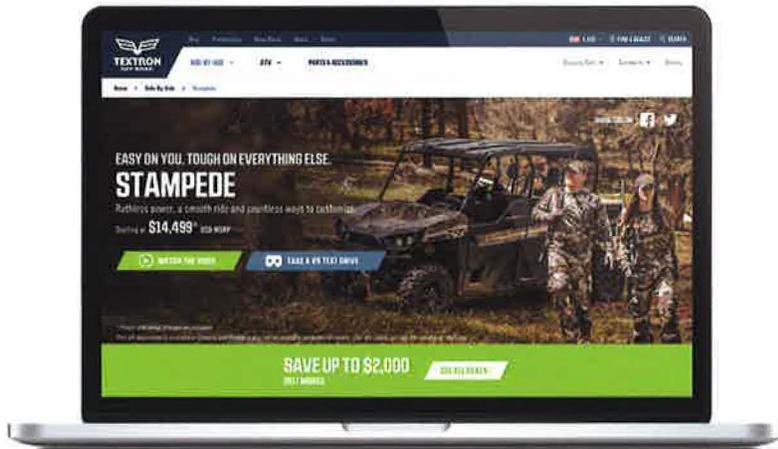
After



SAMPLE 4: WEBSITE DESIGN AND DEVELOPMENT

CLIENT: Textron Off Road

Contractor Responsibilities: Concept, front-end design, content, development, testing, launch.

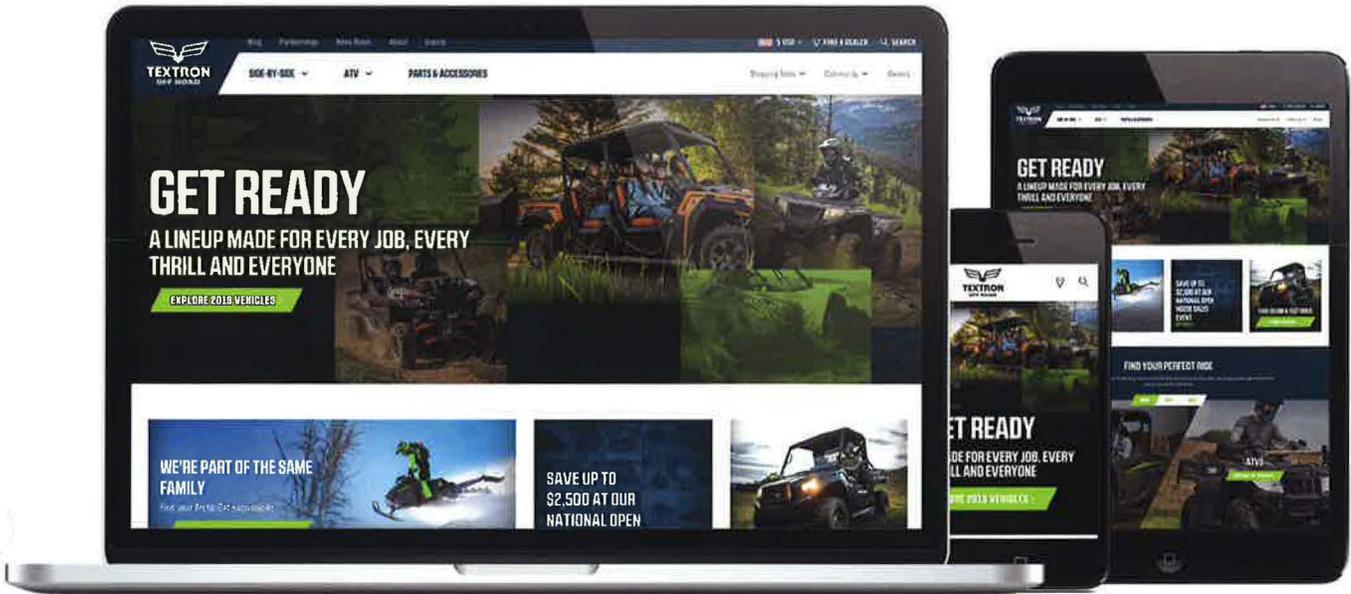


OVERVIEW

An overview of the Textron Off Road website, highlighting the main navigation and the product categories.



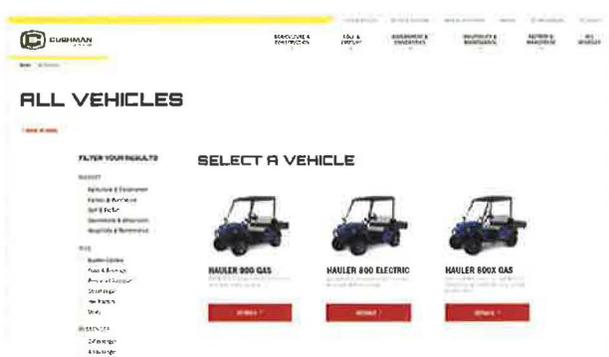
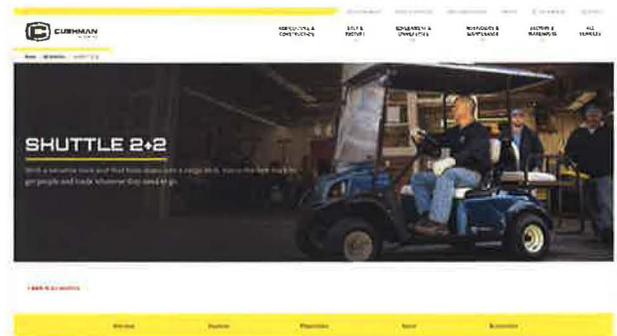
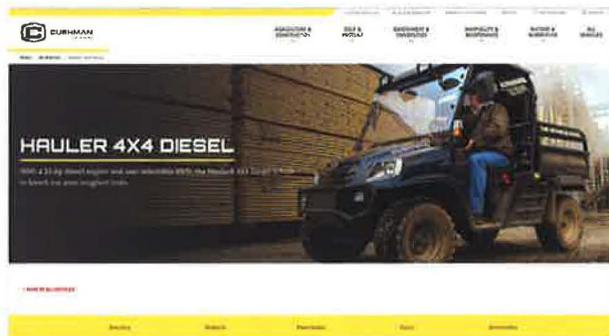
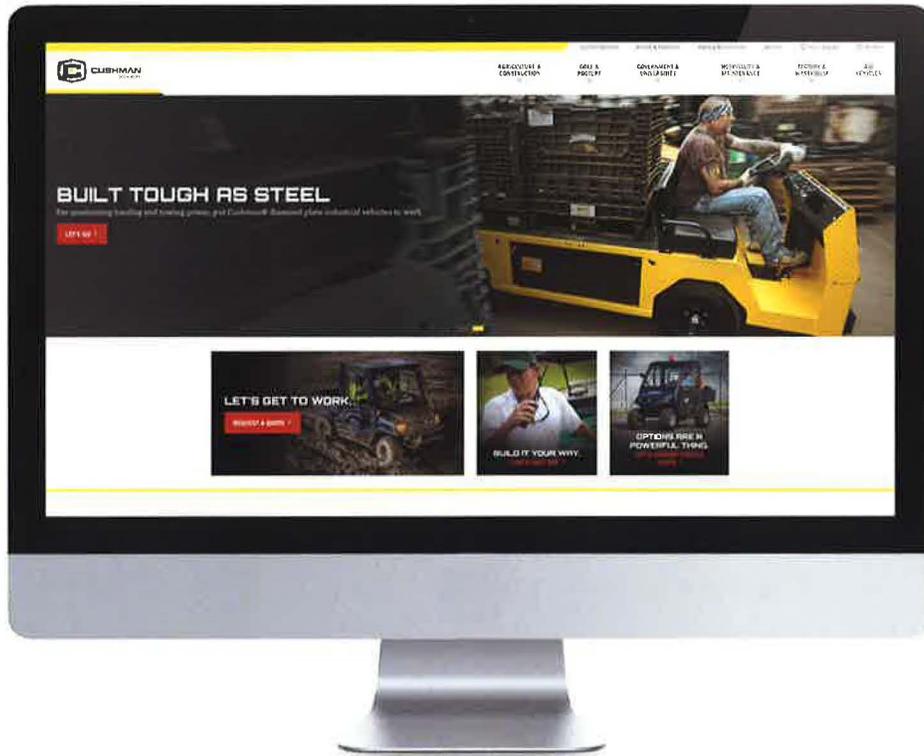
AVAILABLE MODELS



SAMPLE 4: WEBSITE DESIGN AND DEVELOPMENT

CLIENT: Cushman

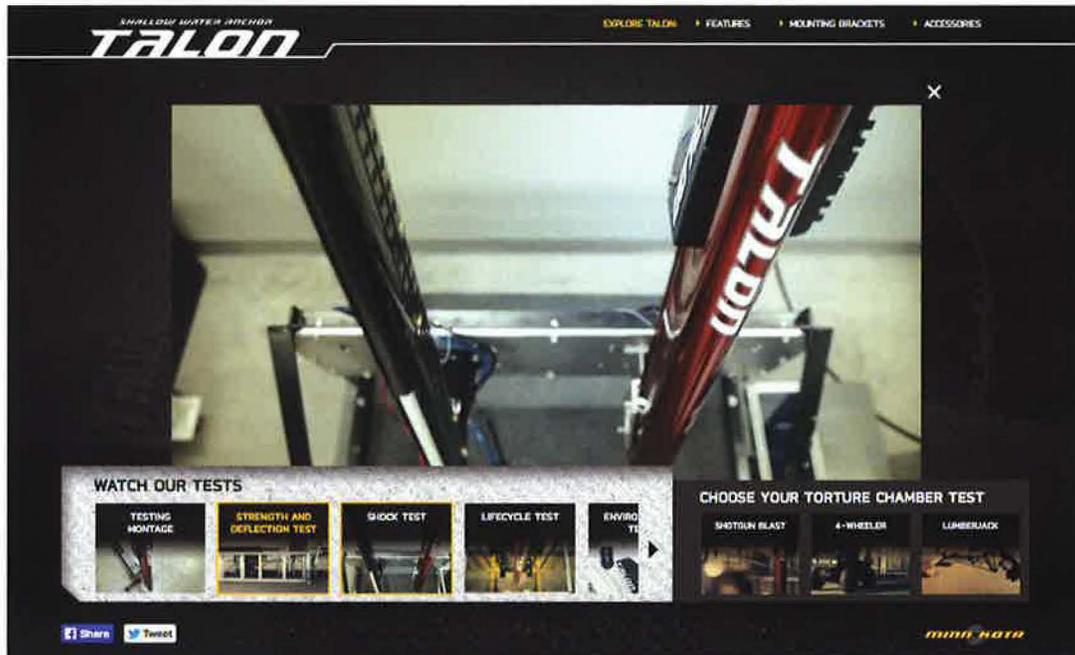
Contractor Responsibilities: Concept, front-end design, content development, testing, launch.



SAMPLE 5: WEBSITE LANDING PAGE

CLIENT: Minn Kota - Talon

Contractor Responsibilities: Concept, front-end design, content development, testing, launch.

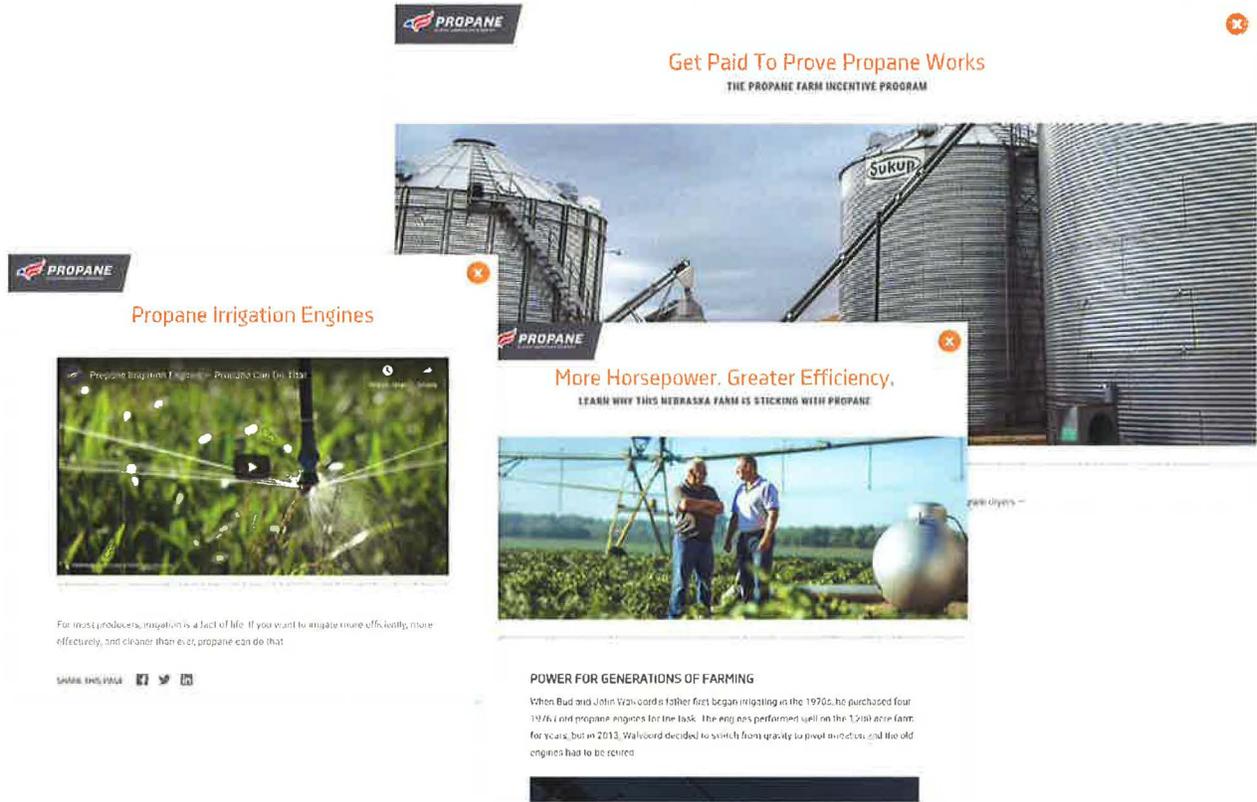


SAMPLE 5: WEBSITE LANDING PAGE

CLIENT: Propane Education & Research Council

Contractor Responsibilities: Concept, front-end design, content development, testing, launch.

Subcontractor: Plus54 (development)



SAMPLE 6: EMAIL MARKETING MESSAGE OR CAMPAIGN

CLIENT: Nebraska Game and Parks Commission

Contractor Responsibilities: Strategy, concept, design, content development, testing, distribution.

Our harvest numbers are up and our season is long — don't miss out on one of our country's best kept hunting secrets.



Deep within the Great Plains of the Midwest, you'll find a state **ripe with hunting opportunities**. Over the last three decades, Nebraska has seen a drastic increase in both the bobwhite quail population growth and harvest numbers. And with **easy access to public land**, a user-friendly "Where to Hunt" online mapping tool and a long season, it's no surprise Nebraska has secretly become a go-to place for avid quail hunters.

There has never been a better time to **buy a permit** and see for yourself why Nebraska is one of our country's best kept quail hunting secrets.



SEASON
OUTLOOK

EXPLORE
PUBLIC LAND

BUY YOUR
PERMIT



Nebraska Game and Parks Commission | 2200 N. 33 St, Lincoln, NE 68503 | 402-471-0641

SAMPLE 6: EMAIL MARKETING MESSAGE OR CAMPAIGN

CLIENT: Textron Off Road

Contractor Responsibilities: Strategy, concept, design, content development, testing, distribution.

Other prize winners can take home a Survival Kit fully stocked with off-road essentials, including a Gerber® multi-tool, Streamlight® flashlight and much more (\$250 value)

ENTER TO WIN

WILDCAT XX

With a suspension system inspired by off-road racing and a ride that keeps your pulse pounding, there's nowhere Wildcat XX can't ride and nothing it can't handle. To prove it, we asked people where they wanted to ride, then we put Wildcat XX to the test.

WATCH VIDEO

INSIDE THE RIDE

How do you build a super ride? From the ground up, and with the guidance of off-road racing legend Robby Gordon. See how we did it with our Inside the Ride video series.

SUSPENSION



SHOCKS



DRIVER EXPERIENCE



Stay up to date on the latest offers and new products from Textron Off Road by signing up for our emails.

SIDE-BY-SIDE > ATV > PARTS & ACCESSORIES >

FIND A DEALER

Follow us to get the latest on new vehicles, special offers and events.

Enter to ride the new Wildcat at the Baja 1000 course and see new videos of Wildcat in action.

TEXTRON OFF ROAD

RIDE OVER ANYTHING GIVEAWAY

THE ULTIMATE PRIZE FOR THE ULTIMATE RIDE.

WIN A TRIP TO THE BAJA 1000

WIN THE OFF-ROAD EXPERIENCE OF A LIFETIME

Wildcat™ XX has arrived and you can win a once-in-a-lifetime test drive. Enter to win a trip to the Baja 1000, complete with a two-day off-road adventure in a Wildcat XX and a meet and greet with off-road legend Robby Gordon. All brought to you by Textron Off Road — part of the Textron family of brands that creates the most incredible rides on the planet.


All Expenses Paid Trip for Two to the Baja 1000


Ride Wildcat XX in a Two-Day Off-Road Adventure

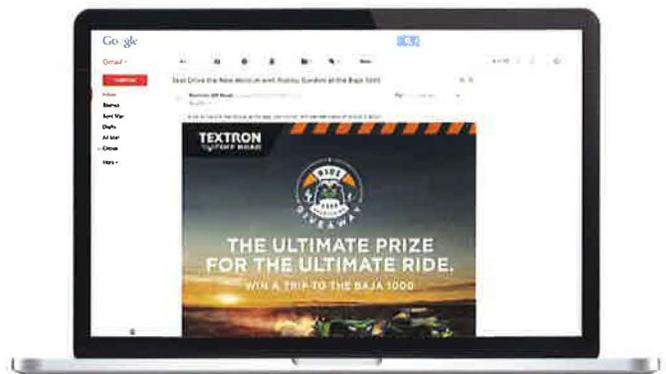

Meet and Greet with Robby Gordon


Be Front and Center for the Baja 1000

Other prize winners can take home a Survival Kit fully stocked with off-road essentials, including a Gerber® multi-tool, Streamlight® flashlight and much more (\$250 value)

ENTER TO WIN

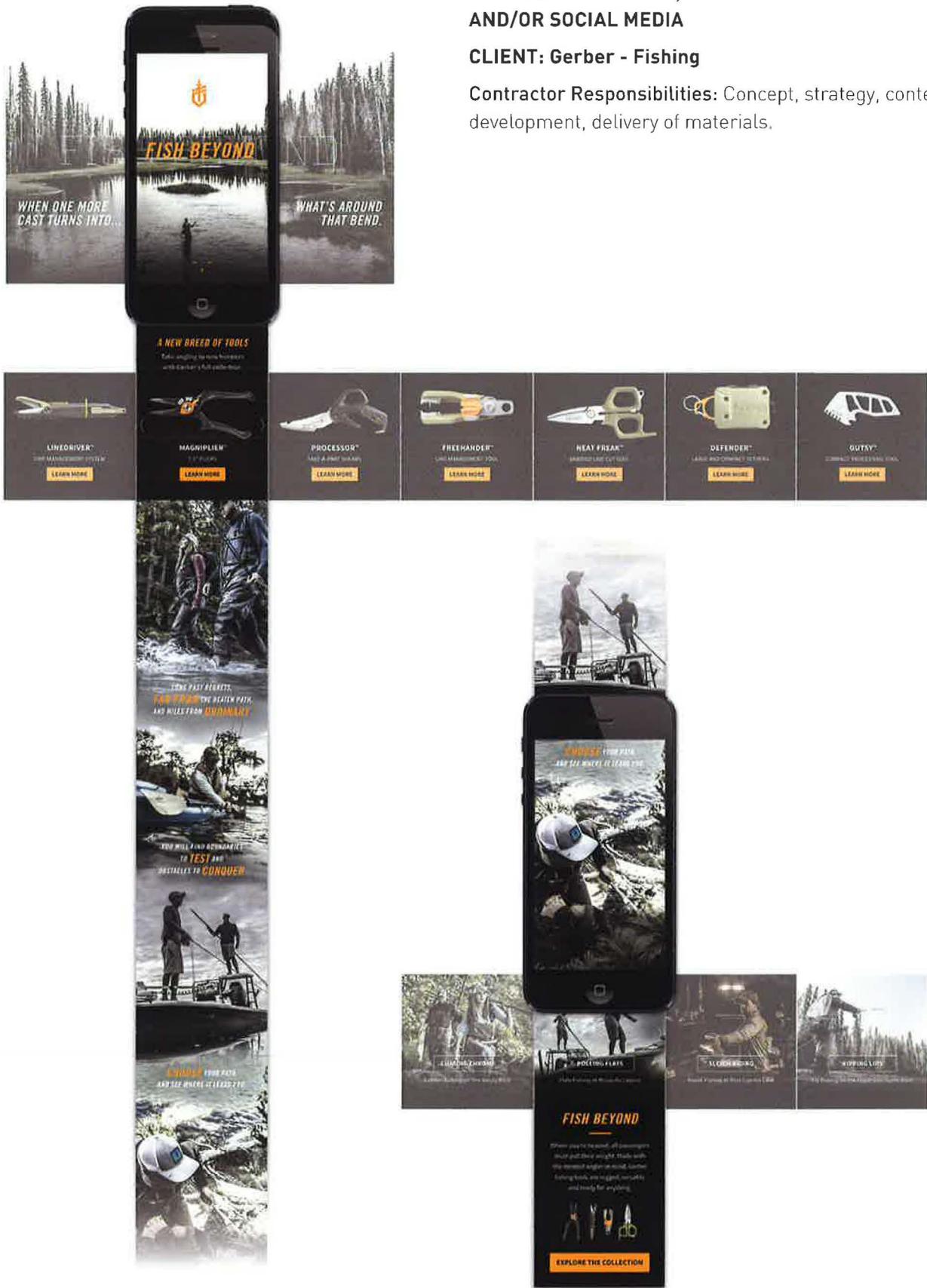
WILDCAT XX



SAMPLE 7: FACEBOOK, INSTAGRAM AND/OR SOCIAL MEDIA

CLIENT: Gerber - Fishing

Contractor Responsibilities: Concept, strategy, content development, delivery of materials.



SAMPLE 7: FACEBOOK, INSTAGRAM AND/OR SOCIAL MEDIA

CLIENT: Runza

Contractor Responsibilities:
Concept, strategy, content development.



runzarestaurants • Following
 runzarestaurants He's not so good at doing pushups, but he's extremely good at giving the weather report. Chief Meteorologist #RunzaRex says it's only 6° in #Runza territory. That means your Original #RunzaSandwich is just \$0.08 today when you also purchase medium fries and a drink!
 #TemperatureTuesday
 1,266 views
 Add a comment...



runzarestaurants • Following
 runzarestaurants Keep your hands warm even when you're not holding a hot #RunzaSandwich. Like this post and tag a friend for the chance to win a pair of these custom Runza® mittens. #RunzaColdSwag
 1,021 views



runzarestaurants • Following
 runzarestaurants Introducing #RunzaColdSwag! Throughout January-February we're giving away cold weather swag. First up, your chance to bring new meaning to "scarfing" down #Runza. To be entered to win, tag 3 friends who like #Runza as much as you do.
 Congrats @charlie_costa and @iam_noble you are winners! Please dm us your mailing addresses
 Congrats @nathanlivera @benjmin23 you are winners! Please dm us your mailing addresses
 1,746 views



runzarestaurants • Following
 #RunzaColdSwag
 Load more comments
 @palewingin @theblackpaige GIVE ME THE RUNZA STUFF
 @pokaypats @lovebeing_sober...
 @pokaypats @dawnaguentler
 @shleyhoov12 @kiesleystangi
 @hilarly_barney @kateyaykueken
 @kateyaykueken @villary_barney TR need both
 273 likes



runzarestaurants • Following
 #RunzaColdSwag
 Load more comments
 @palewingin @theblackpaige GIVE ME THE RUNZA STUFF
 @pokaypats @lovebeing_sober...
 @pokaypats @dawnaguentler
 @shleyhoov12 @kiesleystangi
 @hilarly_barney @kateyaykueken
 @kateyaykueken @villary_barney TR need both
 273 likes

SAMPLE 9: PRINT AD DESIGN

CLIENT: Nosler

Contractor Responsibilities: Strategy, concept, design, copywriting, production.

Subcontractor: John Hafner (photography)

Nosler
UP FRONT

EAT ORGANIC

— SHOOT NOSLER —

Introducing Nosler Ballistic Tip Ammunition

Long before the term "free range," we were finding ours *down* range. That's why Nosler BT Ammunition, with its unique polymer tip, delivers the accuracy, consistency and lethal punch to put meat in the freezer. So don't let anyone ask where your food comes from. They can find their own hunting spot.

Nosler.com • 800.285.3701

Nosler
BT AMMUNITION

SAMPLE 9: PRINT AD DESIGN

CLIENT: SCUBAPRO

Contractor Responsibilities: Strategy, concept, design, copywriting, production.

Escaping to a world experienced by few others is the shared gift of all divers. SCUBAPRO is right there with you. With proven design. Unmatched reliability. And with innovations that ultimately become the standard by which others are judged. So dive in and seek new depths into what's possible.

BECAUSE DEEP DOWN, YOU WANT THE BEST.

BREAKING GROUND WHERE THERE'S NO GROUND AT ALL.

SCUBAPRO 

SCUBAPRO.COM

SAMPLE 10:
OTHER CREATIVE SAMPLES - EVENT PROMOTION

CLIENT: Omaha Convention and Visitors Bureau

Contractor Responsibilities: Strategy, concept, design, copywriting, development, production.



Mobile App



Kit



Booklet



Logo



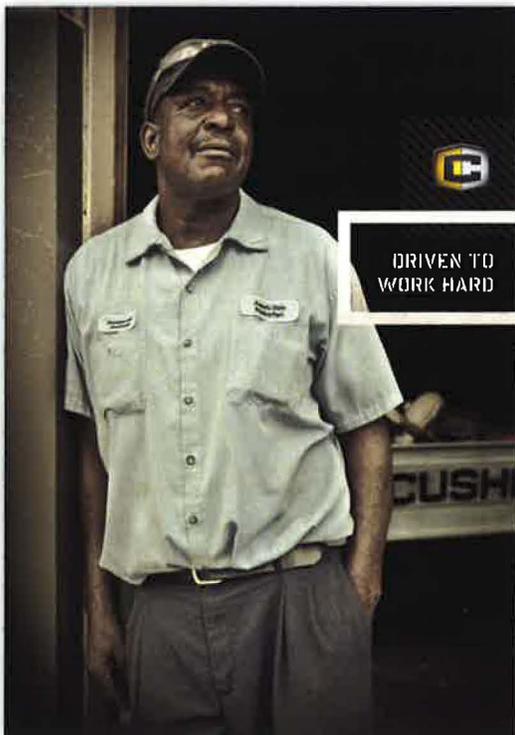
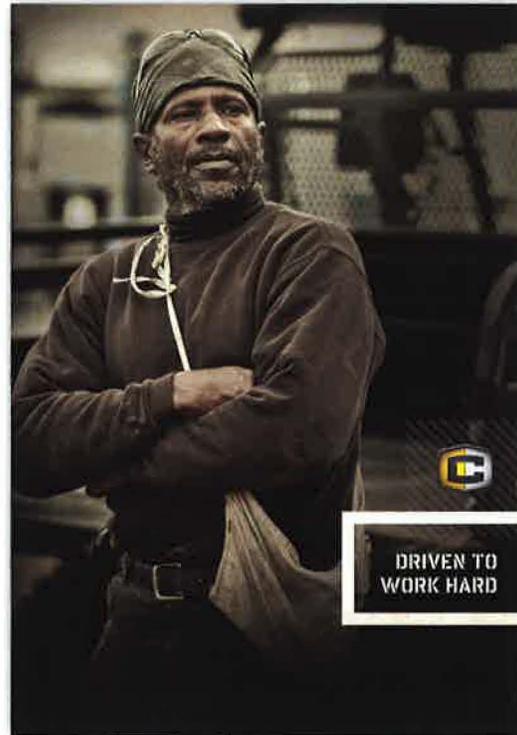
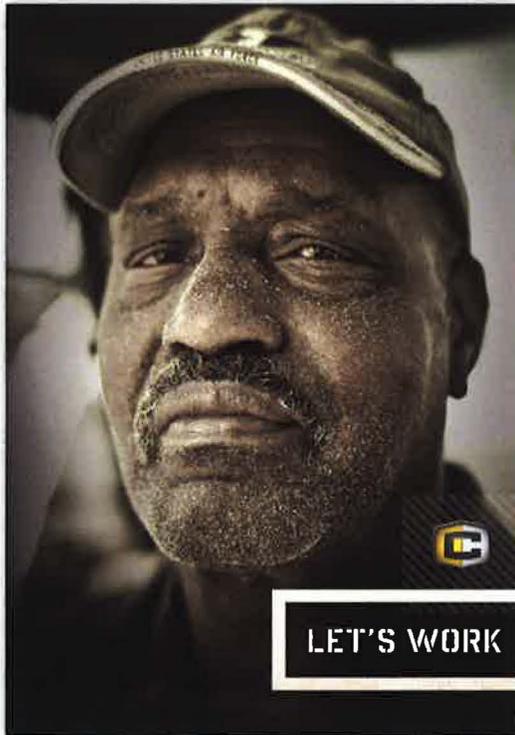
Stamp

SAMPLE 10: OTHER CREATIVE SAMPLES - BRAND POSTERS

CLIENT: Cushman

Contractor Responsibilities: Strategy, concept, design, copywriting, production.

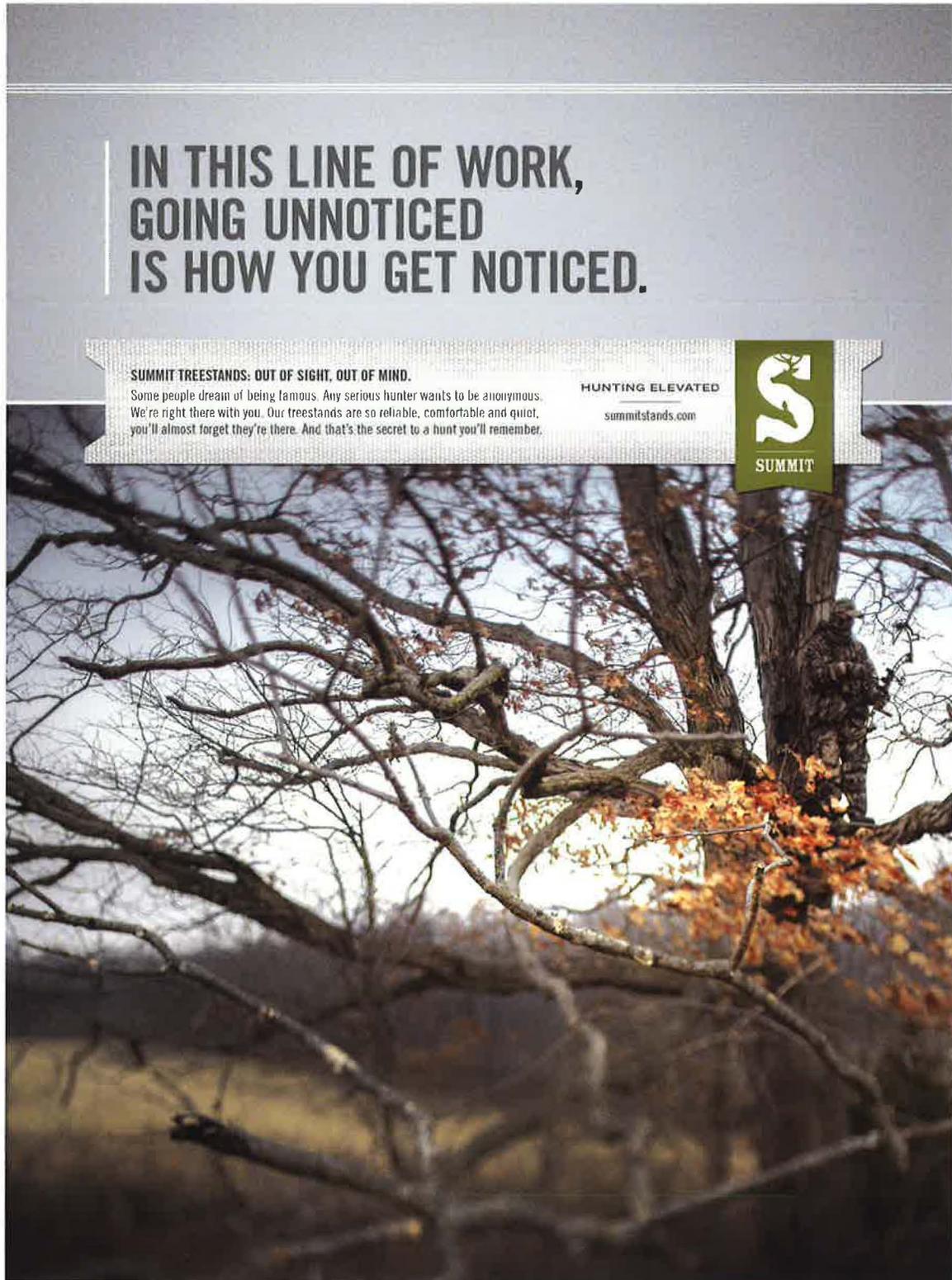
Subcontractor: Motofish Image (photography)



SAMPLE 10: OTHER CREATIVE SAMPLES - PRINT AD

CLIENT: Summit Treestands

Contractor Responsibilities: Strategy, concept, design, copywriting, production.



**IN THIS LINE OF WORK,
GOING UNNOTICED
IS HOW YOU GET NOTICED.**

SUMMIT TREESTANDS: OUT OF SIGHT, OUT OF MIND.
Some people dream of being famous. Any serious hunter wants to be anonymous. We're right there with you. Our treestands are so reliable, comfortable and quiet, you'll almost forget they're there. And that's the secret to a hunt you'll remember.

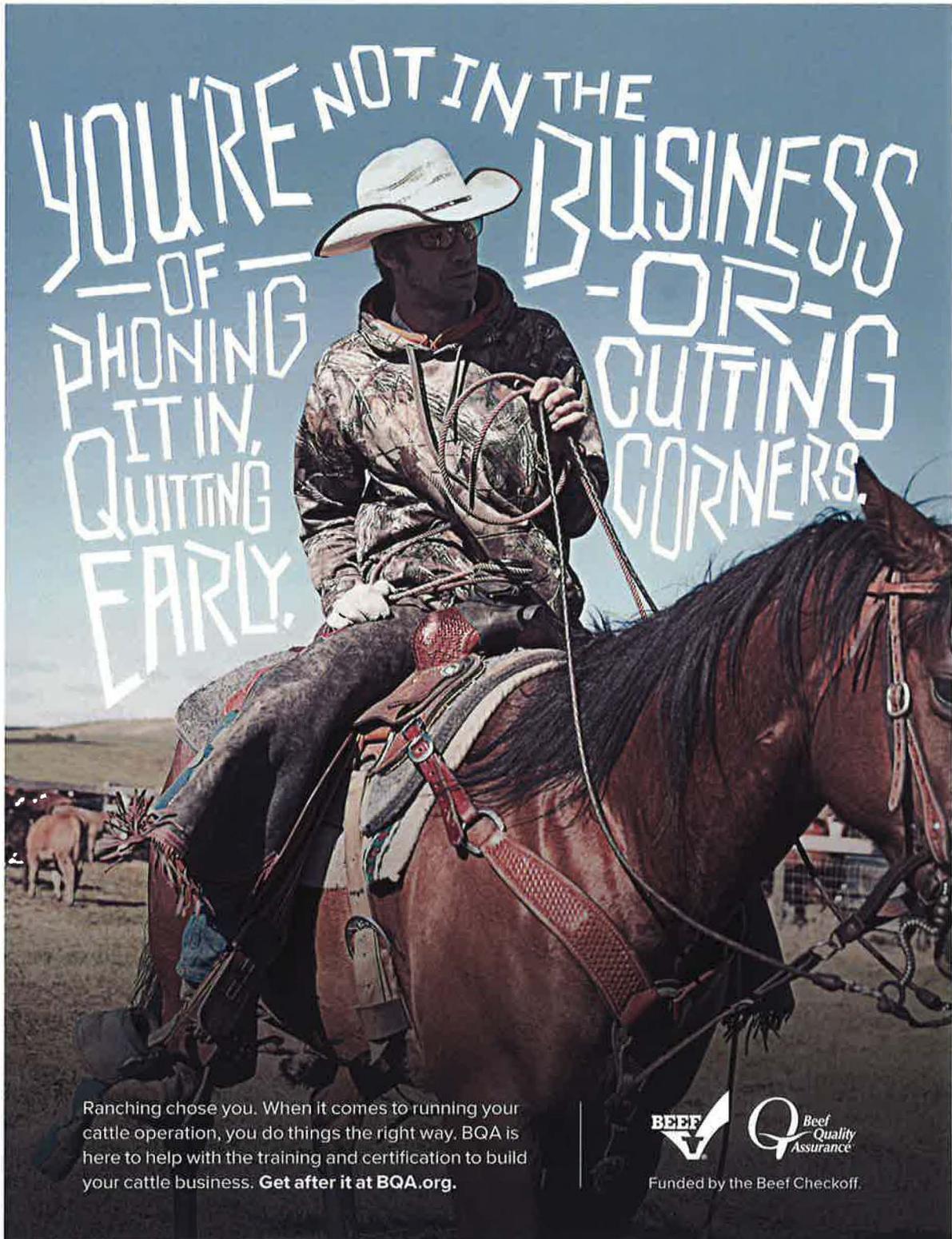
HUNTING ELEVATED
summitstands.com



SAMPLE 10: OTHER CREATIVE SAMPLES - PRINT AD

CLIENT: Beef Quality Assurance

Contractor Responsibilities: Strategy, concept, design, copywriting, production.

A photograph of a cowboy wearing a white cowboy hat and a camouflage jacket, riding a dark brown horse. The cowboy is holding the reins and looking towards the right. The background is a clear blue sky. Large, white, stylized text is overlaid on the image, reading: "YOU'RE NOT IN THE BUSINESS OF PHONING IT IN, QUITTING EARLY. -OR- CUTTING CORNERS." The text is arranged in a way that it appears to be part of the scene, with some words overlapping the cowboy and the horse.

YOU'RE NOT IN THE BUSINESS OF PHONING IT IN, QUITTING EARLY. -OR- CUTTING CORNERS.

Ranching chose you. When it comes to running your cattle operation, you do things the right way. BQA is here to help with the training and certification to build your cattle business. **Get after it at BQA.org.**

BEEF  **Beef Quality Assurance**

Funded by the Beef Checkoff.

SAMPLE 10: OTHER CREATIVE SAMPLES - TRADE SHOW ENGAGEMENT

CLIENT: Humminbird

Contractor Responsibilities: Strategy, concept, design, copywriting, pre-production.

Subcontractor: Pictura Graphics (graphics production) | Popashot.net (Pop-a-shot) | Econoprint (banners)



Pull Up Banners



POP-A-SHOT Booth Engagement

SAMPLE 10:
OTHER CREATIVE SAMPLES - PRODUCT LAUNCH

CLIENT: Humminbird

Contractor Responsibilities: Strategy, concept, design, copywriting, production.



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NOT EVERY TROPHY MOUNTS ON YOUR WALL.

NEW SOLIX™ SERIES: EVERY INNOVATION ON OUR LARGEST SCREEN EVER. It's made the same way as our "biggest trophy" - it's made using every inch of the screen below the surface in a custom-fit for the SOLIX Series. It has every Humminbird innovation from the "Amazing 1000 Yards"™ MaxCast and the "Power"™ 1200 to the "Smart"™ 1200. Because more is more.

[humminbird.com/SOLIX](#)



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[humminbird.com/SOLIX](#)



Humminbird Solutions

Not every trophy mounts on your wall. New SOLIX™. big screen, even bigger innovations.

12 and 18-inch displays

HUMMINBIRD SOLIX Series | Learn More
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SAMPLE 10: OTHER CREATIVE SAMPLES - PACKAGING

CLIENT: VARIOUS

Contractor Responsibilities: Strategy, concept, design, copywriting.



SAMPLE 10: OTHER CREATIVE SAMPLES - REBRAND

CLIENT: Propane Education & Research Council

Contractor Responsibilities: Rebranding strategy, concept, design, copywriting, collateral design and production.

PROPANE
EXCEPTIONAL ENERGY®

Before


PROPANE
CLEAN AMERICAN ENERGY®

After



PROPOSED DEVELOPMENT APPROACH

If awarded this contract, we would employ a very disciplined approach to the overall communications effort. Currently, new segmentation research is underway with Southwick Associates. Following the report gathered from that research, we would complete a comprehensive brand audit for all segments identified to determine where we stand today in relation to where we ultimately want to be.

In this brand audit, it will be important to analyze both resident and non-resident audiences along with current customers, potential customers, and lapsed customers. The brand position of the Nebraska Game and Parks Commission will be evaluated as it pertains to the various segments and recommendations will be made to address them appropriately.

Strategies for brand, creative, paid and earned media, and industry efforts will be put into place to address the Commission's goals within each audience segment. From those strategies, specific tactics will be developed to best meet the stated objectives along with detailed work plans that will include measures of results and timings.

The work plan for each approach will include:

- Audiences
- Goals and objectives
- Messaging
- Strategies and tactics
- Conversions, KPIs, and metrics
- Schedules and timelines

This development approach will be evaluated at least twice per year at planning meetings with the key stakeholders from the Commission.

TECHNICAL CONSIDERATIONS

Our response to this request for proposal comes with certain assumptions. Swanson Russell is assuming that we will continue to have full access to any market/audience research that NGPC has already completed, and we will continue to have access to any data gathered during the contract period.

Swanson Russell also understands that the Commission has a marketing and communications staff, and we are assuming that there will continue to be a clear division of labor that benefits both parties and utilizes each of our strengths.

DETAILED PROJECT WORK PLAN

For the duration of the contract period, Swanson Russell recommends the work plan outlined below. This plan and pacing would repeat for each year of the contract.

<p>Q1</p>	<ul style="list-style-type: none"> • Complete segmentation research (2019 only) • Complete spring campaigns (e.g. spring turkey) • Actively developing summer campaigns (e.g. parks, fishing) • Begin planning for fall campaigns (e.g. deer hunting) • Planning meeting <ul style="list-style-type: none"> – Discuss segmentation findings and impact on brand (2019 only) – Report on state of industry – Report on previous year’s campaigns – Discuss current/future communications priorities – Discuss national branding campaign (2019 only) – Establish annual campaign needs, timing, and budgets • Asset collection for next year’s communication needs (photography, content, etc.) • Industry shows attended may include <ul style="list-style-type: none"> – The Sheep Show – ATA – SHOT – Bassmaster Classic
<p>Q2</p>	<ul style="list-style-type: none"> • Complete summer campaigns (e.g. parks, fishing) • Actively developing fall campaigns (e.g. deer hunting) • Begin planning for winter campaigns (TBD) • Asset collection for next year’s communications needs (photography, content, etc.) • Industry shows attended may include <ul style="list-style-type: none"> – NRA – OR Summer Market
<p>Q3</p>	<ul style="list-style-type: none"> • Complete fall campaigns (e.g. deer hunting) • Actively developing winter campaigns (TBD) • Begin planning for spring campaigns (e.g. spring turkey) • Planning meeting <ul style="list-style-type: none"> – Discuss brand needs – Update on state of industry – Update on this year’s campaigns – Discuss current/future communications priorities – Establish annual campaign needs, timing, and budgets • Asset collection for next year’s communication needs (photography, content, etc.) • Industry shows attended may include <ul style="list-style-type: none"> – ICAST

- | | |
|-----------|--|
| Q4 | <ul style="list-style-type: none">• Complete winter campaigns (TBD)• Actively developing spring campaigns (e.g. spring turkey)• Begin planning for summer campaigns (e.g. parks, fishing)• Asset collection for next year's communication needs (e.g. photography, content, etc.)• Industry shows attended may include<ul style="list-style-type: none">- NASGW- OR Winter Market |
|-----------|--|

Specific strategies and tactics would be outlined to achieve the goals defined for all campaigns and communication efforts. Each initiative would have its own set of objectives, strategies, timelines, deliverables, and budget allocation.

Individual initiatives will come with a defined set of deliverables and a production schedule to assure timely completion. Responsibilities would be assigned for Swanson Russell and for the Nebraska Game and Parks Commission, as well as any outside vendors utilized. The Account Manager and Project Manager would monitor the schedule and completed deliverables.

Each campaign will be kicked off four-to-six months ahead of the planned launch to give adequate time for development, reviews, and approvals. For each campaign, Swanson Russell will schedule a meeting to ensure alignment that will include:

- Discussion of NGPC needs
- Review of previous similar efforts
- Agreement on timing, budget, scope
- Agreement on briefing details
 - Audiences
 - Goals and objectives
 - Messaging
 - Strategies and tactics
 - Metrics, conversions, KPIs
 - Schedules for development

Following the campaign alignment meeting, Swanson Russell will write the Creative Strategy Brief and review with NGPC. Then a full team kickoff will occur including all appropriate team members from Creative, Digital, Media, Public Relations, and Industry Relations.

Follow-up meetings will be scheduled to present and discuss concepts for communication campaigns, reviews, materials, development, and approvals.

Weekly status calls and reports will be used as needed to review campaign plans and schedules with an eye toward approaching deadlines, reviewing necessary budget elements, and discussing feedback and approval schedules.

FORMS



REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance

BIDDER MUST COMPLETE THE FOLLOWING

with the procedures stated in this Request for Proposal, and agrees to the terms and conditions unless otherwise indicated in writing and certifies that bidder maintains a drug free work place.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

PR **NEBRASKA CONTRACTOR AFFIDAVIT:** Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this RFP.

PR I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

PR I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. §71-8611 and wish to have preference considered in the award of this contract.

FORM MUST BE SIGNED USING AN INDELIBLE METHOD (NOT ELECTRONICALLY)

FIRM:	Swanson Russell
COMPLETE ADDRESS:	1202 P Street, Lincoln, NE 68508
TELEPHONE NUMBER:	402-437-6475
FAX NUMBER:	402-437-6401
DATE:	10/23/2018
SIGNATURE:	
TYPED NAME & TITLE OF SIGNER:	Patrick Finnegan, Vice President / Account Director

Form A
Bidder Contact Sheet
Request for Proposal Number 5930 Z1

Form A should be completed and submitted with each response to this RFP. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Swanson Russell
Bidder Address:	1202 P Street Lincoln, NE 68508
Contact Person & Title:	Patrick Finnegan, Vice President / Account Director
E-mail Address:	patrickf@swansonrussell.com
Telephone Number (Office):	402-437-6475
Telephone Number (Cellular):	402-430-8056
Fax Number:	402-437-6401

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	Swanson Russell
Bidder Address:	1202 P Street Lincoln, NE 68508
Contact Person & Title:	Patrick Finnegan, Vice President / Account Director
E-mail Address:	patrickf@swansonrussell.com
Telephone Number (Office):	402-437-6475
Telephone Number (Cellular):	402-430-8056
Fax Number:	402-437-6401