



NEBRASKA CORN. AMERICA'S POWER PLANT.

ORIGINAL

A Response from Strategic America to Proposal 6528 Z1



***CORN IS THE
HARDEST-WORKING
GRAIN ON PLANET EARTH.***

THAT'S WHY YOU NEED THE HARDEST-WORKING AGENCY
IN THE MIDWEST TO PROMOTE IT.



HELLO, WE'RE STRATEGIC AMERICA. AND WE COULDN'T BE MORE
EXCITED TO SHARE OUR IDEAS WITH YOU TODAY.

IN THE FOLLOWING PAGES, YOU'LL SEE HOW

***WE PERFECTLY ALIGN WITH YOUR
TECHNICAL REQUIREMENTS.***



WE CAN SUM IT UP IN FIVE DISTINCT ADVANTAGES...



ADVANTAGE #1

WE'VE GOT AG EXPERIENCE, YES. BUT WE'RE SO MUCH MORE THAN AG.

We've delivered measurable results for the Iowa Corn Board, the Iowa Farm Bureau, Petroleum Marketers of Iowa, Iowa Soybean Association, Latham Seeds, Kum & Go and plenty more as you'll see.

But we don't just see the world through an Ag lens, and that's a good thing. We also work in the areas of Home, Health and Wealth. That gives us a wider view of all kinds of customers and their behaviors. Insights, strategies, opportunities and tactics honed there can be applied to your challenges to bring a fresh perspective and out-of-the-box thinking.

ADVANTAGE #2

WE HAVE A PROVEN PROCESS FOR ARRIVING AT THE MOST EFFECTIVE WORK.

DISCOVERY.

We dig deep to understand your challenges, looking at what your competitors are doing, as well. We're experts at becoming experts quickly.

STRATEGY.

Based on research, and working collaboratively, we identify the right targets and create marketing that stresses ROI and KPIs. We then execute highly creative work that moves people to act.

EVALUATION.

Tracking against established goals. And gathering insights to help us make a greater impact.

ACTIVATION.

No job is ever done. We're always looking to optimize results for a better outcome.

ADVANTAGE #3

WE'VE GOT EVERYTHING YOU NEED UNDER ONE ROOF.

No need for outsourcing. And that results in greater value and cost savings.



SA's Competencies

► **STRATEGY**

- Planning
- Analytics
- Alliances
- Key Audiences

► **DIGITAL/DIRECT**

- Search
- Web
- Database
- Testing

► **BRAND**

- Account Planning
- Research
- Design/Development
- Internal/External Preparation

► **PUBLIC RELATIONS**

- Content
- Media Relations
- Pitching
- Advocacy

► **ADVERTISING**

- Creative
- Media
- Market/Product Launch
- Social

► **SERVICE**

- Communications
- Marketing
- Counsel
- Reports



ADVANTAGE #4

WE'VE GOT A CULTURE OF TRUST. WHERE WE KEEP OUR PROMISES. AS WELL AS OUR WORD.

Our roster includes clients who've been with us for nearly 40 years, 35 years, 25 years, 15 years. That's a unique phenomenon in a time of agency turmoil and turnover. Clients stay with us because we're constantly reinventing ourselves to exceed their expectations. They appreciate our hard work, our innovations, our solutions.

Employees stay with us too: 95% retention year after year after year. We're as proud of our culture as we are of our work, and we think you'll find it welcoming here, as well.



ADVANTAGE #5

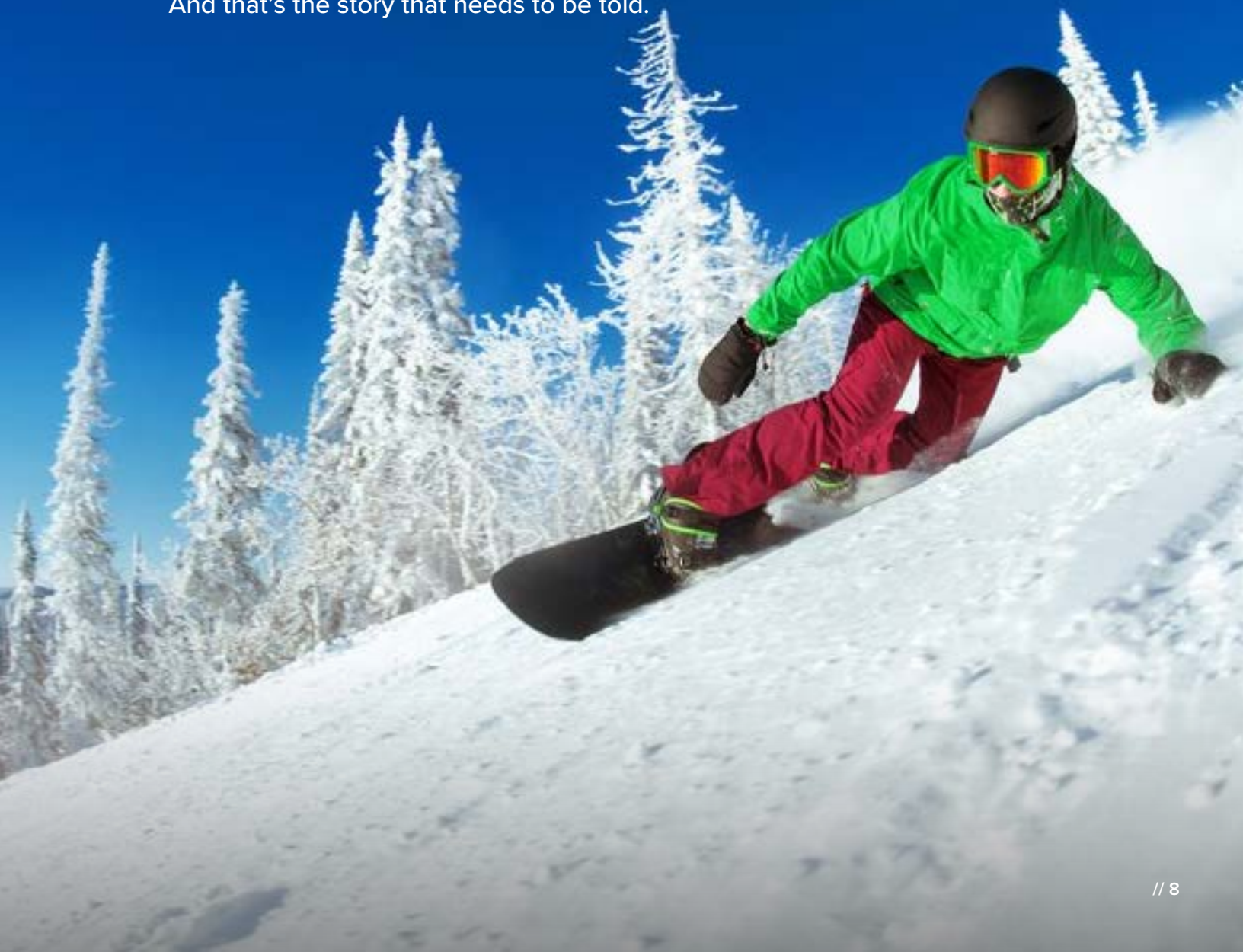
WE ARE AN AGENCY WIRED FOR ACTION.

We only know one way to work: With full-throttle, all-out intensity. Proudly independent, we answer only to your needs. Insight driven, we mine for truth on a daily basis. Absurdly nice, we believe in treating people like a relative ('cause some of us are).

Work with SA and you get advantages you can't find anywhere else: Personal attention by the senior principals of the company. An entire agency working on your business, versus just a team. A philosophy of listening first before rushing headlong into selling you something. A mix of tradigital work that has you covered 360. That's the secret sauce that accelerates action for clients in a hurry. Like the Nebraska Corn Board.

AND SPEAKING OF ACTION...

- We're already thinking about your business.
- We're already talking to your clients.
- We're already exploring creative, as you'll see in this document.
- We're already forming a POV ... that the corn story is so much bigger than ethanol.
- Corn is simply nature's most ingenious creation. And that's the story that needs to be told.





***CORN IS ENERGY, AND
INEXHAUSTIBLE ENERGY IS WHAT
WE'LL BRING TO YOUR BUSINESS.***

Corn is under attack. Now more than ever, you need fresh thinking to correct the conversation. Changing your marketing partner is healthy. Change is vital for continued success. And SA will bring you new and unexpected ways to increase corn demand, whether it's eating more corn, driving more corn, wearing more corn or simply using more corn-derived products.

LET'S GET STARTED.

FORM A // BIDDER CONTACT SHEET

Request for Proposal Number 6528 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:	Strategic America
Bidder Address:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
Contact Person & Title:	Mike Schreurs Chairman, Chief Strategist
E-mail Address:	Mschreurs@strategicamerica.com
Telephone Number (Office):	515.453.2002
Telephone Number (Cellular):	515.681.3149
Fax Number:	855.330.3415

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.

Bidder Name:	Strategic America
Bidder Address:	6600 Westown Parkway Suite 100 West Des Moines, IA 50266
Contact Person & Title:	Mike Schreurs Chairman, Chief Strategist
E-mail Address:	Mschreurs@strategicamerica.com
Telephone Number (Office):	515.453.2002
Telephone Number (Cellular):	515.681.3149
Fax Number:	855.330.3415

II. TERMS AND CONDITIONS

Contractors 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:
JS			

1. The contract resulting from this Request for Proposal shall incorporate the following documents:

- a. Request for Proposal and Addenda,
- b. Amendments to the Request for Proposal,
- c. Questions and Answers,
- d. Bidder's proposal (Request for Proposal and properly submitted documents),
- e. The executed Contract and Addendum One to Contract, if applicable; and,
- f. Amendments/Addendums to the Contract.

These documents constitute the entirety of the contract.

2. 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:

- a. Amendment to the executed Contract with the most recent dated amendment having the highest priority,
- b. Addendum One to the executed Contract,
- c. The executed Contract and any additional attached Addenda,
- d. Amendments to Request for Proposal and any Questions and Answers,
- e. The original Request for Proposal document and any Addenda, and
- f. 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:
JS			

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

Either party may change its address for notification purposes by giving notice of the change and setting forth the new address and an effective date.

C. NOTICE (POC)

The State reserves the right to appoint a Buyer's Representative to manage or assist the Buyer in managing the contract on behalf of the State. The Buyer's Representative will be appointed in writing, and the appointment document will specify the extent of the Buyer's Representative authority and responsibilities. If a Buyer's Representative is appointed, the Contractor will be provided a copy of the appointment document and is expected to cooperate accordingly with the Buyer's Representative. The Buyer's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

D. 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.

E. BEGINNING OF WORK

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.

F. AMENDMENT

This Contract may be amended in writing, within scope, upon the agreement of both parties.

G. CHANGE ORDERS OR SUBSTITUTIONS

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

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.

In the event any product is discontinued or replaced upon mutual consent during the contract period or prior to delivery, the State reserves the right to amend the contract or purchase order to include the alternate product at the same price.

*****Contractor will not substitute any item that has been awarded without prior written approval of SPB*****

H. VENDOR PERFORMANCE REPORT(S)

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

The State may document any instance(s) of products or services delivered or performed which exceed or fail to meet the terms of the purchase order, contract, and/or RFP specifications. The State Purchasing Bureau may contact the Vendor regarding any such report. Vendor performance report(s) will become a part of the permanent record of the Vendor.

I. NOTICE OF POTENTIAL CONTRACTOR BREACH

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

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.

J. BREACH

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

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. OR In case of breach by the Contractor, the State may, without unreasonable delay, make a good faith effort to make a reasonable purchase or contract to purchased goods in substitution of those due from the contractor. The State may recover from the Contractor as damages the difference between the costs of covering the breach. Notwithstanding any clause to the contrary, the State may also recover the contract price together with any incidental or consequential damages defined in UCC Section 2-715, but less expenses saved in consequence of Contractor's breach.

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

K. NON-WAIVER OF BREACH

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

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.

L. SEVERABILITY

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

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

M. INDEMNIFICATION

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

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.

N. ATTORNEY'S FEES

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

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 ordered by the court, including attorney's fees and costs, if the other Party prevails.

O. ASSIGNMENT, SALE, OR MERGER

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

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.

P. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS OF THE STATE OR ANOTHER STATE

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

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.

The Contractor may, but shall not be required to, allow other states, agencies or divisions of other states, or political subdivisions of other states to use this contract. The terms and conditions, including price, of this contract shall apply to any such contract, but may be amended upon mutual consent of the Parties. The State of Nebraska shall not be contractually or otherwise obligated or liable under any contract entered into pursuant to this clause. The State shall be notified if a contract is executed based upon this contract.

Q. FORCE MAJEURE

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

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.

R. CONFIDENTIALITY

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

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.

S. EARLY TERMINATION

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

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.

T. CONTRACT CLOSEOUT

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

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 Contactor, person or entity in the assumption of any or all of the obligations of this contract,
 5. Cooperate with any successor Contactor, 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.

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

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

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,
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees; and,
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 contractor'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:
JS			

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:
https://das.nebraska.gov/materiel/purchase_bureau/vendor-info.html
2. The completed United States Attestation Form should be submitted with the RFP response.
3. 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.
4. 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 goods and 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:
JS			

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:
JS			

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:
JS			

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:
JS			

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 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 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
Independent Contractors	Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>	
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
USL&H Endorsement	Statutory
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	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
COMMERCIAL CRIME	
Crime/Employee Dishonesty Including 3rd Party Fidelity	\$1,000,000
CYBER LIABILITY	
Breach of Privacy, Security Breach, Denial of Service, Remediation, Fines and Penalties	\$5,000,000
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."	

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 by email:

State of Nebraska
 Nebraska State Purchasing Bureau
 RFP 6528 Z1
 Attn: Dianna Gilliland
 1526 K Street, Suite 130
 Lincoln, NE 68502
 Email: dianna.gilliland@nebraska.gov

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. NOTICE OF POTENTIAL CONTRACTOR BREACH

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

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 and may include a request for a waiver of the breach if so desired. The State may, at its discretion, temporarily or permanently waive the breach. By granting a temporary 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.

I. ANTITRUST

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

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.

J. CONFLICT OF INTEREST

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

By submitting a proposal, bidder certifies that no relationship exists between the bidder and any person or entity which either is, or gives the appearance of, a conflict of interest related to this Request for Proposal or project.

Bidder further certifies that bidder will not employ any individual known by bidder to have a conflict of interest nor shall bidder take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its contractual obligations hereunder or which creates an actual or appearance of conflict of interest.

If there is an actual or perceived conflict of interest, bidder shall provide with its proposal a full disclosure of the facts describing such actual or perceived conflict of interest and a proposed mitigation plan for consideration. The State will then consider such disclosure and proposed mitigation plan and either approve or reject as part of the overall bid evaluation.

K. STATE PROPERTY

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

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.

L. SITE RULES AND REGULATIONS

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

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.

M. ADVERTISING

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

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 goods or 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.

N. 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.

O. DISASTER RECOVERY/BACK UP PLAN

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

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 delivery of goods and services as specified under the specifications in the contract in the event of a disaster.

P. DRUG POLICY

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

Contractor certifies it maintains a drug free workplace 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.

Q. WARRANTY

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

Despite any clause to the contrary, the Contractor represents and warrants that its services hereunder shall be performed by competent personnel and shall be of professional quality consistent with generally accepted industry standards for the performance of such services and shall comply in all respects with the requirements of this Agreement. For any breach of this warranty, the Contractor shall, for a period of ninety (90) days from performance of the service, perform the services again, at no cost to Customer, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse Customer the fees paid to Contractor for the unsatisfactory services. The rights and remedies of the parties under this warranty are in addition to any other rights and remedies of the parties provided by law or equity, including, without limitation actual damages, and, as applicable and awarded under the law, to a prevailing party, reasonable attorneys' fees and costs.

IV. PAYMENT**A. PROHIBITION AGAINST ADVANCE PAYMENT (Statutory)**

Neb. Rev. Stat. §§81-2403 states, "[n]o goods or services shall be deemed to be received by an agency until all such goods or services are completely delivered and finally accepted by the agency."

B. TAXES (Statutory)

The State is not required to pay taxes and assumes no such liability as a result of this RFP. The Contractor may request a copy of the Nebraska Department of Revenue, Nebraska Resale or Exempt Sale Certificate for Sales Tax Exemption, Form 13 for their records. 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:
JS			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Invoices should be mailed to the Nebraska Corn Board (301 Centennial Mall South, Fourth Floor, Lincoln, NE 68509). Invoices may also be submitted electronically to the Nebraska Corn Board (NCB.Info@nebraska.gov). 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:
JS			

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

E. PAYMENT (Statutory)

Accept (Initial)	NOTES/COMMENTS:
JS	

Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2403). 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 goods and 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 (Statutory)
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)
The State shall have the right to audit the Contractor's performance of this contract upon a thirty (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. (Neb. Rev. Stat. §84-304 et seq.) 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.

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

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 (0.5%) 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 (90) days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

CORPORATE OVERVIEW

BIDDER IDENTIFICATION AND INFORMATION

Strategic America, Inc.
6600 Westown Parkway
Suite 100
West Des Moines, IA 50266
(515) 453-2000

Strategic America was founded in 1980 and is a C Corporation registered and operated in the state of Iowa.

Primary Agency Contact:

Michael Schreurs | Founder, Chairman, Chief Strategist
6600 Westown Parkway, Suite 100
West Des Moines, IA 50266
(515) 453-2002
MSchreurs@strategicamerica.com

For public information purposes only; not part of contract.

Request for Proposal Number 6528 Z1
Proposal Opening: June 1, 2021

In accordance with Nebraska Revised Statutes §84.712.05(3), the following material(s) has not been included due to it being marked proprietary.

Strategic America

1. File 1:
 - a. Pages 30-52 – Financial Statements

SUMMARY OF BIDDER'S CORPORATE EXPERIENCE

*AS REQUESTED, THREE CASE STUDIES
REGARDING AG EXPERIENCE.*

IOWA FARM BUREAU

E-85 ORANGE COUNTY CHOPPERS, IOWA SPEEDWAY RACE, GM DEALERS



**FOSSIL FUELS ARE
FOR DINOSAURS.**

**IOWA: THE NEW
ENERGY EMPIRE.**

**MY GAS SMELLS BETTER
THAN YOUR GAS.**



At a time of food vs. fuel debate, the Iowa Farm Bureau Federation approached Strategic America to create a comprehensive campaign centered around the importance of ethanol. It was directed to a general consumer audience. IFBF had arranged for a project motorcycle to be built by the Teutuls of Orange County Choppers. The bike was designed for an appearance at the Iowa Speedway for the Iowa Corn 250 race, broadcast live on ABC.

SA provided attention-garnering creative, including advertising, web microsite, emails, traditional advertising, tickets to win the bike in a raffle, a partnership with GM dealers in Iowa with showroom displays/merchandising, and a tour leading up the State Fair.

The EPA even made a new regulation for E-85 as a result of the initiative. The results were phenomenal in terms of awareness, tickets sold, messaging seen, and was called an overall success by the client.

- Date: Client 2001–present, this campaign was executed in 2006
- Sara Payne, VP, Marketing/Communications
- spayne@ifbf.org
- (515) 225-5408
- Project completed on time and on budget

Additional initiatives for the Iowa Farm Bureau include State Fair promotions, Water Quality TV and radio creative, Renew Rural Iowa creative and media, “Choose2Choose” food standards web and media, “fake meat” awareness campaigns and more.

IOWA CORN BOARD

CREATIVE AND MEDIA PLACEMENT FOR OUTDOOR AND DIGITAL

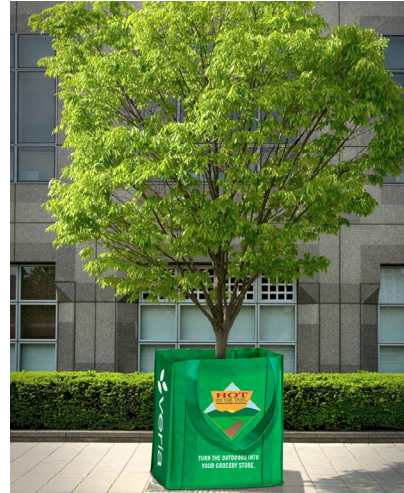


▶ The Iowa Corn Board asked us to create compelling messages around the importance of energy independence and renewable energy production. SA featured real corn producers talking about the work they were doing to fuel Iowa's economy and counter Big Oil's distortions.

SA became an expert on the issue, identified real farmers, produced the creative and placed the media across a variety of platforms. The campaign successfully made people realize the importance of corn production in Iowa.

- Est. Date 2014
- Shannon Textor, Marketing/Communications Director, stextor@iowacorn.org
- Project creative completed on time and on budget

VERIA-TV



SA was selected to launch a new television program for the health and lifestyles network, Veria. The program focused on finding food in unusual places—backyards, parks, etc. Goal was to achieve 400,000 new subscribers to their newsletter through an event launch.

SA recommended a series of strategies centered around the Taste of Chicago launch, including a free trip to Hawaii, where the show was shot. We executed pre- and in-event PR, micro-targeting and street stunts to engage consumers through Segway squads, celebrity host and numerous venue advertising tactics including mobile advertising and more.

In one week, we were able to achieve 430,000 sign-ups for the newsletter and a successful launch of the program, all on time and on budget.

- Client: 2008–2011
- Vibha Chopra, vibha.chopra@zeetv.com
- Project was completed on time and on budget

OTHER RELATED CAMPAIGNS INCLUDE

- **Kum & Go:** Promos involving ethanol including “Win a tanker of gas!”
- **Kum & Go:** “Snaxsperts” and “Tanker” fuel / pump-top promos
- **Dupont Pioneer Encirca:** Strategy, research for personas
- **AGCO:** Advertising
- **Latham Seeds:** Advertising, direct marketing
- **National Pork Board:** Strategy, visioning
- **Iowa Soybean Association/ASA Soybean Taskforce:** Strategy, relations, Commodity Classic
- **Sprint store openings from NYC to LA:** Street marketing/stunts
- **Wendy’s:** NCAA March Madness Buzzer Beater promo
- **Greater Des Moines CVB, Partnership:** NCAA, Caucus digital geo-fencing
- **Aureon:** Monthly, 20-page magazine SA researched, wrote and produced



A unique opportunity for your soybean acres . . . and you.

You can take advantage of this new market demand for a healthy oil product from soybeans . . . and enjoy the price premium that low-toxicity soybeans typically deliver, plus outstanding yield and agronomic performance . . . by planting Vistive soybeans on your soybean acres.

3 GREAT REASONS
to begin planting Latham Vistive™ soybean seeds **TODAY**:

1. **At the top of our research**—leading and great delivery package with top-selling . . .

2. **and will give you one million Vistive** . . . more of Latham Vistive soybean seeds . . .

3. **premium for growing Latham Vistive** . . .

YOU JUST STRUCK OIL!
Vistive Premiums increased to \$0.50 per bushel.

ve soybean seeds now: . . . an market. But with more and more . . . from being late. But all market is in . . . do not know that market share to palm . . .

ur area, call 1-800-798-3258.

Vistive
Latham



choose@choose
FEELING GOOD ABOUT YOUR FOOD CHOICES

Why Choose 2 Choose | Choose 2 Be Involved | Choose 2 Be Informed | Choose 2 One

"One of the most important things to me as a mom is being able to choose what to put on my family's plate!"

As consumers, we expect to have choices in the items we buy, without feeling guilty. We buy the food we like and the safest cars we can afford. Why not our food? We call this food choice.

The freedom to choose the food you want, when you want it, and the time your budget—without worry, without guilt.

What if...

your family's meat, milk, and eggs only came from family countries?

you know your food choices were taking away someone else's only choice?

you could make a difference!

Join the Movement!

100 people like this. Sign Up to see what your family life.

The offer is supported by the center for food integrity.

© 2014 Choose2Choose | Privacy Policy | Disclaimer | Contact Us

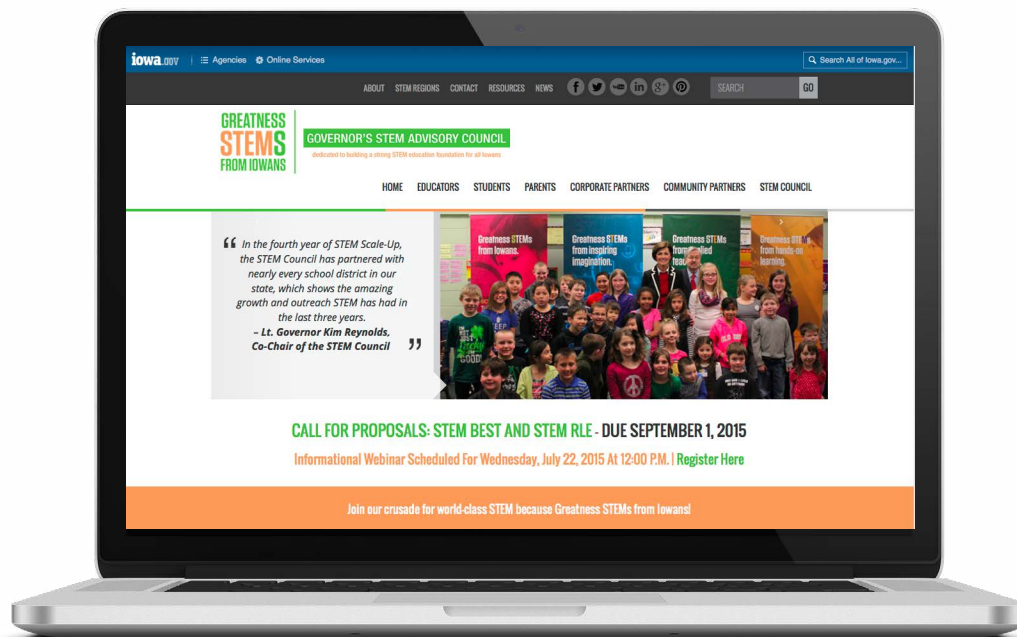
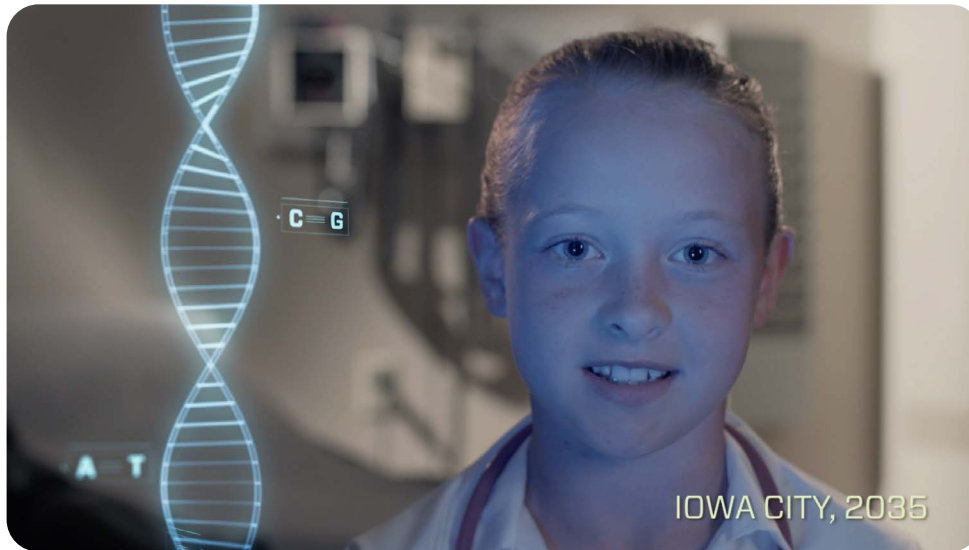
SA IS QUALIFIED TO TELL YOUR STORY!

Yes ... we have award-winning digital, media and PR teams that have managed social media campaigns, content marketing, content development, SEO, SEM, programmatic buying and many clients nationwide.

The work SA develops and executes will at all times reflect NCB goals, objectives and overall mission, and will most assuredly represent the 23,000 corn producers in Nebraska. Our data and analytics department allows SA to sift through the many data points available, while our in-house research expertise and close connection to various research partners provides us with the latest trends, sentiment and opportunities within the world of agriculture, in Nebraska and beyond.

On pages 53-56, we highlighted three, ag-specific case studies. Now we'd like to share the story of our work for STEM, (science, technology, engineering and math), an education-focused campaign that changed the conversation and elevated the importance of this initiative (which, not coincidentally, is exactly what we'd like to do for Nebraska corn).

IOWA GOVERNOR'S STEM ADVISORY COUNCIL



Since 2013, SA has been the communications partner for the Iowa Governor's STEM Advisory Council. In these eight years, awareness and understanding of STEM statewide has more than doubled, and Iowa has transformed into the national model for STEM education. The Iowa STEM Advisory Council was formed by then Governor Branstad in 2011 to address the growing skilled workforce shortage. Based on initial research conducted that first year, only 26% of Iowans (1 in 4) were aware of STEM and its purpose.

IOWA GOVERNOR'S STEM ADVISORY COUNCIL



Building awareness became the Council's primary goal. We launched a statewide public awareness campaign in the fall of 2013. Starting then and throughout 2014, our focus was to build momentum for STEM. Our efforts paid off: In just 12 months, awareness in STEM increased 58%.

From 2015 to today, awareness continues to grow. We have seen increased national coverage and an evolution of the original brand messaging to stay in touch with our audiences.

For example we recently created a new billboard campaign featuring representatives from eight prominent STEM-based Iowa companies. This project connected STEM education to successful careers in Iowa. Billboards were featured in strategically targeted urban and rural areas across the state. The sites were chosen within the local vicinity of featured companies.

The most recent STEM awareness data shows a remarkable increase within rural communities. In small town and rural communities, awareness increased 28 percent over the previous year. Overall, awareness across the state increased approximately 10 percent compared to the year prior.

“SA has rapidly become a critical partner in this historic, nationally recognized undertaking. We have enjoyed an intelligent partner who not only commands an understanding of our current condition but thought-leads us where we need to go from here. For me, SA stands for Stellar Achievers.”

– Dr. Jeffrey D. Weld, Executive Director, Iowa Governor's STEM Advisory Council and Former Assistant Director of STEM Education at the White House

SUMMARY OF BIDDERS PROPOSED PERSONNEL/MANAGEMENT APPROACH

Strategic America believes that by offering a dedicated, integrated team, the Nebraska Corn Board will gain significant benefits of a unified vision, integrated strategy and cohesive brand approach. With highly qualified talent in key disciplines, we believe we bring the best to the table consistently for your account.

In SA's integrated environment, we are also able to consolidate training and development while providing better accountability and reporting in terms of costs, deadlines and quality assurance.

Additionally, SA brings to the table efficient processes for complex client needs, including traffic, estimating and account management. One such platform is our patented Metis™, which we utilize for 15 of our current clients; often those clients that share certain services (e.g., social media, templated work products, and some media and direct marketing services via technology), thus saving time and expense to traditional means of service.

As you will see in other parts of the proposal, our team is outstanding. Creative, media, digital, video, direct, research and account service are all top-notch, nationally recognized senior talent. All working together. All organized to think and work collaboratively. All focused on the Nebraska Corn Board and your success.

STRATEGIC AMERICA TEAM MEMBERS

For public information purposes only; not part of contract.

Request for Proposal Number 6528 Z1
Proposal Opening: June 1, 2021

In accordance with Nebraska Revised Statutes §84.712.05(3), the following material(s) has not been included due to it being marked proprietary.

Strategic America

1. File 1:
 - a. Pages 62-70 - Resumes

SUBCONTRACTORS

Strategic America is a full-service agency, and we do not anticipate the need for any subcontractors.

TECHNICAL APPROACH

NEBRASKA CORN ESSENTIAL EVERY DAY

Before diving head-first into the technical requirements, we hope you won't mind if we pause to ask a simple question:

What can't corn do? Well, let's tell the complete story, particularly to people in places far removed from agriculture. Create educational—and highly entertaining—videos, digital assets, social and traditional advertising campaigns and more.

Let's create videos that viewers want to share. Let's aim for thousands and thousands of views and not be happy with double-digit views.

Let's be bold and big in telling our story. It's not necessarily about a bigger budget. It's about telling a bigger, more surprising story.

To help you visualize our thinking, we'll show you some of our prior ideas—and some new ones—throughout the following technical requirements.



ATTACHMENT A: TECHNICAL REQUIREMENTS

RFP Number 6528 Z1

Bidder Name: STRATEGIC AMERICA

For the following six technical requirements, provide a bidder response explaining how each requirement will be met. Include frequency of each requirement in the bidder response. Explain the overall process, research methodology, planning, creative development, requirement implementation and evaluation of each item. If a “reimbursement or a commission rate” cost is associated with the requirement, please include in the narrative response.

The fulfillment of the RFP requirements listed below will be at the direction of the Nebraska Corn Board.

A completed form must be submitted with the proposal response.

TECHNICAL REQUIREMENT 1

STRATEGY DEVELOPMENT

The greatest need is to identify a communication/marketing Bidder with an innovative, unique and compelling strategy to reach consumers with positive agricultural messages related to Nebraska's corn and related industries. Bidder must be skilled with a variety of media production techniques and implementation strategies. Consistency and frequency of messaging are integral in building and maintaining NCB brand and awareness. Describe experience.

► BIDDER RESPONSE

As you may recall, Strategic America responded two years ago to the last RFP issued by the Nebraska Corn Board. Within that submission, we showed the board and other key stakeholders that SA lives up to our mantra—we “find a better way, always.” We delved deeply into ways we could help you reach consumers with the right messages that would elicit brand awareness while transforming the consumer's understanding.

We still believe consumer trust is key to delivering on Nebraska Corn Board's mission. To create opportunities for your growers and the markets they serve, Nebraskans need to understand the positive impact corn has on their communities.

Fortunately, surveys show consumers trust farmers more than anyone else in the food chain. But they have questions—about land, water and chemical use in crop production, about making and using renewable fuels, about livestock treatment and waste, about food ingredients. More than two-thirds of Americans are anxious about the impact of climate change on our planet. In this environment of heightened concern and skepticism, we need to do more than just educate—we need to create advocates for Nebraska Corn.

Strategic America's four-step planning process is designed to do just that. We start with Discovery—a collaborative process of information gathering and insight development. Together, we will:

- Look closely at our objectives, our brand and our markets.
- Understand current consumer perceptions and the keys to creating positive shifts.
- Identify influencers and examine the stories they tell.
- Leverage the resources and expertise of our partners at the national, state and community level.
- Conduct primary research as needed for insights and benchmarking.

Then we create our Strategy:

- Objectives and KPIs for brand awareness and perceptions.
- Brand position, personality and voice to guide the development of relevant, compelling and unique creative executions.
- Integrated marketing communication plan to ensure media vehicles are used to their best advantage and messaging is consistent everywhere—advertising, digital/social platforms, public relations, influencer work and grower communications.

Which leads to Activation—efficient and effective campaign execution, optimization and tracking by SA's team of experts. And ultimately Evaluation—tracking performance against KPIs and gaining insights to help us increase impact year over year.

We check all the strategy boxes, and along the way ... we never forget the consumer. Real people make real decisions in real-time, and so our strategies must be accessible, multifaceted and multichannel, incorporating the most effective “tradigital” media mix to reach people where they're at any time of the day.

SOCIAL MEDIA STRATEGY

Great social media starts with a strong strategy. A successful social media strategy combines both paid and organic efforts to reach the right audience, at the right time, with the right message, all while moving the needle to reach your overall marketing objectives. By taking a strategic approach to organic social media, we can help you consistently engage your audience to increase visibility and brand loyalty.

The SA social team takes social media strategy seriously, developing a roadmap for social media success including objectives that layer into the business's goals, key messages, audiences, platform specific strategies, benchmarks and KPIs, content organization, engagement tactics and evaluation.

SA's organic social media services begin with research, guiding a strategic plan catered to your brand. Organic social media allows you to build a strong community with loyal followers who become long-term advocates of your brand.

Our experts evaluate current channels the business manages and can suggest expansion to new social media platforms, if applicable. SA offers organic social media services on the following platforms: Facebook, Instagram, LinkedIn, Twitter, Pinterest, TikTok and YouTube.

Most important, we know social media is ever-changing—so are our organic social media strategies. Our team is equipped to track and adapt to platform trends, updates and changes as they occur to ensure we can adjust a strategy as needed.

MEDIA STRATEGY DEVELOPMENT

Prior to making recommendations for media tactics and distribution channels, SA is diligent about collaboration to define marketing objectives and establish targeting priorities.

The marketing goals define what each media campaign must achieve and how success will be measured. Objectives can include building awareness, driving traffic to a website, lead generation or tracking a specific conversion on the website. Client and agency expectations for success measurement should be defined in the strategic planning phase. Success can be measured in various ways including, but not limited to, brand lift studies, increased website traffic or time spent on the site, clicks and engagements with ads, completed video views, app downloads or form fills.

Defining the primary target audience and any secondary target segments is key to selecting the most effective and efficient media channels. Key demographics such as age, gender, education and geographic location must be identified in the strategic planning process. It is also helpful to understand consumer psychographics like lifestyle, values and attitudes. Data on consumer behavior can provide insight into how audiences are currently learning about your brand and connecting with your brand.

Audience insights can come from multiple sources: first-party data and research, analytics from a client's social platforms and Google Analytics, as well as third-party data and research SA invests in or can access from media and agency partners.

Additional considerations in the strategic planning process are timing, seasonality and identifying market nuances or socio/economic factors that may affect outcomes or media costs. For example, heated political races can impact media inventory and media costs. The pandemic is a relevant and extreme example of an outside factor that has impacted media consumption and lifestyle habits.

In the strategic planning phase, the media team will also take into consideration special opportunities that may be available to have presence in high-profile programming or local events and sponsorships.

We have “Strategic” in our name for a reason. Strategy is our lifeblood, and our approach is data-driven, unique, innovative and transformative. Our clients rely on our ability to bring fresh and inspiring strategy to the table. We hope you'll consider partnering with SA for that as well.

TECHNICAL REQUIREMENT 2

PRINT MEDIA

Must be skilled at content generation, writing and being able to disseminate complex agricultural terminology/practices to the general public. In addition, must have extensive experience in graphic design and print media layout. Content may be used for newsletters, magazines, newspapers, postcards, direct mailers, etc. Describe experience.

► BIDDER RESPONSE

The SA team is highly experienced and skilled at all aspects of content generation, writing and dissemination of communications to the general public—whether for print, digital, social, video or other channels.

At SA, the art of storytelling began more than 40 years ago and is still going strong. Our clients are diverse with very different stories to tell. From individual leaders to start-ups, from small companies to large, whether for profit or not, we listen first and then craft the narratives. Nobody loves to tell stories—especially Midwestern stories—more than SA. Some of our favorites have included the Iowa Corn Board, Iowa Farm Bureau, Wendy's, Food Bank of Iowa, Kum & Go, Latham Seeds, Iowa Lottery and Catch Des Moines.

Back in 2019, you may recall that SA arrived in Lincoln to hand deliver an initial RFP response, with the SA team wearing “Shuck, Yeah” t-shirts designed just for the handoff. We also provided a fresh take on the CornsTalk newsletter, similarly hand delivered during our follow-up oral presentation. We are all about delivering the right message at the right time, to the right audience.

SA routinely creates custom content and consistent messaging for clients in many industries—from heating and cooling companies like Lennox to national advocacy groups like National Community Action Partnership. Client retention is a key sign of satisfaction, and many clients, including Lennox, have been with SA for decades. Over their many combined years of working with media outlets and vendors, SA's experienced team has built trusted relationships to help maximize results for their clients served. From copywriting for ad campaigns to writing newsletter content, the SA team—with decades of combined work experience in storytelling, content creation and production/execution—has you covered.

SIMILAR WORK WE'VE DONE FOR OTHER CLIENTS

DES MOINES.
THE Ss ARE SILENT.
Our city is
BOOMING.

9 WATERFALL ON THE RIVER
CATCH DES MOINES

Guess which metro area is the fastest-growing in the Midwest? (Spoiler alert: it's in the headlines.) And while we're under some people's radar, our owners have a hard time keeping a secret. Visitors rave about our world-class art, iconic skyline, farm-to-fork cuisine and 500 miles of trails. Curious? Find the boom. Catch what you've been missing at [CatchDesMoines.com](#).

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WHAT WE COULD DO FOR YOU



You see **corn**.

We see **aspirin** that keeps people well.

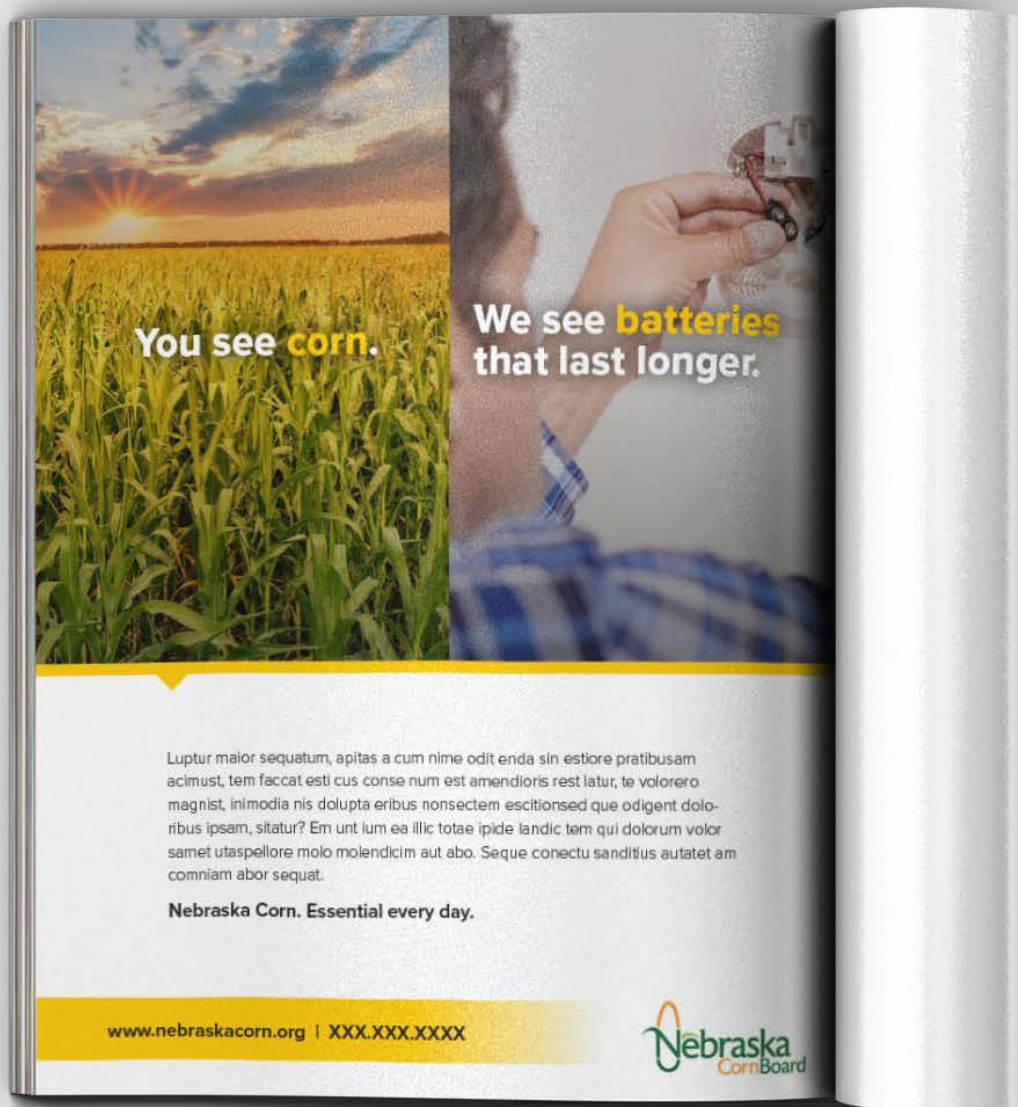
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Nebraska Corn. Essential every day.

www.nebraskacorn.org | XXX.XXX.XXXX

Nebraska
CornBoard

WHAT WE COULD DO FOR YOU



You see **corn.**

We see **batteries that last longer.**

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Nebraska
CornBoard

**WE ALSO IMAGINE A NEW
FACE-LIFT FOR YOUR NEWSLETTER**



Nebraska
CornBoard

cornstalk

ISSUE 02 • SUMMER 2021

A magazine for people who grow corn

**JOHN
DEERE CIRCLES THE
TRACTORS**

Deere owners were promised access to repair info.
Why is it still a secret?

**SPECIAL
DOUBLE ISSUE!**
Turn over

cornstalk

ISSUE 02 • SUMMER 2021


A magazine for people who love corn

CORN IS NEARLY \$8.

Why is nobody celebrating?

Why this bull run is different
than the 1970s

**SPECIAL
DOUBLE ISSUE!**
Turn over



Clever Crops

Create healthier soil by interseeding cover crops into your corn and soybeans.

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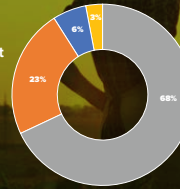
Successful interseeding is a function of the relationship of the cover crop to the corn crop and its management.

What's growing on this week?

As of Month XX, 2021

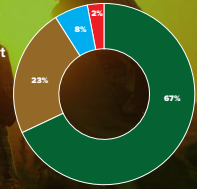
Topsoil Moisture Supplies

■ Adequate
 ■ Short
 ■ Very Short
 ■ Surplus



Subsoil Moisture Supplies

■ Adequate
 ■ Short
 ■ Very Short
 ■ Surplus



Yes, There's Corn in Candy Corn

Corn is Found in 4,000 Grocery Store Items

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THE FIGHT TO REPAIR

Tractor manufacturers continue to resist 'right to repair' legislation. What's next?

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"This agreement says a lot about the relationship between dealers and their customers."

Joani Woelfel
Far West Equipment Dealers Association president and CEO

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When 20 is greater than 30

For farmers moving to 20-inch rows, the proof is in the profit.

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History often proves wrong: This time is different.



Tight supplies and Chinese demand make forecasting difficult.

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Nebraska Corn

Top of the U.S. food chain.

- 1 Nebraska ranks **3rd** in U.S. corn production.
- 2 Nebraska ranks **1st** in U.S. popcorn production.
- 3 Nebraska ranks **1st** in U.S. white corn production.
- 4 Nebraska ranks **2nd** in ethanol production capacity.



CORN IS NEARLY \$8.

Why is nobody celebrating?

Why this bull run is different than the 1970s

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The Fine Art of Corn

Corn-based products at the heart of modern 3D sculptures

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The **GREAT GRANDDADDY** of Grains

Corn's 5,600-Year Reign in North America

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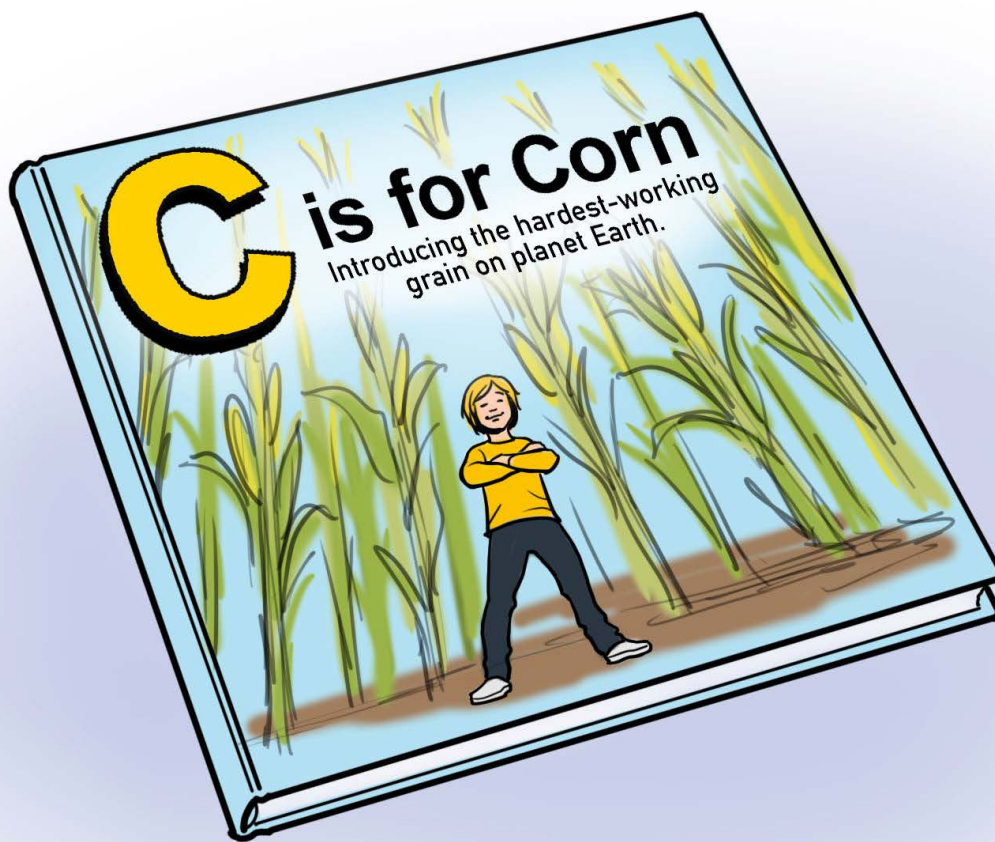
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AND ONE MORE PRINT IDEA...



And here's one last idea we shared with you in 2019 that still makes us giddy (and we have plenty more!). You're never too young to learn about the many uses of corn. Imagine we write the definitive children's book on corn. Adults will love it too.

C IS FOR CORN

"C" is for Corn.

It grows in the ground.

**But do you know where else
Corn can be found?**

**"C" is for Crayons
and Candy bars,
Cool video games,
safer fuel for Cars.**

**"C" is for yumminess
fresh off the Cob.**

**But yumminess
isn't corn's only job.**

**"C" is for Cough syrup
to stop your cough,
fix you up,
when you're feeling off.**

AND MORE!

TECHNICAL REQUIREMENT 3

BROADCAST MEDIA

Must have extensive experience with storytelling through audio and video tools. Audio and video productions must be professionally produced and targeted toward consumer audiences. Must understand traditional broadcast delivery channels, like television and radio, to help in media distribution and media buys. Additionally, must have extensive knowledge of internet platforms in releasing audio and video content. Describe experience.

► BIDDER RESPONSE:

SA's expertise and breadth of experience in the area of storytelling is exceptional. Whether through video or broadcast or online means, SA literally produces thousands of examples of brand storytelling for our many clients. Storytelling as an art has been with us for millennia, but SA has brought a high standard to creative storytelling that allows authentic brands to emerge strong and relevant.

There are compelling stories to be told of corn and its producers, and the everyday essential quality of the hardest-working grain. It is—after all—America's power plant! We believe that finding your difference makes all the difference. And believe us—we'll find it.

For video production ... armed with fresh insights into what makes your brand unique, our creative team will come up with original and imaginative ideas that express exactly who you are and what you stand for. Sometimes these ideas defy convention, but they'll always attract attention—in a way that increases sales and growth.

Everything we produce—from 15- or 30-second spots, to longer-form educational videos, from live action to animation, for pre-roll, social media, programmatic media buys, to broadcast, cable and more—is designed to do the heavy lifting for you. We've received awards and recognition from our industry peers, but we get just as excited when we hear that your numbers are on the rise.

Whether it's a project for the Iowa Farm Bureau Federation to promote Real Meat versus manufactured, or how farmers' produce a variety of products from cosmetics to fuel, these stories need to be told well. Too many of today's consumers don't relate to the value of agriculture, and as such, don't realize the benefits of nearby local farmers and industry that supports their lifestyles. Perhaps more so that in the aftermath of the pandemic, storytelling is a needed means to communicate what matters. SA's team of creative storytellers has introduced, advocated, promoted and sold the value of many products and services over the past 16 months.

These have reached millions of consumers with needed perspectives of a marketplace and society in constant change and movement.

WHAT WE'VE DONE FOR OTHER CLIENTS

Food Bank of Iowa Video // [Watch](#)



Catch Des Moines Bonds Video // [Watch](#)



Lennox Sleepless Video // [Watch](#)



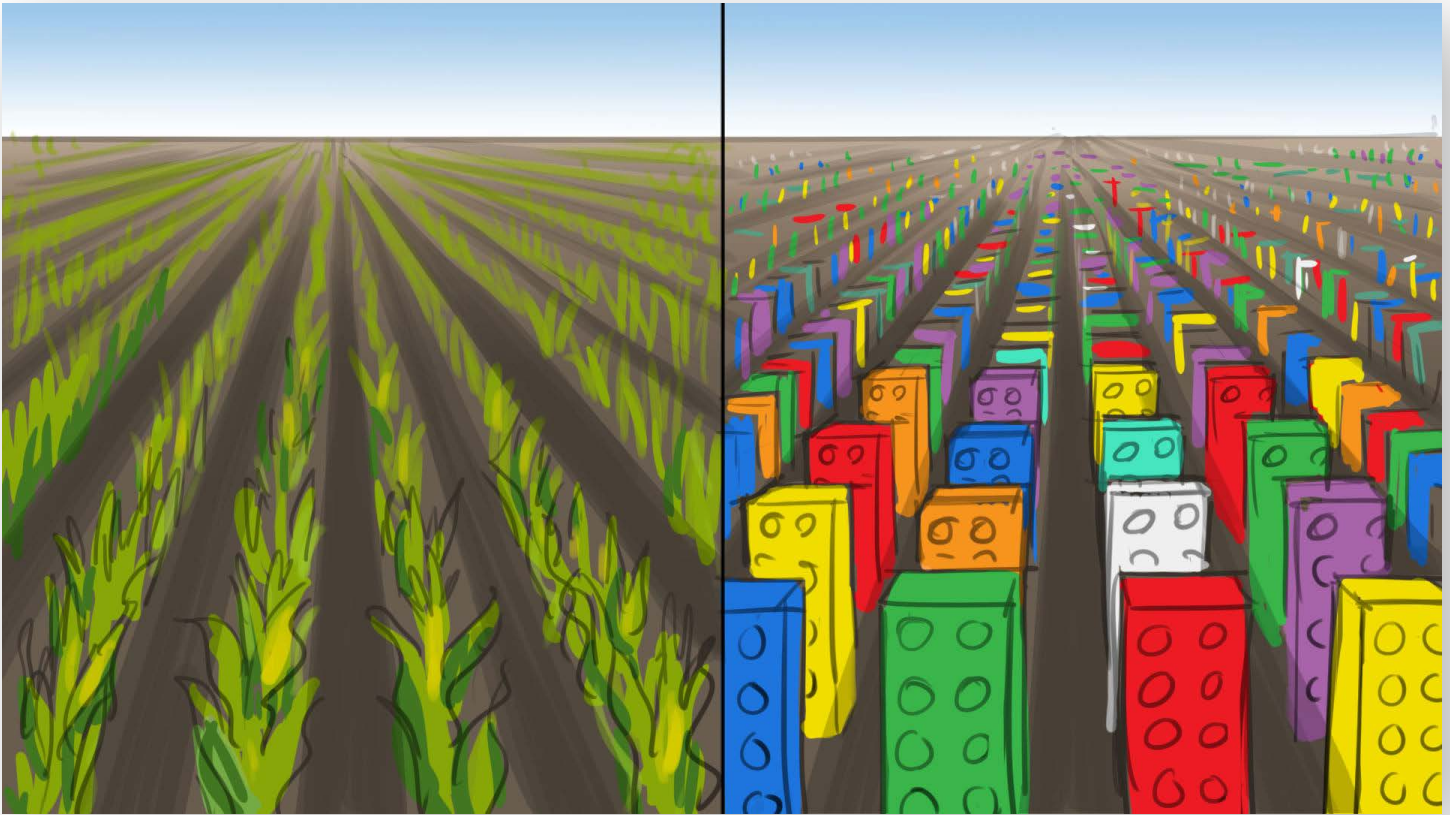
Iowa Lottery Winner Wonderland Video // [Watch](#)



Food Bank of Iowa Video // [Watch](#)



WHAT WE COULD DO FOR YOU



ESSENTIAL FOR EVERYDAY LIVING

A kickoff video and manifesto. We start by seeing green rows of cornfields replaced by the many and essential things that “grow” from corn. Where once stood corn, we see a field of colorful crayons, standing upright in rows. Plastic blocks, Lego-like, stacked in cornstalks or silos. Smartphones, standing vertically, battery charged symbol on their screens.

VO: Nebraska’s beautiful cornfields produce a lot more than corn. They contribute to hundreds of products that wouldn’t exist without it.

Like crayons.

Plastic building blocks.

Batteries.

Stuff we love, stuff we use.

Every day.

Not to mention essentials:

Food for livestock.

Responsible fuel for vehicles.

Biodegradable plastics for the planet.

We keep farming.

The possibilities keep growing.

(Sun rising on cornfield.)

Nebraska corn.

Essential every day.

TECHNICAL REQUIREMENT 4

OUTDOOR OR OUT OF HOME (OOH)

OOH media can serve as an important supplement to an overall consumer strategy. Bidder must have experience developing large compelling designs that may be used on billboards, busses, trucks, etc. These designs must be compelling and share messages that are memorable. Describe experience.

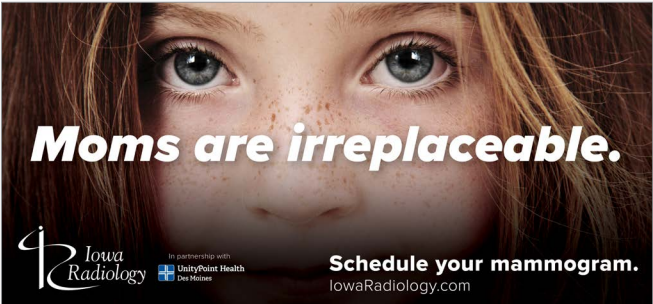
► BIDDER RESPONSE:

Turning passive consumers into passionate advocates requires a whole lot more than creating what might be a “clever idea.” For 40 years, SA has developed head-turning creative solutions that connect to the target audience. Every client is encouraged to participate in our co-creation process. This team effort results in engaging, memorable and often unexpected campaigns that get noticed, read and remembered.

Outdoor and out-of-home messaging can be valuable in terms of delivering clear, concise brand messaging, location-specific relevance, attractive and engaging opportunities to interact with our clients’ messages. We have produced clear, compelling OOH for Iowa Corn and in support of clients for new product introductions or new market entries, as well as advocacy efforts for STEM and several nonprofit areas. Work for Opioid Rx brought new meaning to being trapped in opioid dependency.

Of course, there are the usual ways OOH can work to grow your brand from one corner of Nebraska to the other. But there are other OOH techniques we’ve employed for our clients, from disrupting a competing market to giving tired transit eyes something to look at. We’ve even had messaging drive beside our target audience in rush-hour traffic.

OOH WE'VE DONE FOR OTHER CLIENTS



Moms are irreplaceable.

Iowa Radiology In partnership with **UnityPoint Health Des Moines**

Schedule your mammogram.
iowaRadiology.com



Sisters are irreplaceable.

Iowa Radiology In partnership with **UnityPoint Health Des Moines**

Schedule your mammogram.
iowaRadiology.com



3,653 days of innovation.
Yeah, we did the math.

Sponsored by: **MIDAMERICAN ENERGY COMPANY** **TOGETHER WE CAN SAVE THE WORLD**

www.iowastem.org



10 YEARS
OF IGNITING DREAMS.

Sponsored by: **MIDAMERICAN ENERGY COMPANY** **TOGETHER WE CAN SAVE THE WORLD**

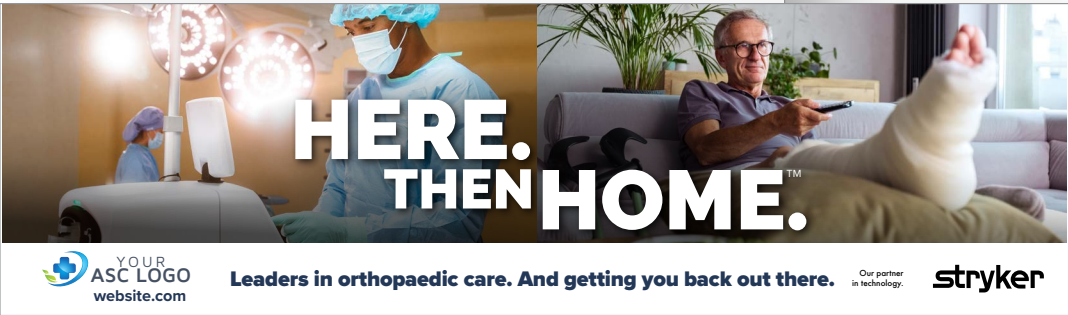
www.iowastem.org



HERE. THEN HOME.™

YOUR ASC LOGO
website.com

Wol



HERE. THEN HOME.™

YOUR ASC LOGO
website.com

Leaders in orthopaedic care. And getting you back out there.

Our partner in technology. **stryker**

WHAT WE COULD DO FOR YOU



You see corn.



We see beautiful people.

www.nebraskacorn.org

 Nebraska Corn.
Essential every day.



You see corn.



We see America on the move.

www.nebraskacorn.org

 Nebraska Corn.
Essential every day.

WHAT WE COULD DO FOR YOU



TECHNICAL REQUIREMENT 5

DIGITAL MEDIA

To reach modern consumers, digital tools may often be used. Bidder must have a vast knowledge of marketing through social media tools, like Facebook, Twitter, Instagram, etc. Additionally, there may be instances where native advertising or over-the-top (OTT) advertising is used to target specific demographics. Website design and management are also required technical skills. Describe experience and marketing strategies.

► BIDDER RESPONSE:

Strategic America's digital and social media acumen is significant. SA offers innovative expertise in strategic planning and execution for all forms of digital and social media including paid search, programmatic display, video, native, connected TV, streaming audio, and paid and organic social media on Facebook, Instagram, Snapchat, TikTok, Twitter, LinkedIn and Pinterest. SA also has the expertise to work with influencers to gain greater impact and reach in the delivery of our messaging.

SA is currently executing hundreds of digital/social campaigns, as well as organic social media management for a variety of clients. These range from ongoing social media content for local and national brand and field marketing clients including Iowa Governor's STEM Advisory Council, Mama Nature's Mosquito Juice, Service Experts and Howe; branding campaigns with local and Midwest priorities like MercyOne Medical Center, Wolfe Eye Clinic and Catch Des Moines; as well as multi-dealer or franchise groups spanning the U.S. like Lennox Industries, Pella Windows and Doors, Wendy's Hamburgers and Exmark Lawnmowers.

SA has been recognized as a Top 16 Digital Agency by Agency Spotter. Members of SA's digital and social media teams have earned official certifications with the Interactive Advertising Bureau, Google, Facebook, Digital Marketer, and with Centro and StackAdapt platforms. The SA team stays current on certifications and ongoing training to remain knowledgeable about platforms and industry benchmarks.

The strategic planning process starts by defining clear goals, objectives and target audiences. When trying to drive awareness and extend reach, SA will consider digital tactics like connected TV, display, pre-roll video and streaming audio. Tactics like paid search, paid social and display retargeting offer more opportunity for engagement with consumers in a consideration or conversion stage. These tactics are proven to be effective in generating leads or driving specific conversions on the client's website or landing page.

A successful social media strategy combines both paid and organic efforts to reach the right audience, at the right time, with the right message, all while moving the needle to reach your overall marketing objectives. Organic social media is key to consistently engage your audience to increase visibility and brand loyalty, while paid social advertising allows a brand's message to extend beyond organic followers and build a brand's story in a more personal and conversational environment. SA's social media experts understand the vast targeting capabilities and message delivery options available on all major social platforms. SA is managing paid and organic social media for a majority of our existing clients. Facebook is still the largest social media network and is typically the first to be considered in a social strategy; however, SA currently is active on Twitter, Instagram, Snapchat, LinkedIn, Pinterest and TikTok.

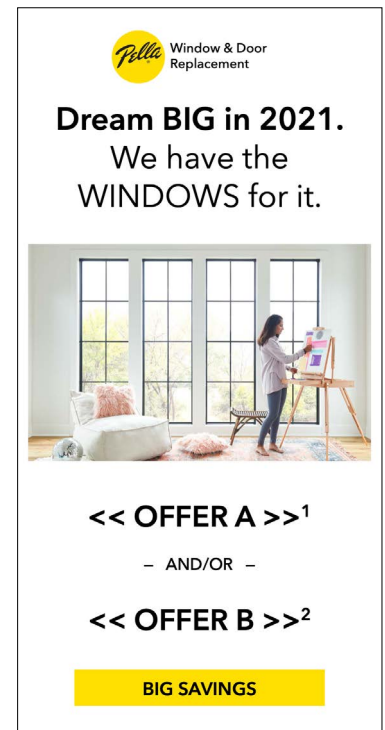
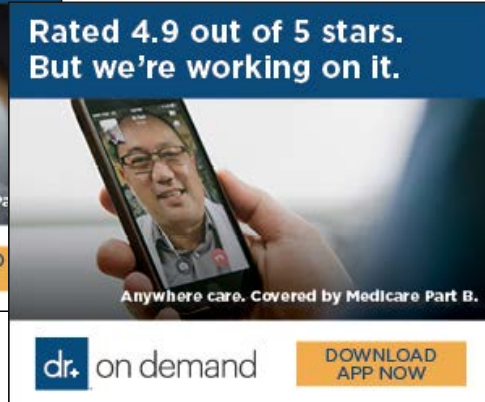
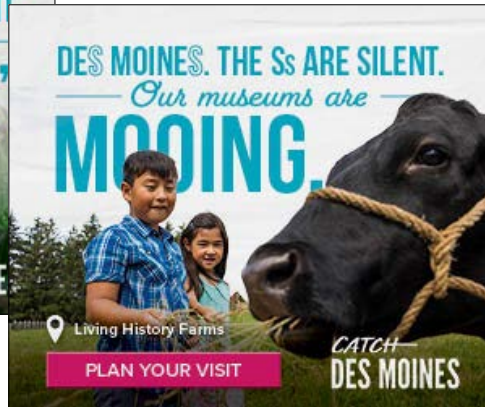
SA does not believe in a “set it and forget it” approach to digital and social advertising. Campaigns are monitored and optimized at least once a week. Optimizations can include but are not limited to: changes in messaging or creative imagery, keyword updates, demographic adjustments or pausing underperforming campaigns.

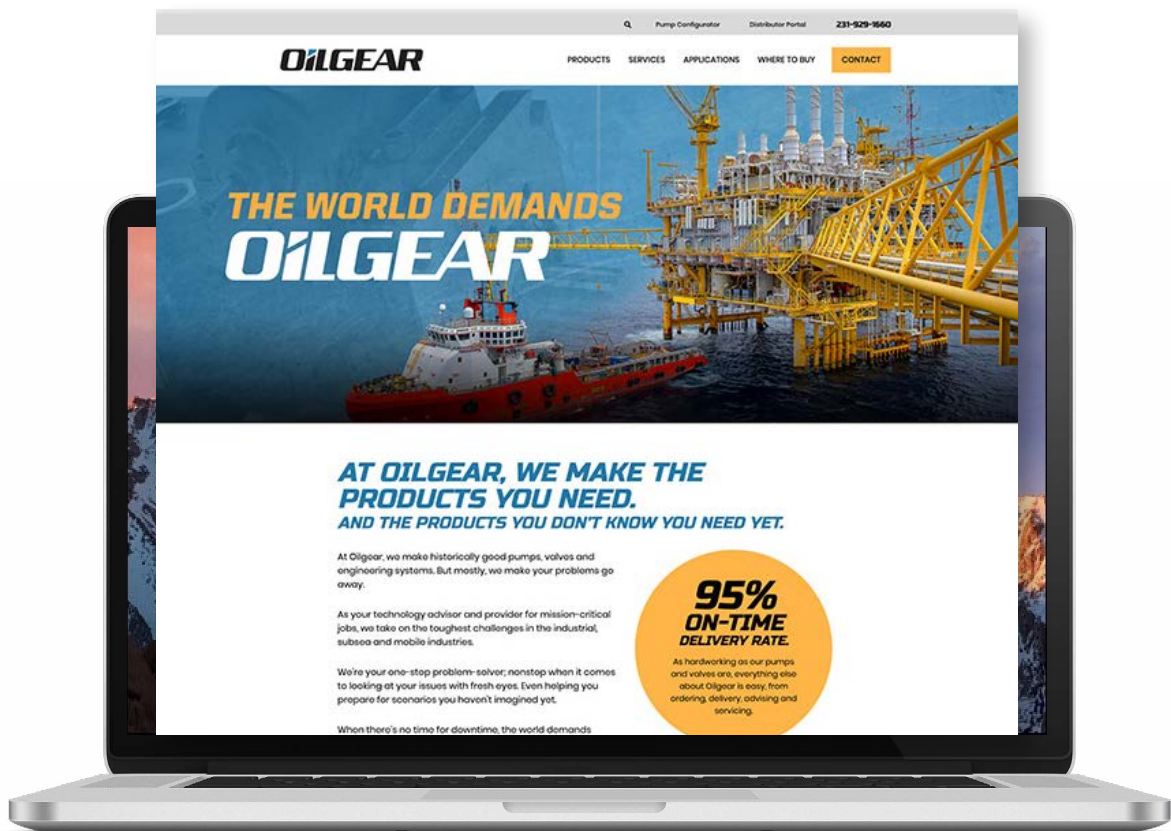
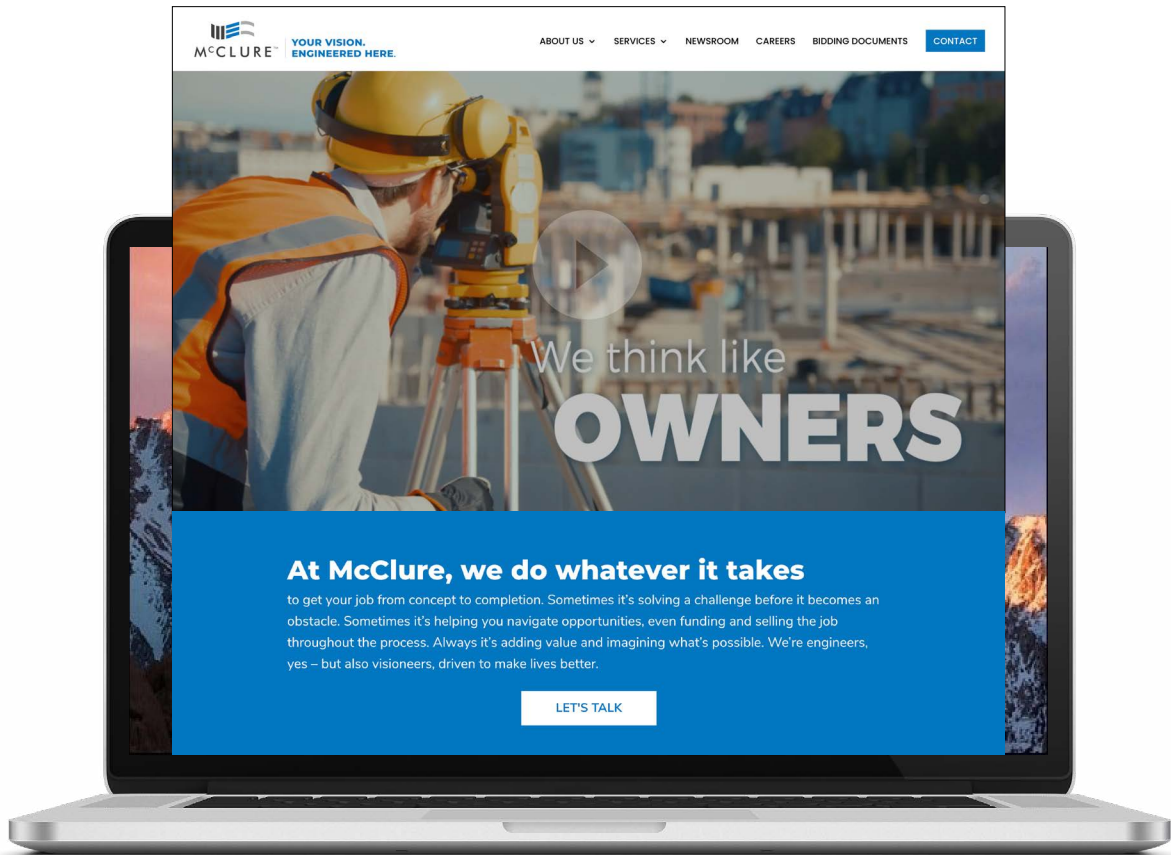
Organic social media changes each day to align with trends, events, conversations, news and more. Our team of experts monitors conversations each day to determine which conversations are suited for a brand. We also monitor industry standards to continuously adapt our strategy and optimize each platform.

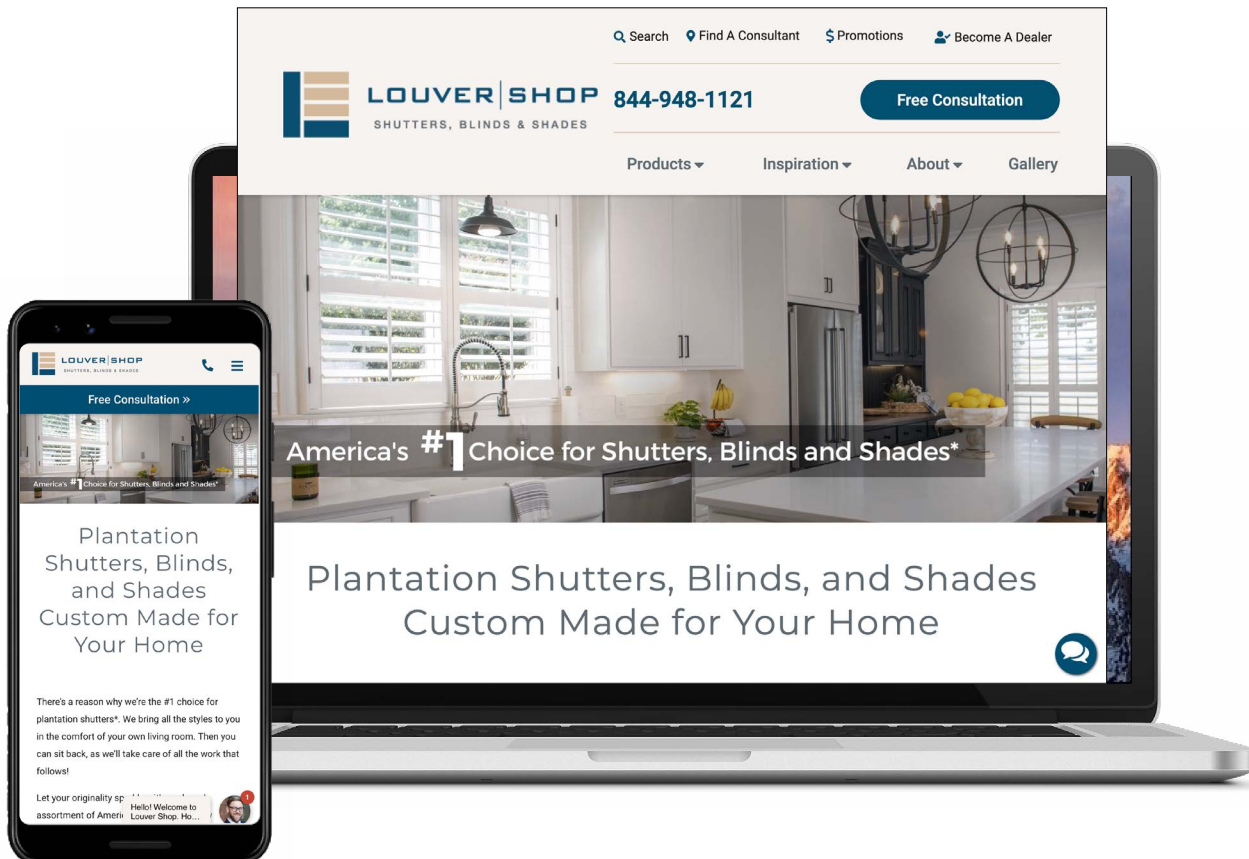
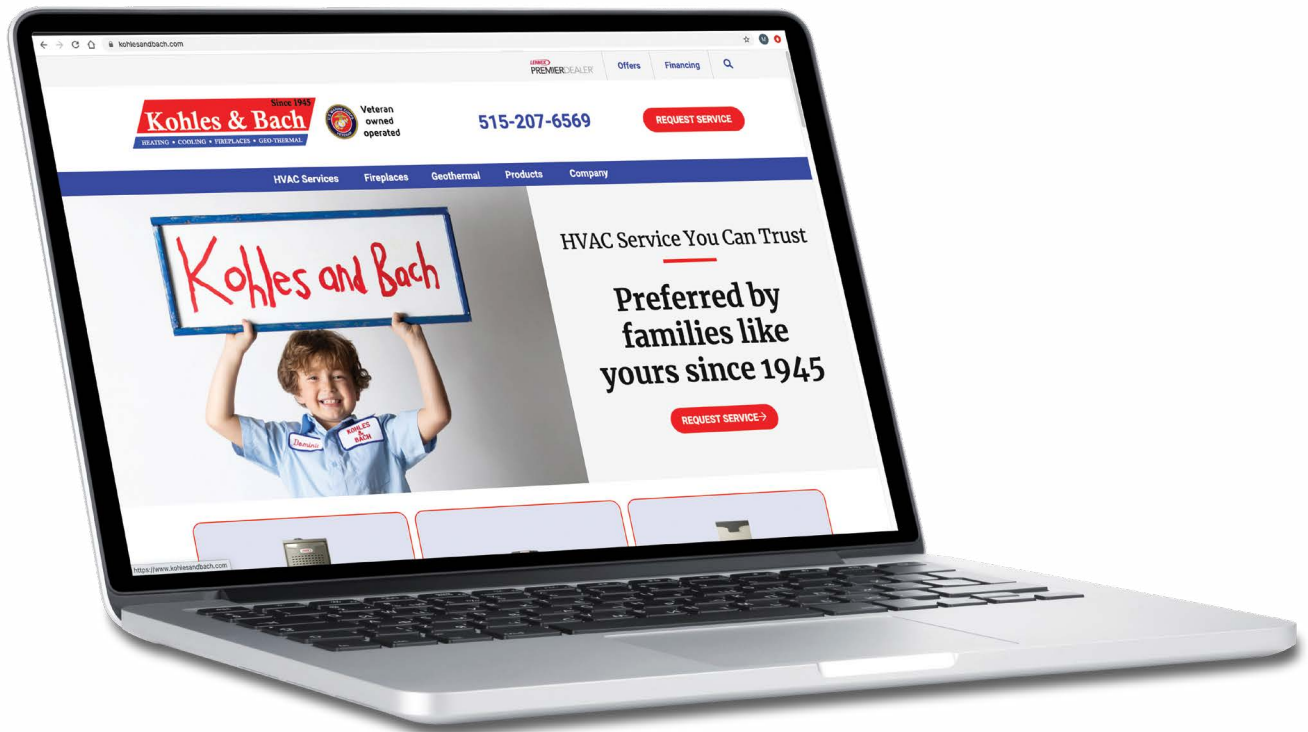
Regarding websites, SA serves and develops literally hundreds of sites for single clients alone, and multiples of that across the board. From highly customized, branded sites to ecommerce, from microsites to full-blown constructions including virtual and geo-reality emphasis, to content-rich sites carrying authoritative information, SA has this expertise. Depending on the need, SA brings extensive protocols to bear on ensuring a quality outcome to each project.

Reporting includes all relevant data to measure against the original objectives of a campaign. Whereas for organic social media, reporting monitors KPIs and tracks benchmarks. SA will provide the data along with any insights discovered or recommendations for future paid campaigns. Depending on the objectives of a campaign, digital or paid social reporting may include the following: impressions, clicks, click-thru rate, cost-per-click, completed views, completed view rate or conversion rate. Conversion refers to any action that an advertiser has defined as valuable on their website or landing page. Some examples of conversions are form fills, qualified phone calls, app downloads, sharing content to social media, purchases.

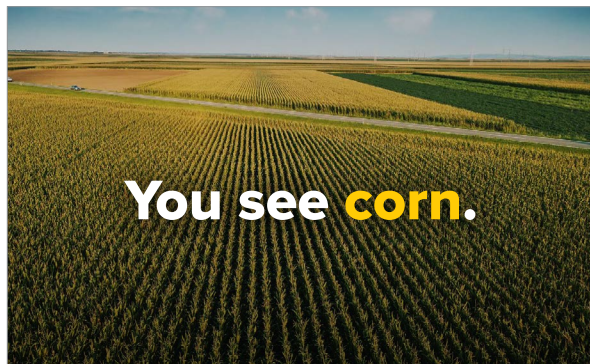
WHAT WE'VE DONE FOR OTHER CLIENTS







WHAT WE COULD DO FOR YOU



You see **corn.**

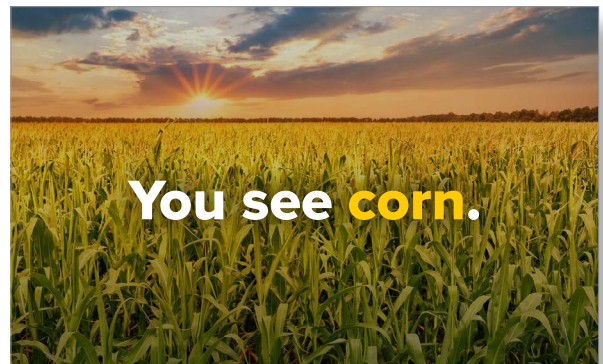


We see **fuel** that
burns cleaner.



LEARN MORE

Nebraska Corn. Essential every day.



You see **corn.**



We see kids
learning.



LEARN MORE

Nebraska Corn. Essential every day.

**WE'D CREATE SHORT COMPELLING
CONTENT FOR YOU LIKE THIS...**



ESSENTIAL FOR HAPPY ENDINGS

Various people trying to read books—but the pages keep falling out and flying away. On a park bench. In libraries. On a bus. In bed at night.

VO: Without essential dextrin from corn, you'd never be able to bind a book together. Much less see how the story ends.

Nebraska corn.

Essential every day.



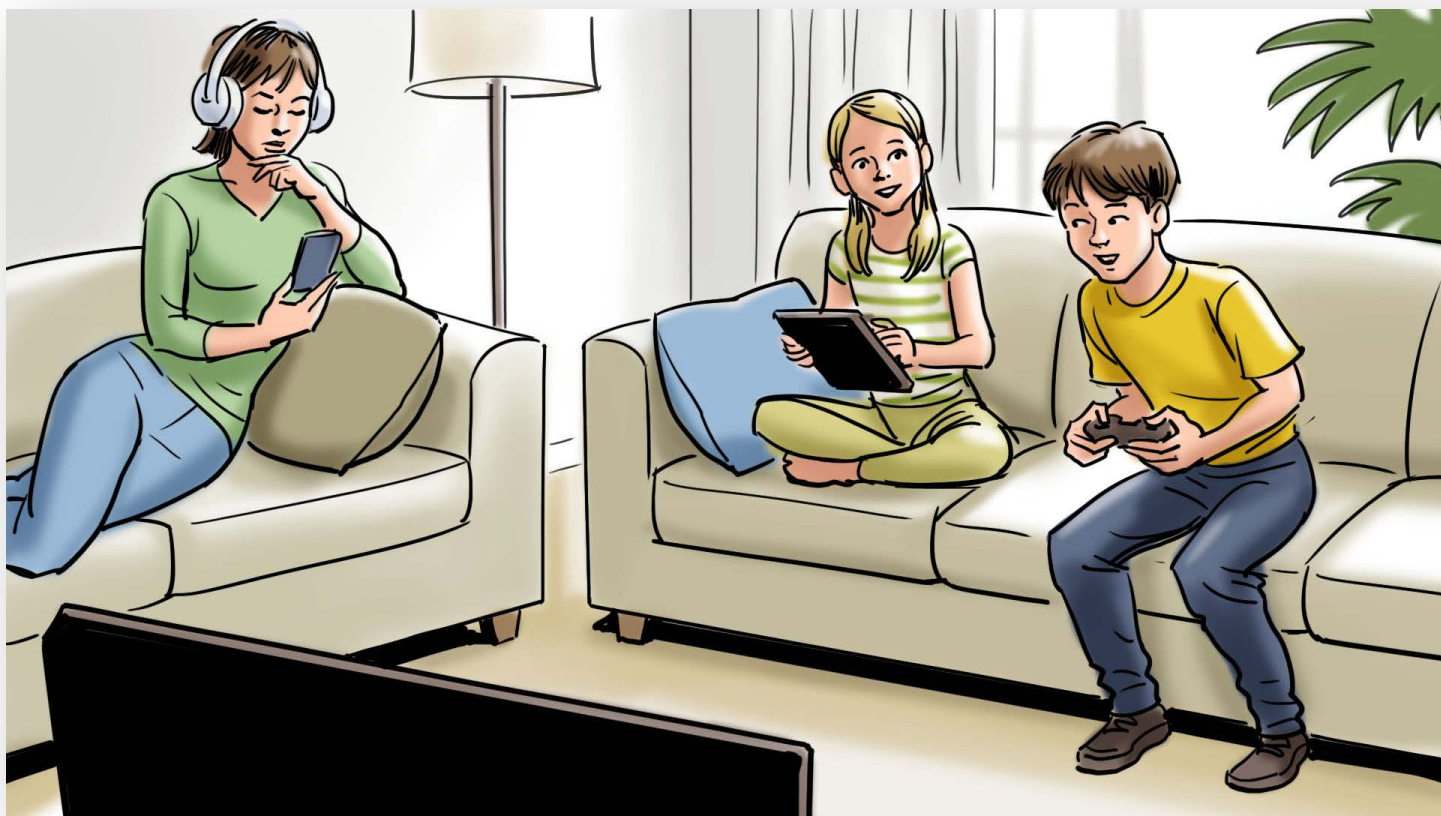
ESSENTIAL FOR FEELING BETTER

A woman opens a bottle of pain relievers. Shakes out a tablet. But instead of tablets, it's all powder. She scoops some up with a spoon and tries to swallow it. Makes a face.

VO: Without cornstarch to hold your aspirin and pain relievers together, taking medicine would be a real headache.

Nebraska corn.

Essential every day.



ESSENTIAL FOR BING, POP, ZAP, BOOM!

Kids playing video games on various devices. Colorful screens. Sound effects on.

VO: Cornstarch is a bioelectrical conductor used in batteries for video games.

Cheers, jeers, groans, frustration and triumph. Bings, bangs, buzzers, explosions, “you win.”

Which can keep a houseful of kids quiet—sort of.

Mom puts on her headphones to drown out noise.

Nebraska corn.

Essential every day.



ESSENTIAL FOR THE TRUTH

This video focuses on a group of adults and kids telling scary stories around the campfire.

Start with one campfire scene.

STORYTELLER: She realized someone had been in the backseat the whole time!

Cut to a second campfire scene.

STORYTELLER: Some say his spirit still haunts that bridge—crying out for help every dark night.

Cut to a third campfire scene.

STORYTELLER: Their car wouldn't start. They didn't make it out—all because corn ethanol ruined their engine!

SCREAMS AROUND THE CAMPFIRE.

VO: There are a lot of urban legends about corn. Find out the truth for yourself at CornIsEssentialEveryDay.com.

Nebraska corn.

Essential every day.



ESSENTIAL FOR CORN TO GROW

Within the campaign, we'd want to hear from the most essential part of corn's success: Nebraska corn growers. But instead of using an expected interview right to the camera, let's use corn kernel art as a way to add visual punch and interest to the story. Imagine an animated, computer-generated approach where kernels create the images as the grower talks. His face. His fields. His family. Eventually, we'd transition to the real world and end with a portrait of the actual farm family.

VO: We're not just workers of the land.

We're stewards of it.

Committed to the biological health of our soil.

We're fourth-generation family farmers.

Bringing next-generation science to help the planet.

Like ethanol to reduce greenhouse gases.

We grow ways to clean the air.

And shrink landfills.

We keep farming. And the possibilities keep growing.

Nebraska corn growers.

Essential every day.

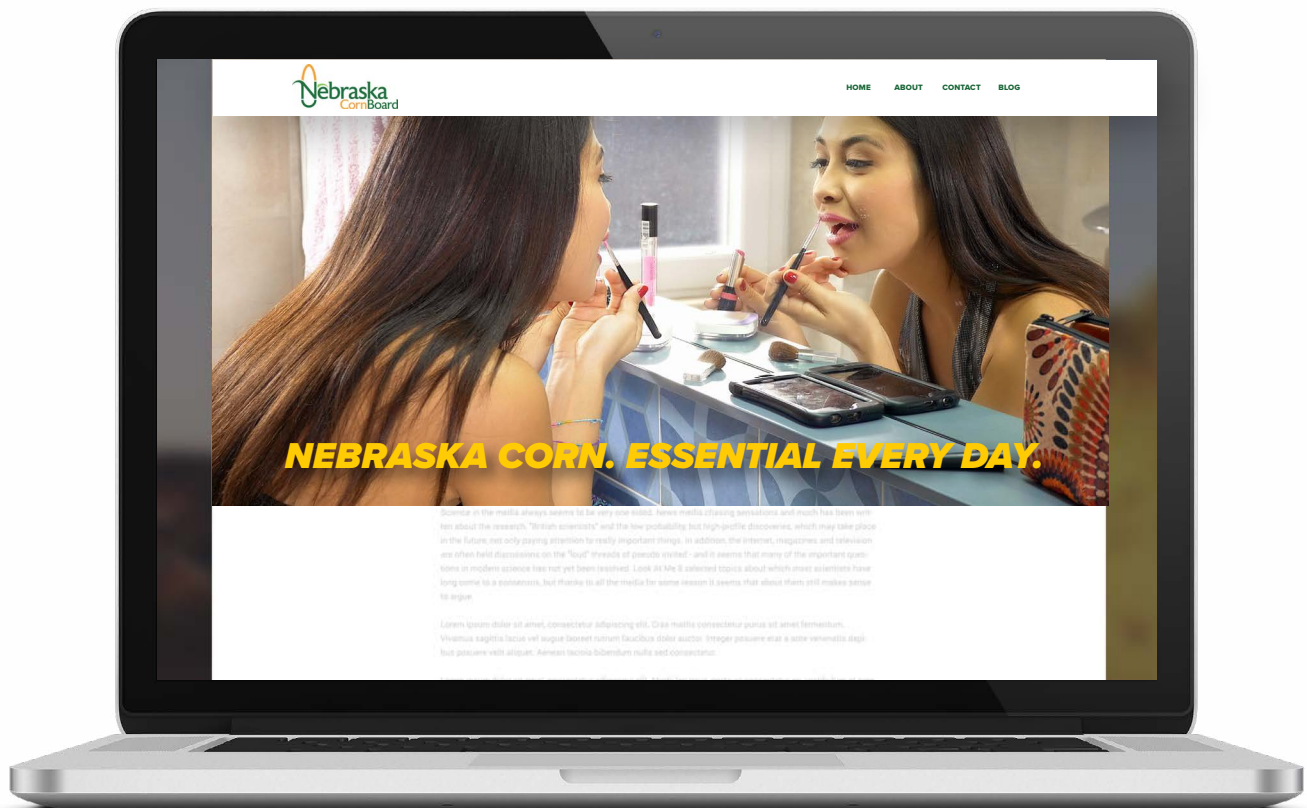
WE'D EVEN CREATE CONTENT OUT OF SPECIAL EXPERIENTIAL EVENTS.



CORNer STORE

Let's take our message to unlikely places. Let's create an experiential pop-up—The CORNer Store—in a major media market such as New York City or Los Angeles. Products like lipstick, cosmetics, tires and baby food line the shelves, showing the prevalence of corn in products we use every day. Part hands-on museum and part store. As a bonus, we'll sell everyone's favorite corn dishes: Mexican street corn, popcorn, corn tortilla quesadillas and grilled corn on the cob. This is a clever way to educate people on all that Nebraska corn can do.

ULTIMATELY, WE'D DRIVE PEOPLE TO A WEBSITE WHERE THEY CAN LEARN ALL ABOUT THE WONDERS OF CORN.



**We think ESSENTIAL is a big idea that can change the conversation about corn.
We'd love to tell you more in our next meeting.**

TECHNICAL REQUIREMENT 6

MEDIA PLACEMENT

In order to ensure a compelling creative campaign is seen by intended audiences, Bidder must have a great deal of experience working with various media entities to secure advertising / marketing space. This may be through print, digital, broadcast, etc. Describe experience.

► BIDDER RESPONSE

Strategic America's paid media team consists of 18 members with more than 400 combined years of experience with traditional, digital and paid social media placed throughout the U.S. and Canada. SA has cultivated valuable, long-term relationships with vendors that open the door for effective negotiations of media pricing, sponsorships and added value. SA's investment of media resources ensures buyers have the tools to build effective and efficient campaigns, backed by the most current industry data. These resources include Nielsen Audio and Television ratings, SQAD cost-per-point forecasting data and FreeWheel media buying software (formerly Strata).

SA has deep knowledge and experience planning and buying broadcast media. While traditional television audiences have experienced some erosion over time, especially with younger demographics, it is still a very effective tactic to build brand awareness and tell a brand story. Television can be very powerful in an integrated media campaign as consumers are often using their digital devices while watching television. Traditional TV can drive online search and ultimately help drive web activity and conversions. SA is currently executing television campaigns for Pella Windows, Service Experts and MercyOne Medical Center, just to name a few. These placements include :15 or :30 second commercial placement and sponsorships including news, traffic, weather, sports and health segments.

In addition to traditional television buys, SA is also executing media strategies that include connected television or OTT. It is essential to consider connected TV alongside traditional TV to extend reach to those that have cut the cord and are streaming television content on their smart TVs, mobile phones and laptops. Connected TV impressions are targeted to follow a specific audience segment, not to target specific episodes or programs. Targeting options include demographic and interest targeting, and geographic targeting at the DMA, city or zip code level. Connected TV has a very high completed view rate and is a strategic choice for building awareness in an integrated campaign.

While it was predicted traditional radio would go by the wayside with the growth of online streaming, that has not happened. Research tells us that radio is still the best way to reach consumers in their car (2021 Edison Research/Infinite Dial). It is a very effective tactic for building frequency and brand awareness, as well as providing creative ways to execute promotions and drive traffic to events. SA is currently using spot radio and DJ endorsements for clients like Service Experts and Wendy's Hamburgers. For Wendy's, the endorsements are being used to promote their new breakfast lineup. SA's team worked with the radio stations to select DJ influencers to deliver live endorsements in the morning drive and execute on-air giveaways and promotions. Service Experts has used radio to drive high frequency of their tune-up message during peak seasons and on specific days of the week, to create urgency in the minds of consumers.

SA regularly places streaming audio campaigns with Pandora, Spotify or iHeart Radio to compliment traditional radio buys. The streaming audio platforms offer the ability to target the audio message to select demographics, interests and musical genres in addition to multiple options for geographic targeting. Podcasting is an emerging distribution channel and media partners are starting to present more options for placing advertising in preroll and midroll positions during podcasts. Currently, podcasting still has some limitations with targeting and scale at the local level, but this channel continues to evolve.

Out-of-home distribution channels were hit hard in 2020 with the pandemic, but the demand for outdoor inventory is roaring back. Strategic America places outdoor billboards on a regular basis for clients like Lennox, Exmark, Pella and Wendy's. Outdoor works very well when there is a need to reach a mass audience and create awareness with eye-catching artwork and a succinct, impactful message. The outdoor campaign may be a simple directional message on an interstate or highway bulletin, or a full-market awareness campaign that includes digital and static billboards as well as transit or truckside mobile billboards.

SA works with a variety of print vendors to secure advertising in major daily newspapers and small local newspapers, consumer magazines, B2B trade publications, postcards and coupon mailers.

Media recommendations are often presented in a flowchart format showing details of timing, tactics and total spend. The flowchart and rationale are presented to the client to get feedback and approval. SA has established processes of stewardship throughout the buying process and for the duration of the campaign.

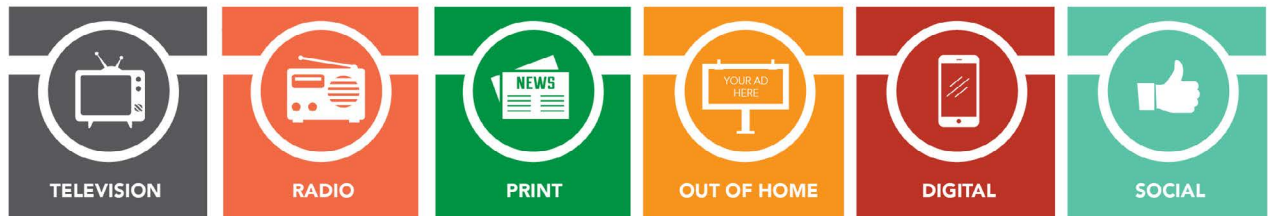
- All contracts with media vendors are confirmed with signatures prior to start date.
- Traffic instructions and creative assets are delivered to vendors in writing with clear direction on rotation and start/end dates.
- SA requests immediate notification from vendors of any programming changes, pre-emptions or technical difficulties. Negotiations take place to remedy the situation and retain optimal exposure and impression levels.
- Media vendor invoices are audited for accuracy and processed promptly. Adjustments and credits are requested for any items that were not agreed upon with the original contract or revised contracts.

Whether it be broadcast, print, outdoor, digital or paid social, SA's media team has the expertise, industry knowledge and vendor partnerships to present and execute a strategic and integrated plan to accomplish your goals and objectives.

SA's media experience is deep, broad and impressive. With a team of nearly 20 directors, planners and buyers on the traditional media side, we also bring significant expertise on the digital (SEM) side as well. Altogether, more than 25 highly qualified and expert media professionals are available to Nebraska Corn along with aligned digital partners, as needed. SA's media planning has been recognized nationally for its creativity and impact for multiple clients.



MEDIA DEPARTMENT



STRATEGIC BOLD PROACTIVE FORWARD THINKING AGILE



TECHNICAL REQUIREMENT 7

EVALUATION

To ensure farmers' checkoff dollars are invested in advertising and marketing most efficiently, Bidder must have the capability to report on all metrics and analytics to ensure campaigns are delivering effectively and economically. Describe experience.

► BIDDER RESPONSE

Traditional Media

- Post-analysis is conducted with each television schedule to confirm total rating points achieved. Industry standard requires stations to deliver a minimum 90% of anticipated ratings points. Stations are required to provide makegood schedules for under-delivery.
- Outdoor campaigns are confirmed with photos and proof of performance documentation.
- Print advertising placement is confirmed with physical or electronic tearsheets.
- Invoices for all media placements are reviewed to confirm the invoice matches what was originally contracted. Discrepant invoices are addressed with the vendors to request adjustment or credits.
- Final reporting at campaign's end will include a TV post-analysis summary along with verification of final impressions or GRPs and summary of added value

Digital and Social Media

- Digital and social campaigns are monitored and optimized at least once a week. SA recommends letting a schedule run for at least 10 days to give the campaign time to generate meaningful data. If there is concern about performance, SA will recommend optimizations that may include adjustments to messaging or creative, demographic or interest targeting, or keyword updates.
- SA will collaborate with the client to determine the best cadence for updates on digital and social performance, as it may include weekly snapshots of key data points and monthly or quarterly reporting with greater detail.
- Final reporting at campaign's end will include all relevant data to show how final results measure up against the established objectives. Based on the objectives of the campaign, reporting may include: total impressions, clicks, click-thru rate, cost per click, completed views, conversion rate or cost per acquisition. Access to a client's Google Analytics allows SA to take a deeper dive into how the campaign has impacted traffic to the website, session duration and the source of traffic and conversions.
- Final digital/social reporting will also highlight any key insights that may have been discovered and recommendations for future campaigns.

TECHNICAL REQUIREMENT 8

PROJECT PLANNING & MANAGEMENT

The selected contractor will work closely with NCB staff, primarily NCB's director of communications to identify and refine audience(s), messaging, implementation and distribution. The vendor(s) and NCB's director of communications will be in regular contact through regular phone/video calls, in-person meetings, emails and texts to ensure progress is being made and all involved are on the same page.

Project planning shall be a collaborative effort between NCB's communications, market development and research committees, board of directors and the Contractor. Project management shall be the responsibility of the Contractor as well as management of all staff assigned to the project.

The Contractor will coordinate specifically with the director of communications on staff with NCB. NCB will require the Contractor to meet periodically with staff, board members or other stakeholders/partners to discuss marketing plans, promotional details, consumer campaigns and other issues related to the Contractors' work on behalf of the Nebraska Corn Board. Those meetings will take place most frequently in the Lincoln offices of NCB.

The cost associated with the following project planning and management activities must be included in the hourly rate proposed for each of the business/technical requirements specified in the Cost Proposal. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices per hour.

- a. During active campaigns, the Contractor will be expected to regularly meet with NCB and/or submit a status/Progress report as requested by NCB. It may include:
 - i. Any metrics or results on current tactics.
 - ii. Accomplishments/failures achieved during the reporting period.
 - iii. Activities of the project completed.
 - iv. Planned activities for the upcoming month.
 - v. Projected completion dates for remaining tasks and activities.
 - vi. Detailed status of current campaign budget.
 - vii. 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.
 - viii. Any other pertinent information.
- b. The Contractor will provide a planning calendar that outlines the scope of any upcoming projects at least six (6) weeks in advance of deadlines.
- c. On a quarterly basis, the Contractor shall report on advertising and marketing effectiveness, as well as pre- and post-campaign brand awareness assessment reports.
- d. The Contractor shall be expected to participate in quarterly meetings at a time that works for both parties. At a minimum, the Contractor shall be required to travel to Lincoln, Nebraska, for such meeting (at the Contractor's expense) if not already located in Lincoln.

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- e. The Contractor will be required to bid and make buys for project specs including but not limited to printing, postage, freight, television, radio, etc. Printing may be required to be done at the State of Nebraska's Print Shop. NCB will consult with the State of Nebraska's Print Shop for capacity/compatibility. However, if the State of Nebraska's Print Shop does not have the capacity/capability to complete a specific print job, the Contractor will furnish printing solutions after consulting with NCB.
 - f. The Contractor shall be readily available during normal business hours, by telephone, email and in person, throughout the course of this contract.
 - g. The Contractor shall fulfill the earned media component of this contract, as appropriate, in accordance with generally accepted standards practiced in Nebraska broadcast and print newsrooms. In addition, written earned media work shall be prepared in Associated Press style, reflect the needs of the intended media audience, and contain appropriate state, national and global information as warranted.
 - h. The Contractor must have the financial capacity to contract and purchase media without advance payment by NCB. Media services will include advertising purchasing among many forms of media, sponsorships, social media and other forms of paid messaging. Bidder must identify process for placing media and reporting balances in Attachment A, Technical Requirements, and identify commission rate for media placements as compared to industry standard in Cost Proposal.
 - i. The Contractor will provide a line for direct reimbursement of costs for incidental, third-party deliverables including but not limited to: airtime, outdoor advertising, spokesperson compensation, sponsorships, promotional items, and printing and postage not produced by the State Print Shop.

SA understands the importance of and need for efficiency and responsiveness when it comes to project planning and management. The client services team lead will coordinate with the director of communications on staff at the NCB, as well as periodically meet with staff, board members and other stakeholders in Lincoln. SA will additionally offer an annual strategic planning meeting in Des Moines. Status calls will be scheduled, telecons and webinars, and open communication will be the standard.

Marketing calendars will be used to great efficiency. See example below:

9%					9%					8%					10%					8%					5%					100.0%				
																									TOTAL SPENDING									
8000	8000	8000	8000	8000	9000	9000	9000	9000	9000	9000	9000	10667	10667	10667	11250	11250	11250	11250	11250	11250	11250	8358	8358	8358			435,075							
																											29,500							
																											20,000							
6700			6700																								40,200							
53400					36000					39333					60667					45000					25075					524,775				
																									TOTAL SPENDING									
	4500					4500						4200						4500				4500					39,572							
600					550					200					950					200					600					5,600				
5100					5050					4400					950					4700					5100					45,172				
																									TOTAL SPENDING									
5400						5400						5400						5500									38,000							
4000						2000							4000														20,000							
9400					7400					5400					9400					5500										58,000				
																									TOTAL SPENDING									
24000					27275					30000					26000					19775					16000					279,537				
\$0					\$0					\$0					\$0					\$0					\$0					17,650				
					225															225										900				
140					140					140					140					140					140					1,680				
																														7,500				
6700					6700				4250					6700				6700				4250					48,850							
30840					34340					34390					32840					26840					20390					356,117				
																									TOTAL SPENDING									
					409															1250										5,000				
					409															1250										5,000				
																									TOTAL SPENDING									
8694					8694					8694					8694					8694					8694					104,328				
					90															90										423				
8694					8784					8694					8694					8784					8694					104,751				
99434					99982					92217					112551					92074					59259					1,093,815				
291634																				263883										1,093,815				
																									4,346									

To meet all the requirements, we often utilize our internal systems and tools for work we complete for clients. What that means to your team is that we would request each project be submitted utilizing forms we have developed. For the more transactional projects, the NCB team would complete a project brief and provide all necessary files/resources to complete the work via a shared Dropbox or One Drive. For projects requiring copywriting and original design, animation or filming, a project brief, creative brief and the necessary files and resources would be provided. The more complete the information supplied, the more efficient the delivery.

SA proposes use of our own internal tracking system, Advantage, to track and provide weekly status reports for all NCB projects. We also propose, for simple copyediting and design changes, an expected delivery time be established depending on the complexity. For more time-intensive projects, timelines would be discussed and agreed to in advance.

All communications would flow through a shared email inbox using SA-assigned job numbers. This will allow for requests to easily be monitored and addressed in one location for both SA and NCB team members.

We provide integrated account management:

- Our experienced team is well versed in leading integrated client engagements through account planning and project management, implementation, budgeting, reporting and communications.
- SA has a formal client onboarding process geared toward establishing a strong partnership by understanding business goals, defining expectations and engaging as an extension of client's internal team.
- SA believes clients are an integral voice in the development of all executions. As such, our account management team solicits input and collaboration regularly.

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM:**BIDDER MUST COMPLETE THE FOLLOWING**

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

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.

_____ 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.

_____ 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.

_____ 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:	Strategic America
TELEPHONE NUMBER:	(515) 453-2002
FAX NUMBER:	(855) 946-1823
DATE:	6/1/2021
TYPED NAME & TITLE OF SIGNER:	John C. Schreurs President/CEO

John Schreurs

COST PROPOSAL

COST PROPOSAL

Request for Proposal Number 6528 Z1

Bidder Name: Strategic America

Due to the dynamic nature of 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 prices.

Provide a fixed cost-per-hour rate for each of the six requirements as indicated. Hourly rates must not be expressed as a range. If there are multiple rates associated with a requirement, then identify each rate separately. For evaluation purposes, the hourly rates will be averaged.

All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

A completed Cost Proposal must be submitted with the proposal response.

Requirements		Fixed Hourly Rates				
		Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
1	Strategy Development	\$150	\$ 150	\$ 155	\$160	\$165
2	Print Media	\$125	\$ 125	\$130	\$ 135	\$ 140
3	Broadcast Media	\$125	\$ 125	\$130	\$ 135	\$ 140
4	Outdoor or Out of Home	\$125	\$ 125	\$130	\$ 135	\$ 140
5	Digital Media	\$135	\$ 135	\$140	\$ 145	\$ 150
6	Media Placement	\$115	\$115	\$120	\$ 125	\$ 130
7	Evaluation	\$125	\$125	\$130	\$ 135	\$ 140
8	Project Planning and Management	\$115	\$115	\$120	\$ 125	\$ 130

CONNECT WITH SA

In the Cornhusker state, the products produced by Nebraska farmers for the many consumers who need them require a partnership with a comprehensive creative and marketing firm. We confidently believe that Strategic America is your partner.

With more than 40 years of success in serving both ag and consumer clients, including advocating for causes important to them and their markets, SA engages for results.

We accomplish this through true collaboration with our clients and other entities in the value chain of media, digital, technology, social, influencers, educators and thought leaders, combined with insightful data and resulting in compelling creative. And a commitment and passion to make a difference. In our fields of endeavor and the world.

We would count it a privilege and honor to be selected to serve the Nebraska Corn Board, its members and producers, and its vision, values and mission. We look forward to learning of the next steps in that process.

Gratefully,

The team of Strategic America

Michael Schreurs | Chairman, Chief Strategist
Mschreurs@strategicamerica.com
515.453.2002

Strategic America
6600 Westown Parkway, Suite 100
West Des Moines, IA 50266

THANK YOU.

Cost Proposal

Request for Proposal Number 6528 Z1

Bidder Name: Strategic America

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6	Media Placement	\$115	\$ 115	\$ 120	\$ 125	\$ 130
7	Evaluation	\$125	\$ 125	\$ 130	\$ 135	\$ 140
8	Project Planning and Management	\$115	\$ 115	\$ 120	\$ 125	\$ 130