



Nebraska Secretary of State

VOTER ID CAMPAIGN

RFP Number 6820 Z1

September 27, 2023





Working with the right people makes a difference

As a boutique advertising agency having extensive experience working with the DHHS, public awareness campaigns, state agencies, public and behavioral health organizations, and social impact clients, KidGlov is perfectly positioned to help you achieve your goals. We understand the intricacies of engaging and educating diverse audiences on crucial issues.

The name KidGlov embodies our style of business—to strategically advance your initiative, brand, and organization for success while working with you side-by-side. It's how we take a message and turn it into a movement.

KidGlov is your strategic partner in executing a successful campaign. With our expertise, comprehensive media capabilities, education and awareness track record, commitment to collaboration, and adherence to timelines, we can deliver an efficient and effective statewide multimedia public awareness campaign that empowers Nebraska voters for the upcoming elections. Together, we can ensure that every eligible Nebraskan has the information they need to exercise their right to vote.



Let us help educate voters

With a thorough understanding of the project and its goals, KidGlov is well-equipped to tackle the scope outlined in the Request for Proposal. We recognize the significance of LB514 and the importance of educating Nebraska's voters on identification requirements as well as providing training and resources to county election officials, election workers, and Nebraska agencies.

Our team possesses the expertise and experience needed to execute this initiative successfully. With strong experience in branding, market research, public awareness, strategic marketing campaigns and targeted media placement, we are committed to creating and delivering effective and results-driven solutions in collaboration with the Secretary of State's office that educate Nebraskans on the new voter ID process.

Media Planning

Strategic Planning and Market Research

We understand the importance of tailoring the campaign to the unique needs of Nebraskans and meeting them where they are. KidGlov will analyze existing data as well as conduct extensive market research to gain valuable insights into the voting age population and those who do not currently have an ID, ensuring our approach is both relevant and effective. Here are some key points we'd explore to help inform the plan:

- Understand why approximately 17% of voting age residents in Nebraska are not registered to vote.
- Inquire into the 37,000 people without a driver's license in Nebraska.
- Discover what measures the state has already taken to remove barriers for accessing driver's licenses, especially for Nebraskans with disabilities.
- Learn what the turnaround times are for acquiring a driver's license, either in-person or by mail.

Development of a Strategic Marketing Plan

KidGlov will use the findings from research and analysis to develop a strategic marketing plan. This step will include solidifying the strategies and tactics to best reach the key audiences, design and branding recommendations, messaging strategies, media strategies, and marketing and public relations for public events. We will also address tactics for outreach materials tailored to each of Nebraska's 93 counties, including media kits for use in county-level in-person events, contributing to a holistic and impactful campaign. We are dedicated to engaging stakeholders to gather valuable feedback, and we will participate in the December Nebraska Association of County Officials (NACO) conference to present our initial concepts, work samples and marketing approach for approval. We will then refine and finalize the marketing plan as needed to ensure its alignment with project objectives. Our strategic marketing plan will incorporate a unique approach to both creative and media to connect with Nebraska's diverse voting age population.



Project Description and Scope of Work (continued)

Design of Public Awareness Campaign and Branding

Based on the knowledge gained from research and strategic planning, KidGlov will design and develop a cohesive brand that unifies all campaign elements. Our team's expertise lies in crafting a visual look and feel that not only captures attention but also emphasize the importance of voter awareness. We will create a visually compelling and impactful campaign that resonates with Nebraskans and educates county officials and poll workers, all while ensuring trademark compliance and registering branding with the USPTO and the Nebraska Secretary of State's Office if requested. This includes:

- Cohesive branding visuals and messaging for all campaign elements
- Branding toolkit
- Development of campaign elements
- Education materials for county officials and poll workers
- Materials for use by State agencies that provide opportunities for voter registration and that serve Nebraskans with disabilities

Media Production (English and Spanish)

As a full-service agency, KidGlov can provide all media production services outlined in the RFP. Our expertise encompasses the entire spectrum, from content development to graphic design, video and audio production to original and/or stock photography. We have the capabilities to deliver high-quality media production services that align seamlessly with the project's needs.

Materials for County Officials, Poll Workers, and State Agencies

- Poll worker training video (Quantity recommended: 1)
- Print media (Quantity recommended: 2)
- Media Training

Voter ID Creative Media Products

KidGlov will develop all creative media for the campaign, ensuring each element serves as a powerful tool in driving awareness and engagement. We recommend developing three versions of each, tailored to the following: rural, urban and Hispanic.

- Print Media Production (Quantity recommended: 3)
- Video Media Production (Quantity recommended: 3)
- Audio Media Production (Quantity recommended: 3)
- Outdoor or Out-of-Home Media Production (Quantity recommended: 3)
- Digital Media and Social Media Production (Quantity recommended: 3)
- Media Training, Engagements, and Education



Project Description and Scope of Work (continued)

Voter ID Creative Media Products (continued)

At KidGlov, we strive to find the best way to reinforce your message, generate trust, and meet (and exceed!) your end goals. We will develop messaging and visuals that grab the attention of Nebraska's voting age population and ensure they receive and understand the information they need. We work with trusted partners on video and audio production to ensure top-notch, professional quality that resonates with all target audiences. All elements will be fact-checked and proofed at each stage. We will collaborate with the Secretary and key stakeholders throughout the entire process on approvals and revisions. All elements will be created with accessibility in mind, compatible with the Secretary's website and software requirements, and tagged with the Secretary's contact information.

Media Buys

Through our trusted media partner, SC Squared Media, we will handle the entire media planning and buying process with precision and efficiency across a diverse range of platforms as determined in the approved strategic marketing plan. All media buys will be negotiated for best rate/cost structure with set optimal cost goals to start the negotiating process. Additionally, in the case of government-related campaigns, we will negotiate for added-value, bonus schedules, and any other opportunities available. Our ongoing participation in the Nebraska media market assures we provide the lowest cost available for media purchased. Buys are continuously monitored to ensure delivery as planned. We will review and reconcile all media invoices and negotiate for any makegoods needed to reach agreed upon metrics. We will also provide post-buy reporting and analysis throughout the campaign with a post-campaign completion report detailing plan performance once the campaign has ended.

Account Services And Management

KidGlov is committed to providing exceptional account services and project management. We prioritize ongoing communication, regular check-ins, status updates, timelines and budget management. Detailed reporting will be provided to measure key performance indicators. We continuously monitor results and adjust and optimize as needed. We are flexible in refining and evolving the Strategic Marketing Plan as needed throughout the Initial Term. We will participate in post-election analysis meetings, any meetings requested by the Secretary, and any additional activities deemed necessary by Secretary staff as budget and timeline allow.

Media Planning, Media Production, or Media Buys – Outside of Initial Term of Contract

We can provide media planning, production, and buying services as requested by the Secretary, not only during the initial contract period but also during any optional renewal periods agreed upon by both parties. Our dedication to adaptability ensures that we remain a dependable and ongoing partner, ready to meet the evolving needs of the campaign and provide seamless media support whenever it's required.



Work Plan and Completion Dates

KidGlov is committed to adhering to the proposed work plan and completion dates as outlined in the RFP. Our creative development process ensures high-quality work within the specified timeframe. Once a concept is approved, copywriting and design begins. After internal review and proofing, we send the drafted creative for client review. Our process for receiving approvals includes clear timelines and regular check-ins.

Work Plan Items	Completion Dates
Initial Concepts, Marketing Approach, and Design Samples	November 15, 2023
Strategic Marketing Plan, Design of Public Awareness Campaign and Branding (Full Draft and Samples)	December 1, 2023
Presentation to County Officials (Location will be determined by the Secretary)	December 13-15, 2023
Final Strategic Marketing Plan, Design of Public Awareness Campaign and Branding	December 22, 2023
Registration with United States Patent and Trademark Office and Nebraska Secretary of State's Office	Application Submission Date Determined by State
Media and Education Materials for County Officials and State Agencies	January 8, 2024
Media Production for Early Voting for the May 14, 2024 Primary Election	January 8, 2024
Voters May Begin Submitting Early Voting Applications – January 15, 2024	
Media Buys for Early Voting for the May 14, 2024 Primary Election	January 8 - March 15
Media Production for May 14, 2024 Primary Election	February 15, 2024
Media and Training Materials for Poll workers	February 15, 2024
Media Buys for the May 14, 2024 Primary Election	March 16 - May 14, 2024
Primary Election - May 14, 2024	
Post-Primary Campaign Analysis Meeting	Week of June 9, 2024
Media Production for Early Voting for General Election	July 1, 2024
Voters May Begin Submitting Early Voting Applications – July 8, 2024	
Media Buys for Early Voting for the November 5, 2024 General Election	July 1 - September 15, 2024
Media Production for General Election	September 15, 2024
Media Buys for the November 5, 2024 General Election	September 16 - November 5, 2024
General Election – November 5, 2024	
Media Production and Buys for Special or Local Elections	September 15, 2024
Post-campaign Analysis Meeting	Week of December 1, 2024

Project Description and Scope of Work (continued)

Project Planning and Management

KidGlov is committed to fostering a collaborative and open partnership with the Secretary's team, including the Secretary's project manager, to ensure seamless coordination and alignment throughout the project.

Our approach entails regular and consistent communication, including weekly calls, in-person meetings, and email communication, to facilitate management of the project and maintain objectives. We understand that heightened communication may be necessary during peak periods to address emerging needs effectively.

Additionally, we will work together with the Secretary, communications staff and legal staff throughout the entirety of the project. We are dedicated to coordinating directly with the project manager and meeting with staff and stakeholders as needed. Our commitment to transparency and collaboration ensures a cohesive and successful partnership.

Deliverables

- Strategic Planning & Market Research
- Development of Strategic Marketing Plan
- Design of Public Awareness Campaign and Branding
- Production of Education Materials for County Officials, Poll Workers, and State Agencies
 - Video Production (10-15 minutes of video content)
 - Print Media
 - Media Training
- Media Production of Public Awareness Campaign
 - Video/Television Production (15-30 seconds of video content)
 - Audio Media Production (15-30 seconds of audio content)
 - Print Media Production – Print Advertisement
 - Print Media Production – Direct Mail
 - Outdoor or Out-of-Home Media Production
 - Digital Media and Social Media Production
 - Media Training, Engagements, and Education
- Branding Toolkit
- Media Buy



CORPORATE OVERVIEW

Identification and Information

Our full company name is KidGlov. We are headquartered in Lincoln, Nebraska (1230 O Street, Suite 111, Lincoln, Nebraska 68508).

KidGlov was founded in 2010 by marketing veteran Lyn Wineman. In 2020, KidGlov reincorporated from a sole proprietor LLC to a Nebraska Benefit Corporation. Unlike traditional corporations that make business decisions primarily to maximize shareholder value, benefit corporations aim to create value for all stakeholders such as employees, suppliers and communities. Status as a benefit corporation requires our management to consider the societal impact of our business while also fulfilling fiduciary duties.

In 2021, KidGlov was named Nebraska's fifth Certified B-Corporation, further confirming we meet the highest standards of social and environmental performance, public transparency and legal accountability to balance profit and purpose. B-Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Financial Statements

KidGlov is privately-owned with a strong track record of delivering outstanding results to our clients.

Size: KidGlov has a dedicated team of sixteen professionals with extensive experience. Seven team members have over ten years of experience in marketing.

Longevity: KidGlov was founded in 2010, successfully serving clients for over thirteen years. Our longevity is a testament to our stability and commitment to excellence.

Client Base: We currently have over forty active clients. Our clients span various industries, including public and behavioral health, government, healthcare, finance, education, and nonprofit.

Areas of Specialization and Expertise: KidGlov specializes in strategic marketing, branding, and communication solutions. Our areas of expertise include Nonprofit, Social Impact (public and behavioral health/government), Healthcare, Financial Services, and Purpose-Driven Business. We partner with any organization committed to effecting positive change, tackling big problems, and creating innovative ways to advance our communities.

Banking Reference:

Justina Roth, Chief Operations Officer

P: 402.761.7629, F: 402.761.2437

617 1st Street | Milford, NE 68405

www.bankfmb.com



Change of Ownership

KidGlov is 100% woman-owned by Nebraska resident Lyn Wineman. As the story of KidGlov's success becomes more well-known throughout the region and the country, inquiries for purchasing the agency have increased. Lyn Wineman has no intention of selling the agency and is developing plans to transition ownership of the company to employees at the time of her anticipated retirement around 2035.

Office Locations

We have two office locations. For this work, we will utilize team members from both locations. All KidGlov employees are willing to travel to surrounding cities for meetings and conduct remote meetings as needed.

1230 O Street, Suite 111
Lincoln, Nebraska 68508

2120 South 72nd Street, Suite 640
Omaha, Nebraska 68124

Relationships with the State

KidGlov has had the privilege of partnering with the State of Nebraska on multiple high-impact projects to help move the mark and make a difference.

DHHS Public Health – COVID-19 Vaccine Campaigns

DHHS Behavioral Health – Nebraska Family Helpline

DHHS Children and Family Services – Foster Care

DHHS - Medicaid Expansion

Nebraska Department of Education – Max the Vax Campaign

Nebraska Department of Education – Fruitful Campaign

Nebraska Arts Council - Website

Click2Science

Nebraska Investment Finance Authority (NIFA)

Employee Relations with the State

None of our employees have been an employee of the State within the past twelve (12) months.

Contract Performance

In our thirteen-year history, KidGlov has had no claims or litigation brought against us. Our brand is built upon the foundation of creating trust and paying careful attention to our client relationships.



Successful Past Performance

Max the Vax Kids Vaccination Campaign

How do you combat misinformation around COVID-19 vaccines, especially concerning kids? That was the challenge KidGlov faced for Max the Vax, a statewide effort to educate vaccine-hesitant parents, jointly conducted by the Nebraska Department of Education and Children's Hospital & Medical Center Foundation. After conducting primary research with Nebraska healthcare providers, KidGlov along with SC Squared Media targeted four audiences in the "wait and see" category: Black, Hispanic, Low Income & Low Education, and Rural parents. Through paid media, an informative website, and social media, Max the Vax generated millions of views – and helped amplify the power against COVID-19 in communities that need trusted information the most. The time period of the campaign was October 2021 – September 2022. The campaign ran as scheduled.

Children's Hospital & Medical Center contact: Holly Dingman
(402) 955-6871 | hdingman@childrensomaha.org

Nebraska DHHS COVID-19 Stay Well Campaign

KidGlov and Nebraska DHHS crafted a public health campaign that proves little things matter when it comes to staying well, encouraging folks to incorporate small, daily habits to keep their health in check including staying up-to-date on their vaccinations. KidGlov partnered with SC Squared on the media portion of this work. The campaign resulted in a healthy return, exceeding all objectives including over thirty-five million impressions. The time period of the campaign was March 2022 – August 2022. The campaign ran as scheduled.

Nebraska DHHS contact: Khalilah LeGrand
402-471-9313 | khalilah.legrand@nebraska.gov

Nebraska Family Helpline Change the Story Campaign

Nebraska Family Helpline wanted to talk about bullying, substance abuse and depression in a way that cuts through the clutter and captures attention. KidGlov's solution was a series of videos shot from a teen's point-of-view, causing enough positive disruption to move the mark and make a difference. SC Squared completed all media strategy and placement for this campaign. The time period of the campaign was December 2023 to present. The campaign ran as scheduled.

Nebraska Family Helpline contact: Kyle Kinney
531-355-1970 | kyle.kinney@boystown.org



Max the Vax: Kids Vaccination Campaign

MAX THE VAX
Get Your Child Vaccinated Against COVID-19

Kids are Now Eligible for COVID-19 Vaccinations
Find vaccine locations and stay informed with resources from Max the Vax. Nebraska health care providers: maxthevax.org

Final Campaign Report

Nebraska Department of Education and Children's Hospital & Medical Center joined forces in a statewide initiative to support FDA-approved COVID-19 vaccination for kids.

Max the Vax Nebraska was designed to keep kids safe and maximize their futures by helping families access accurate vaccination facts, resources, and information through the beginning of the 2022-2023 school year.

A strong focus was placed on underserved populations throughout the state. This chart shows the paid digital media impressions by audience.

34% Maximizers	140,993+ Kids
22,949,716 Ad Views	28 Videos
203,806 News Impressions	4 Languages
60,000+ Users	140 Toolkits

Nebraska physicians and health care providers from 28 communities.
Nebraska kids vaccinated through Summer 2022.
Statewide digital ad views by families in the "lead and see" category.
Maximize video interviews in three different languages.
Language: Arabic, English, Korean and Spanish used in Provider Toolkit materials.
Number of times campaign was viewed in news outlets.
New users visiting MaxtheVaxNE.org
Distributed to Nebraska health care providers.

Amplify the Power Against COVID-19

Amplify the Power Against COVID-19

Find Vax Locations for Your Kids

Dr. Josue Gull
Family Practitioner, Salt Lake City, UT

Dr. Lourdes Equigoren
Pediatric Infectious Disease Physician, Children's Hospital of Pittsburgh

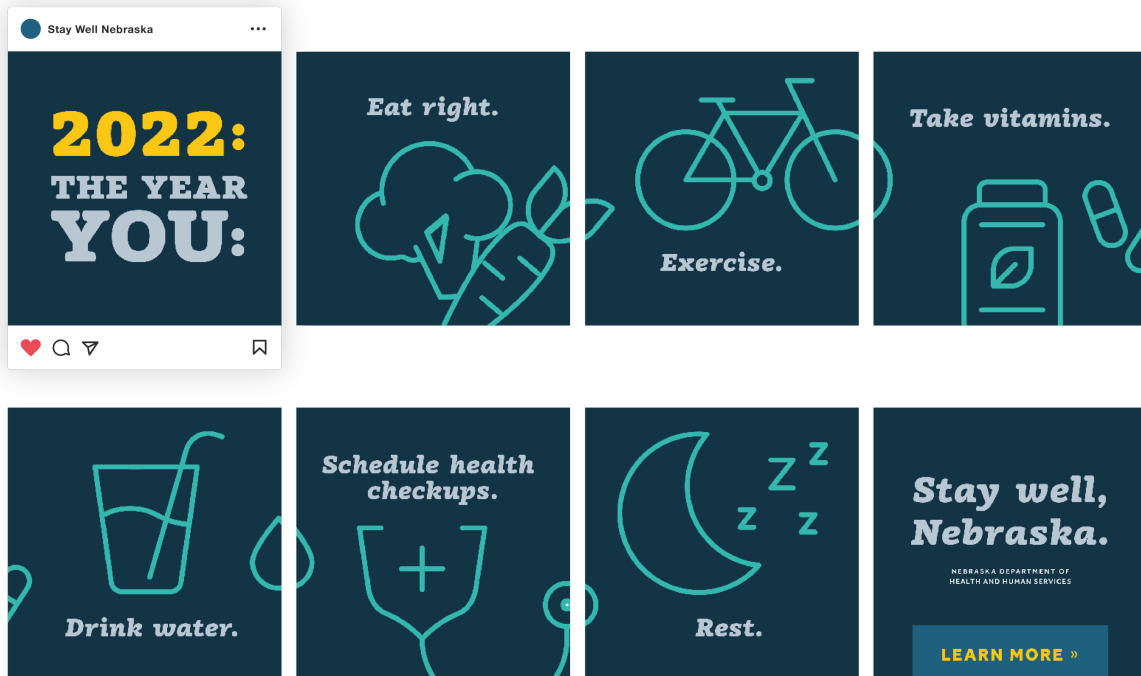
Dr. Dete Davies
Vice-Chancellor for Academic Affairs, UNMC

Color Palette:
Children's Saffron, Violet, Ruby, Children's Teal, Children's Azure, Midnight Blue.

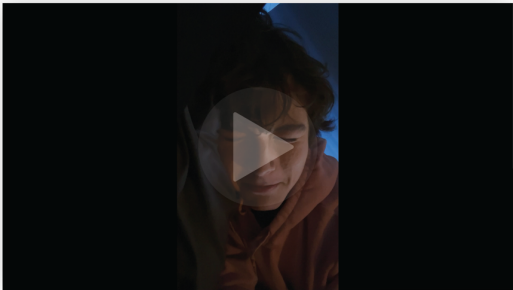
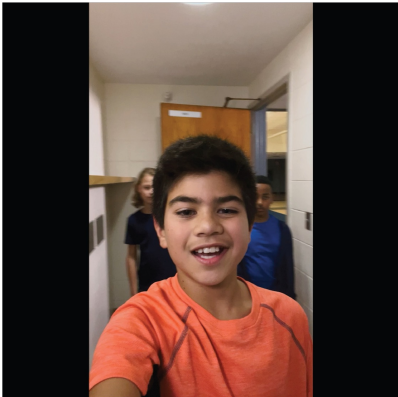
MAX THE VAX
Amplify your power against COVID-19
Get Vaccinated!



Nebraska DHHS: Stay Well Campaign



Nebraska Family Helpline: Change the Story Campaign



View videos [here](#)



Our Approach

One of our KidGlov core values is dependability. We do what we say we will.

We have invested in a project management software system that helps us effectively manage the workflow of each clients' projects. Through the FunctionPoint system, we break every project within a campaign into tasks. Tasks are assigned deadlines and an anticipated number of hours for completion. The software projects workloads for assigned team members so we can understand their ability to complete assigned projects while also alerting us if we're missing task deadlines or going over budget on individual tasks. We work daily to ensure we're staying on track and mitigate situations when a team member is overloaded, behind or over budget. This attention to small detail keeps the work flowing through our system at a manageable and expected rate putting creative team members in the best position to do effective work while also minimizing/eliminating surprises in missed deadlines or cost overages.

The assigned KidGlov team will communicate with the Secretary, manage project deliverables, facilitate necessary communication and keep the project on track. We also hold weekly standing meetings with the assigned members of the client team. We find this encourages ongoing communication and a smooth process.

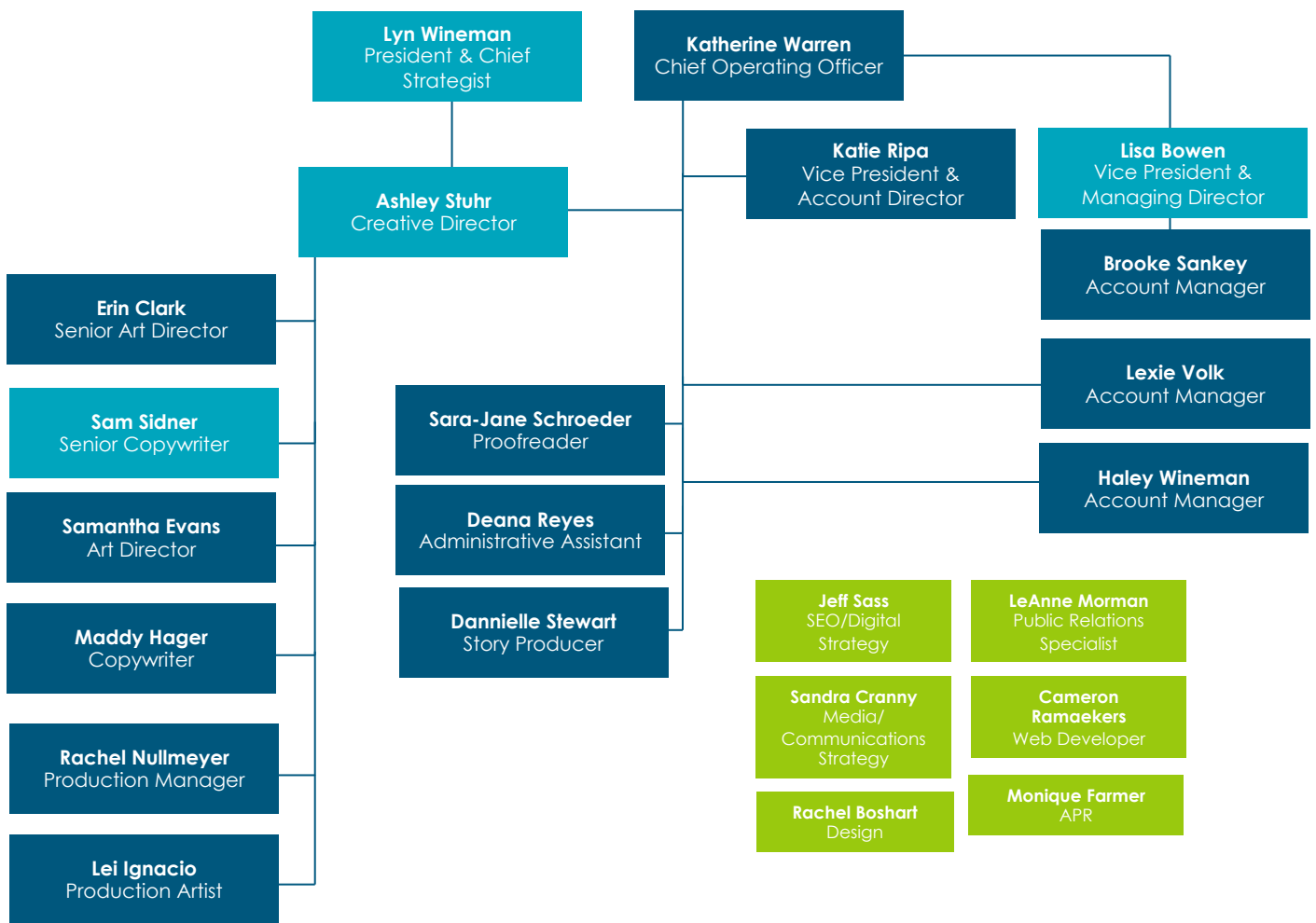
For quality control purposes we have professional proofreaders on staff and a final review process for all of our work. We also have a formal communication system with print production vendors to provide clear and accurate direction.

The following pages include bios of the individuals who will be assigned to your team. We will be able to pull in additional members if their skills or expertise are needed with proper approval from the Secretary.



Your KidGlov Team

The below chart shows the entire KidGlov team and the key partners we use that serve as extensions of our team. The chart reflects leadership and reporting relationships. Members who will be assigned to your team are noted, but we will be able to pull in additional members if their skills or expertise are needed. This talented team can tackle any and all marketing challenges that arise.



- Team members assigned to this RFP work
- Top contract partners
- KidGlov team members not assigned to this RFP work but available as needed (with permission from the Secretary)





President: Chief Strategist
Lyn Wineman

A marketing veteran with over 30 years of experience, Lyn is one of the most passionate and accomplished marketing leaders in the area. Her award-winning work has helped a multitude of national, regional and local organizations achieve their goals.

Lyn has been inducted into the Lincoln Chapter of the American Marketing Association Hall of Fame and was recognized as Marketer of the Year. She has been recognized by the *Lincoln Journal Star* Inspire Salute to Women in Leadership for Excellence in Entrepreneurship. In 2018, Lyn was awarded the Advertising Federation of Lincoln's silver medal for lifetime achievement.

Lyn will guide the team as a strategic advisor, utilizing her vast marketing strategy and brand management expertise. In previous roles, Lyn has served as Executive Vice President at Swanson Russell, President of Pickering Creative Group (now Unanimous) and Marketing Director of Tabitha.

Lyn possesses a foundational understanding of the process and plays a central role in overseeing, strategizing, and ensuring the successful execution of the campaign, drawing upon her extensive experience and leadership to drive results.





Lyn Wineman (continued)

Academic background and degrees

Bachelor of Journalism with Emphasis in Advertising, Minors in Marketing, Art and Economics,
University of Nebraska-Lincoln

Professional Certifications

Diversity, Equity and Inclusion - University of Southern Florida
Content Marketing - Hubspot

References

Sarita Reddy

Executive Director, Adeo
2780 28th Avenue, Greeley, CO 80634 | 970-339-2444

Sandra Morrisey

Prevention Director, Region V Systems
1645 N Street, Lincoln, NE 68508 | 402.441.4343

Holly Dingman

Director, Children's Hospital & Medical Center Community Health & Advocacy
2021 Transformation Drive, Suite 1200, Lincoln, NE 68508 | (402) 955-6871





Vice President : Managing Director

Lisa Bowen

Lisa really “gets” our clients and their businesses. She's spent the majority of her career in the corporate world driving results and moving the mark and now she's helping our clients do the same. You could call Lisa a triple threat (in a good way) as she has extensive experience in marketing, communications and public relations.

She can move with ease from a high-tech boardroom filled with executive leaders and physicians looking to advance initiatives to a tiny office where a nonprofit organizer needs messaging guidance. She also holds an MBA from Wayne State College, which should tell you something about her business acumen.

An Omaha native, Lisa has had an accomplished career in healthcare marketing and communications for CHI Health and also gained valuable experience in civic leadership and community development while serving in the Omaha Mayor's Office.

Lisa employs her skills to partner with businesses and organizations to develop marketing strategies, strengthen and refresh brands and reach their business objectives.

As Vice President and Managing Director, Lisa possesses a strong, in-depth understanding of the process. Lisa will be your primary contact for the Voter ID work, overseeing the project and ensuring success of the campaign at every step.





Lisa Bowen (continued)

Academic background and degrees

Bachelor's Degree in Business Administration with a concentration in Marketing, Wayne State College

Master's Degree in Business Administration, Wayne State College

References

Brian Pickering

VP of Marketing and PR, Metro Credit Union

14509 F Street, Omaha, NE 68137 | 402-552-7190

Nina Rongish

Interim Executive Director, Outlook Enrichment

4125 S 72nd St, Omaha, NE 68127 | 531.365.5342

Khalilah A. LeGrand, Ed.D.

Chief of Staff, Nebraska Department of Health and Human Services

301 Centennial Mall S, Lincoln, NE 68508 | 402-471-9313





Creative Director
Ashley Stuhr

Fortunate for KidGlov, Ashley's curiosity about advertising began way back in middle school. It seemed quite natural for her to tear logos off of shopping bags and pin them admiringly onto the bedroom wall of her childhood home.

Ashley attended the University of Nebraska at Kearney, majoring in Visual Communications and Design. After graduation, she worked at a local print shop, where she developed a love for beautiful pieces made of paper and ink. Before joining KidGlov, Ashley made an impressive impact at Iridian, an ad agency in Omaha.

The recipient of numerous awards, including AMA Awards and ADDY Awards, Ashley's elite skillset in graphic design, print production, photography and interactive allow her to flesh out a concept across any number of media types – with finesse and flair. She's currently working in our Omaha office, coming up with brilliances.

In her role as Creative Director at KidGlov, Ashley has a deep understanding of the process, serving as a key driver in shaping and executing the campaign, utilizing her wealth of creative experience to ensure its success.





Ashley Stuhr (continued)

Academic background and degrees

Bachelor's Degree in Visual Communication and Design, University of Nebraska at Kearney

References

Brian Pickering

VP of Marketing and PR, Metro Credit Union
14509 F Street, Omaha, NE 68137 | 402-552-7190

Aja Anderson

CEO, The Wellbeing Partners
6400 University Drive North CEC 228, Omaha, Nebraska 68182 | 402-934-5795

Teri Effle

Prevention Specialist, Region V Systems
1645 N St, Lincoln, NE 68508 | 402-441-4343





Senior Copywriter

Sam Sidner

Copywriter, wordsmith, storyteller – Sam gladly answers to all of these. And in over 30 years, he’s done a lot of it: in retail and direct marketing, nonprofit, healthcare, finance, recruiting, technology, agriculture, and more. In agencies and in-house, at companies large and small. Sam is fluent in a wide range of formats, from very short (taglines) to really long (books) and everything in between. Sam is a big believer in the impact of culture on organizations, for employees and customers alike. His favorite projects combine research and strategy with creativity to discover, refine, and share those authentic stories.

Sam grew up in Kearney before studying – and later teaching – Journalism at the University of Nebraska. He has called Lincoln home for many years.

As much as we humans pride ourselves on making decisions rationally, what we truly want is to follow our hearts. That belief is at the core of Sam's approach to communicating. He speaks to people honestly and sincerely about things that matter most to them, so they feel confident in trusting their instincts. He presents facts to reassure readers that the “smart” decision is the right decision for them.

Sam demonstrates a thorough grasp of the process, actively contributing to the development and execution of the campaign and leveraging his expertise to make a substantial impact.





Sam Sidner (continued)

Academic background and degrees

Bachelor's Degree in Journalism, University of Nebraska-Lincoln

Professional Certifications

Digital Marketing Certification

References

Andy Pollock

Partner, Remboldt Ludtke Law

1448 Pioneers Road, Pleasant Dale, NE 68423 | 402-480-0058

Polly Brewster

Creative Director, IBM Talent & Transformation Creative Team

103 Metropolitan Avenue #2R, Brooklyn, NY 11249 | 347-463-8550

Tim Geisert

Partner, AuctusIQ

5151 Bentley Drive, Lincoln, NE 68516 | 402-416-3091



Subcontractors

KidGlov carefully selects and cultivates positive working relationships with our external partners. We foster a relationship of mutual respect, trust and accountability. We only work with vendors who provide the highest level of service.

Sandra Cranny | SC Squared Media

Media Partner | 402.450.1527 | sandra@scsquaredmedia.com

Sandra is our trusted media partner. Her tasks include all media strategy, planning, placement and reporting. Sandra will have one subcontract with KidGlov for the purposes of the RFP, her percentage of performance hours will be 50% of the media production services outlined in this proposal.

Monique Farmer | Avant Solutions

APR | 402.882.7277 | monique.farmer@avantsolutions.org

Monique is our trusted public relations partner. Her tasks include strategizing, crafting and managing a public relations plan to ensure effective communication with key stakeholders and the public. Monique will have one subcontract with KidGlov for the purpose of the RFP, her percentage of performance hours will be 60% of the media engagement services outlined in this proposal.





Media Director : Chief Communications Strategist

Sandra Cranny

Sandy is the President/Owner of SC Squared Media, an independent media/marketing consulting firm. Her philosophy is establishing partnerships with content providers that bring their best assets to bear for her clients. Her goal is always to find the most effective and efficient methods of delivering your message to your target audience. In her experience, that's when she can find the sweet spot that brings her clients success. With over three decades of experience, she's worked on everything from local to international campaigns using traditional and non-traditional tactics.

Sandy's skills include: connection strategy/communications planning, media planning, marketing, communications, branding, advertising, interactive, public relations, social media, brand strategy, account planning, media, contact strategy, and copywriting. She's won national awards for creative media planning and placement and is known for competing with the "big dogs" in media and consistently delivering more for less.

She is KidGlov's trusted Media & Communications Planner.





APR and Author

Monique Farmer

Monique Farmer, APR leads Avant Solutions. She has devoted more than 20 years to building her expertise as a communication strategist and adviser. Her experience spans internal and external communication, leader communication, issues management, reputation management, crisis communication, media training and media relations. For her leadership and performance during historic flooding on the Missouri River, She was awarded the second highest award of the Department of the Army Honorary Awards for Department of the Army Employees, The Superior Civilian Service Award.

Monique currently teaches PR Management and Case Studies, PR Techniques, Strategic Writing and served as the faculty advisor for the 2021 PRSSA Bateman Competition Team in the College of Journalism and Mass Communications at the University of Nebraska at Lincoln. The team earned national recognition, landing second place for their strategic communication plan, The Civility Effect. She previously served as the Director of Communications for Nebraska's largest school district, Omaha Public Schools. Prior to that she worked in Corporate Communications for ConAgra Foods and served in a Public Affairs Officer role for the U.S. Army Corps of Engineers. Her research insights into the frameworks and models school districts can use to approach rebranding initiatives were published in a study conducted by the national research group, Hanover Research.

Monique is the President-Elect for PRSA Nebraska and the Vice President of Membership for the Omaha (NE) Chapter of the Links, Incorporated. She also serves on the Project Harmony and EPIC for Girls boards.



Thank You!

This proposal has been customized with your goals in mind. It has been our pleasure learning about your vision. It would be an even greater pleasure to help you bring it to life!



Attachment A - Technical Approach
Request for Proposal Number 6820 Z1

Bidder Name: KidGlov_____

For the following technical requirements, provide a response explaining how each requirement will be met and experience in such areas. This completed form must be submitted with the proposal response. Attach additional pages as necessary when responding to each item or provide responses to each requirement in a separate attachment.

1. UNDERSTANDING OF THE PROJECT REQUIREMENTS
Provide your understanding of the project description and scope of work.
Bidder Response: With a thorough understanding of the project and its goals, KidGlov is well-equipped to tackle the scope outlined in the Request for Proposal. We recognize the significance of LB514 and the importance of educating Nebraska's voters on identification requirements as well as providing training and resources to county election officials, election workers, and Nebraska agencies. Our team possesses the expertise and experience needed to execute this initiative successfully. With strong experience in branding, market research, public awareness, strategic marketing campaigns and targeted media placement, we are committed to creating and delivering effective and results-driven solutions in collaboration with the Secretary of State's office that educate Nebraskans on the new voter ID process.
2. PROPOSED DEVELOPMENT APPROACH
Describe your proposed development approach including recommended quantities for media production and recommended budget for media buys. Provide a detailed breakdown for media production and media buys by media type, including recommended quantities. If there are any overhead charges or mark-ups associated with media buys, please detail those costs below.
Bidder Response: Our proposed development approach for the campaign to promote voter awareness and accessibility in Nebraska involves a comprehensive strategy encompassing strategic planning, market research, development of a strategic marketing plan, design of campaign and branding, media production, and media buys. Media Planning Strategic Planning and Market Research We understand the importance of tailoring the campaign to the unique needs of Nebraskans and meeting them where they are. KidGlov will analyze existing data as well as conduct extensive market research to gain valuable insights into the voting age population and those who do not currently have an ID, ensuring our approach is both relevant and effective. Here are some key points we'd explore to help inform the plan: <ul style="list-style-type: none">• Understand why approximately 17% of voting age residents in Nebraska are not registered to vote.• Inquire into the 37,000 people without a driver's license in Nebraska.• Discover what measures the state has already taken to remove barriers for accessing driver's licenses, especially for Nebraskans with disabilities.• Learn what the turnaround times are for acquiring a driver's license, either in-person or by mail.

Development of a Strategic Marketing Plan

KidGlov will use the findings from research and analysis to develop a strategic marketing plan. This step will include solidifying the strategies and tactics to best reach the key audiences, design and branding recommendations, messaging strategies, media strategies, and marketing and public relations for public events. We will also address tactics for outreach materials tailored to each of Nebraska's 93 counties, including media kits for use in county-level in-person events, contributing to a holistic and impactful campaign. We are dedicated to engaging stakeholders to gather valuable feedback, and we will participate in the December Nebraska Association of County Officials (NACO) conference to present our initial concepts, work samples and marketing approach for approval. We will then refine and finalize the marketing plan as needed to ensure its alignment with project objectives. Our strategic marketing plan will incorporate a unique approach to both creative and media to connect with Nebraska's diverse voting age population.

Design of Public Awareness Campaign and Branding

Based on the knowledge gained from research and strategic planning, KidGlov will design and develop a cohesive brand that unifies all campaign elements. Our team's expertise lies in crafting a visual look and feel that not only captures attention but also emphasize the importance of voter awareness. We will create a visually compelling and impactful campaign that resonates with Nebraskans and educates county officials and poll workers, all while ensuring trademark compliance and registering branding with the USPTO and the Nebraska Secretary of State's Office if requested. This includes:

- Cohesive branding visuals and messaging for all campaign elements
- Branding toolkit
- Development of campaign elements
- Education materials for county officials and poll workers
- Materials for use by State agencies that provide opportunities for voter registration and that serve Nebraskans with disabilities

Media Production (English and Spanish)

As a full-service agency, KidGlov can provide all media production services outlined in the RFP. Our expertise encompasses the entire spectrum, from content development to graphic design, video and audio production to original and/or stock photography. We have the capabilities to deliver high-quality media production services that align seamlessly with the project's needs.

Materials for County Officials, Poll Workers, and State Agencies

- Poll worker training video (Quantity recommended: 1)
- Print media (Quantity recommended: 2)
- Media Training

Voter ID Creative Media Products

KidGlov will develop all creative media for the campaign, ensuring each element serves as a powerful tool in driving awareness and engagement. We recommend developing three versions of each, tailored to the following: rural, urban and Hispanic.

- Print Media Production (Quantity recommended: 3)
- Video Media Production (Quantity recommended: 3)
- Audio Media Production (Quantity recommended: 3)
- Outdoor or Out-of-Home Media Production (Quantity recommended: 3)
- Digital Media and Social Media Production (Quantity recommended: 3)
- Media Training, Engagements, and Education

At KidGlov, we strive to find the best way to reinforce your message, generate trust, and meet (and exceed!) your end goals. We will develop messaging and visuals that grab the attention of Nebraska's voting age population and ensure they receive and understand the information they need. We work with trusted partners on video and audio production to ensure top-notch, professional quality that resonates with all target audiences. All elements will be fact-checked and proofed at each stage. We will collaborate with the Secretary and key stakeholders throughout the entire process on approvals and revisions. All elements

will be created with accessibility in mind, compatible with the Secretary's website and software requirements, and tagged with the Secretary's contact information.

Media Buys

Using the most current media usage/content consumption data we will develop a multi-channel strategy to ensure all members of targeted audiences are exposed to the messaging at a frequency level that is appropriate to achieve plan goals.

We would recommend a heavy presence on broadcast television to reach a large portion of the target audience. We can also leverage local media to provide added-value public service announcements and other on-air opportunities to increase exposure.

Radio allows us to focus on key audience members as well. Radio has been very receptive to providing PSAs, event support and interview opportunities for statewide causes.

Layering out-of-home in key geographic locations will help us to reach the target with increased frequency and will serve to reinforce messages delivered in other channels. Finally, digital will allow us to focus specifically on high-need groups, and geographic areas.

Initially, based on a 10-week schedule (March – Mid May), we would allocate a \$300,000.00 total budget as follows:

- Broadcast TV: \$80,000.00
- Radio: \$60,000.00
- Digital and Social (Including Cross Device Display, Pre-Roll, OTT/CTV, Social): \$85,000.00
- Out-of-Home/Transit/Place-Based Media: \$25,000.00
- Direct Communications: \$20,000.00
- Media Planning & Management: \$30,000.00

3. MEDIA PLANNING

Bidder must have experience finding, interpreting, and applying research to leverage the individual strengths of different mediums and channels to best reach consumers. In addition, bidder must have experience working with stakeholders and assist in integrating changes to improve concepts before launching into marketplace. Bidder must be skilled with a variety of media production techniques and implementation strategies. Describe experience.

Bidder Response:

Our trusted partner, SC Squared Media's 5-person team has extensive (70+ combined years of experience) planning and media buying experience nationally, regionally, and most importantly, statewide. In addition, they subscribe to a wide variety of data and tools that help identify the most appropriate channels to use based on content consumption data and information that needs to be delivered. Their media strategies have been recognized nationally for driving success for their clients. Most recently, they have worked collaboratively with communications teams at Nebraska DHHS on a variety of projects including Medicaid Unwind, COVID-19 vaccination programs as well as the Nebraska Family Helpline.

They have access to several tools and data sources that provide demographic analysis of media consumption and usage metrics for adults by age, ethnicity and gender. That information will assist in developing a comprehensive recommendation for appropriate channels and tactics by age, ethnicity and gender. The data will also allow us to generate a multi-media program that provides maximal reach at effective levels of exposure to ensure that the voting age population is aware of new voter ID requirements.

Collaborating with the Secretary of State's Office, we will identify key performance indicators (KPIs) along with primary and secondary metrics to allow optimizations based on cost-per-thousand comparisons, cost per click, cost per action and engagement rates of each channel/medium and make adjustments to achieve plan goals.

4. DESIGN OF PUBLIC AWARENESS CAMPAIGN

Bidder must have experience with designing and developing creative products for a multi-month campaign that uses consistent branding in innovative, unique, and compelling methods across a wide variety of mediums to most effectively reach as many people in the target audience as possible. Bidder must be skilled in breaking down complex topics or statutory requirements into easy-to-understand materials for consumption by the general public. Bidder must be able to provide media in both English and Spanish and meet accessibility requirements. Describe experience.

Bidder Response:

KidGlov has strong experience developing multi-month campaigns with consistent branding, innovative approaches, and diverse mediums to reach broad audiences. Our creative approach ensures that each piece stands out and resonates with the target audience. We tailor the creative to suit a wide variety of mediums, including print materials, digital content, videos, interactive web experiences, social media campaigns, events, and more, allowing us to engage audiences through channels they are most receptive to. We always keep consistent and cohesive branding approach throughout the entire campaign to enhance brand recognition and message retention. We value producing inclusive, comprehensive content to be accessible to all. We have successfully executed numerous projects in both English and Spanish, catering to diverse audiences, including past campaigns for the Nebraska DHHS. Our experience includes creating a wide range of content, such as videos, audio, printed materials, and digital assets, in both languages.

5. BRANDING CREATION AND REGISTRATION

Bidder must have experience developing cohesive branding, including finalization of the visual look and feel of all media and education materials to be used to obtain maximum impact. Additionally, bidder must have knowledge of creating branding tool kits to be used by third parties. Bidder must have experience protecting and copyrighting branding, such as verifying availability and registering branding with the United States Patent and Trademark Office ("USPTO") and the Nebraska Secretary of State as needed. Describe experience.

Bidder Response:

KidGlov excels in crafting cohesive visual identities such as logos and design elements. We ensure that your brand's visual assets are not only eye-catching but also aligned with your messaging and objectives. We emphasize maintaining consistency across all media and education materials to create a unified brand that maximizes impact. Our team also integrates branding seamlessly into messaging strategies. We have strong experience creating comprehensive branding toolkits that provide guidelines and resources for correct and consistent use. We conduct thorough research to verify the availability of branding elements so they are unique and can be trademarked without conflicts, having the ability to register branding as needed.

6. ACCOUNT SERVICES & MANAGEMENT

Bidder must have experience with using collaboration, coordination, and communication to build a successful working relationship. Bidder must have experience not only providing materials, but actively engaging with customers and stakeholders to accomplish the mission. Additionally, bidder must be able to adjust and tailor initial plans based on feedback from customers, stakeholders, and research. Describe experience.

Bidder Response:

We are dedicated to fostering a collaborative and open partnership with the Secretary's team, including the Secretary's project manager, to ensure seamless coordination and alignment throughout the project. Our approach entails regular and consistent communication, including weekly calls, in-person meetings, and email communication, to facilitate management of the project and maintain objectives. We understand that heightened communication may be necessary during peak periods to address emerging needs effectively.

Additionally, we will work together with the Secretary, communications staff and legal staff throughout the entirety of the project. We are dedicated to coordinating directly with the project manager and meeting with staff and stakeholders as needed. Our commitment to transparency and collaboration ensures a cohesive and successful partnership.

The assigned KidGlov team will communicate with the Secretary, manage project deliverables, facilitate necessary communication, and keep the project on track. We also hold weekly standing meetings with the assigned members of the client team. We find this encourages ongoing communication and a smooth process.

7. MEDIA PRODUCTION EXPERIENCE AND BUYS

a. Print Media

Bidder must be skilled at content generation, writing, and being able to disseminate complex statutory requirements to the general public. In addition, bidder must have experience in graphic design and print media layout, such as for brochures, training manuals, newspapers, fact sheets, postcards, direct mailers, etc. Describe experience.

Bidder Response:

KidGlov possesses the expertise needed for content generation, writing, dissemination of complex statutory requirements, graphic design, and print media layout. Members of our creative team are experts in creating engaging content and impactful designs. We have extensive experience in designing print media materials, including posters, banners, newspaper ads, booklets, brochures, training manuals, infographics, fact sheets, handouts, direct mail, stickers, and more. We are dedicated to creating content that resonates with the general public and presents information in a visually appealing and accessible manner. Our comprehensive approach ensures that the campaign is not only clear but also highly impactful.

b. Video and Audio Media

Bidder must have experience with storytelling and training through audio and video tools. Bidder must understand traditional broadcast delivery channels, like television and radio, and media distribution and media buys. Additionally, bidder must have knowledge of internet platforms in releasing audio and video content. Describe experience.

Bidder Response:

KidGlov excels in storytelling and training through audio and video. Along with our trusted media partner, we understand traditional broadcast delivery channels like TV and radio to create attention-grabbing commercials, select appropriate time slots, and comply with broadcast regulations.

We are well-versed in media distribution and media buys, ensuring your message reaches the right audience at the right time. We are knowledgeable about leveraging internet platforms for content distribution, including video sharing platforms, social media, and streaming to reach a wide audience.

We have a history of developing engaging and informative audio and video content to tell a story. Our team excels in crafting compelling scripts that effectively convey your message and engage your target audience and bringing those to life through visuals. We are dedicated to delivering impactful and results-oriented solutions tailored to your specific needs and objectives.

c. Outdoor or Out of Home (OOH)

Bidder must have experience developing large compelling designs that may be used on billboards, busses, trucks, booths, etc. Describe experience.

Bidder Response:

KidGlov has extensive experience in developing large, compelling designs for a variety of outlets, including billboards, bus wraps, mobile billboards, gas station advertising, large-scale event graphics, airport advertising, and more out-of-home opportunities. We strategically craft these pieces to capture attention for maximum visibility, communicate key messages effectively, and leave a lasting impression.

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d. Digital Media

Bidder must have knowledge of marketing through social media tools, like Facebook, Twitter, Instagram, YouTube, Threads, etc. Bidder must also have knowledge of native advertising or over the top (OTT) advertising used to target specific demographics. Website design and management are also important technical skills. Describe experience.

Bidder Response:

KidGlov has extensive knowledge and experience in utilizing various social media platforms, including Facebook, Twitter/X, Instagram, YouTube, Threads, Snapchat, etc. We have a deep understanding of digital, native, pre-roll/online video, OTT, and CTV to target specific demographics. We are also well-informed in website design and management, ensuring websites are responsive, accessible, and prioritize user experience and functionality. Our integrated approach to digital marketing ensures that we can deliver comprehensive and results-driven strategies to meet your project's objectives.

e. Media Placement

Bidder must have experience working with various media entities to secure advertising/marketing space, including but not limited to, print, digital, broadcast, etc. Describe experience.

Bidder Response:

We have excellent working relationships with all vendors for media placement. We have a deep understanding of the specific audiences for each and can effectively utilize each medium to make an impact.

All media buys are negotiated for best rate/cost structure. Using SQAD (national cost comparison data for all media) as well as our ongoing knowledge of costs in the local market – both historical and current – we

set optimal cost goals to start the negotiating process. Additionally, we negotiate for add-on interviews/mentions or other public service announcements (PSAs), added-value and bonus schedules and any other opportunities available. Our ongoing participation in the Nebraska media market assures we are on top of supply and demand, providing the lowest cost available for media purchased.

Print

We are very familiar with daily and weekly newspapers in the state of Nebraska and have a good working relationship with the Nebraska Press Association.

Video and Audio

We routinely receive bonus/added value schedules that match paid schedules allowing us to leverage investments for our clients significantly. Additionally, Nielsen ratings data will be utilized to provide accurate information on reach and coverage, so media investments are commensurate with each one's ability to reach stated plan goals.

Outdoor and Out-of-Home

We have worked with Lamar, Link, Houck, All Over Media and other OOH/Transit vendors in the state to geo-target high-priority areas and/or populations in the state. Out-of-Home and place-based media are an excellent way to reinforce your message.

Digital

We plan and place all forms of digital/online media, including display, native, pre-roll/online video, OTT, CTV, and social. We have access to extensive data that allows us to target niche audiences effectively and efficiently. We are able to provide reach data so that we can frequency cap programs to minimize investment needed to achieve plan goals. Buys are made as both publisher direct (specific sites targeted) and programmatically (specific audiences or geographies targeted). We request a minimum of three competitive proposals to determine the best partner for each individual digital media campaign.

Buys are monitored continuously to ensure delivery as planned. In addition to monitoring buys in real-time, we will provide stewardship of all buys, reviewing and reconciling all media invoices and negotiating for any makegoods needed.

f. Language and Accessibility

Bidder must have experience with media production in both English and Spanish, and meeting accessibility requirements. Describe experience.

Bidder Response:

KidGlov's experience in media production encompasses creation of materials in both English and Spanish while prioritizing accessibility for all audiences. Our commitment to meeting accessibility requirements is ingrained in our processes, ensuring that materials are inclusive and compliant with industry standards.

We have successfully executed numerous projects in both English and Spanish, catering to diverse audiences. Our experience includes creating a wide range of content, such as videos, audio, printed materials, and digital assets, in both languages.

We have extensive experience in ensuring that our materials meet accessibility requirements, including compliance with the Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG).

We are confident in our ability to deliver high-quality bilingual and accessible media productions that align with the goals of your project and resonate with a wide range of audiences.

8. REPORTING

To ensure the taxpayer dollars are invested in advertising and marketing in an efficient, effective, and economic manner, bidder must have the capability to report on all metrics and analytics. Describe experience.

Bidder Response:

Measurement of results is one of the keys to our success at KidGlov. We take pride in great results, where we've set goals and benchmark against them to demonstrate success.

We set campaign goals based on industry benchmarks, client goals and expectations, and then measure results along the way.

Detailed reporting will be provided to measure key performance indicators such as impressions, delivery rates, open rates, click-through rates, view rates, demographics, time of day, etc. We continuously monitor results based on the goals and expectations set prior to any campaign launching, then adjust and optimize as needed.

All media vendors provide completion reporting in the form of digital screenshots, airchecks, tear sheets, affidavits of performance and delivery reports. We combine all into one comprehensive report. We will also provide post-buy reporting and analysis throughout the campaign with a post-campaign completion report detailing plan performance once the campaign has ended.

9. WORK PLAN AND COMPLETION DATES

Provide a description of bidder's ability to provide deliverables by the completion dates in the Request for Proposal or provide an alternative schedule for deliverables, work plan items, and completion dates.

Bidder Response:

Our team at KidGlov is fully committed to meeting the completion dates outlined in the Request for Proposal and ensuring the timely delivery of all project deliverables. The combination of our experienced team, detailed planning, project management, and constant communication ensures that we are well-prepared to meet project deadlines effectively.

Work Plan Items	Completion Dates
Initial Concepts, Marketing Approach, and Design Samples	November 15, 2023
Strategic Marketing Plan, Design of Public Awareness Campaign and Branding (Full Draft and Samples)	December 1, 2023
Presentation to County Officials (Location will be determined by the Secretary)	December 13-15, 2023
Final Strategic Marketing Plan, Design of Public Awareness Campaign and Branding	December 22, 2023
Registration with United States Patent and Trademark Office and Nebraska Secretary of State's Office	Application Submission Date Determined by State
Media and Education Materials for County Officials and State Agencies	January 8, 2024
Media Production for Early Voting for the May 14, 2024 Primary Election	January 8, 2024
Voters May Begin Submitting Early Voting Applications – January 15, 2024	
Media Buys for Early Voting for the May 14, 2024 Primary Election	January 8 - March 15
Media Production for May 14, 2024 Primary Election	February 15, 2024
Media and Training Materials for Poll workers	February 15, 2024
Media Buys for the May 14, 2024 Primary Election	March 16 - May 14, 2024
Primary Election - May 14, 2024	
Post-Primary Campaign Analysis Meeting	Week of June 9, 2024
Media Production for Early Voting for General Election	July 1, 2024
Voters May Begin Submitting Early Voting Applications – July 8, 2024	
Media Buys for Early Voting for the November 5, 2024 General Election	July 1 - September 15, 2024
Media Production for General Election	September 15, 2024
Media Buys for the November 5, 2024 General Election	September 16 - November 5, 2024
General Election – November 5, 2024	
Media Production and Buys for Special or Local Elections	September 15, 2024
Post-campaign Analysis Meeting	Week of December 1, 2024

10. DRAFTING PROCESS, REWRITES AND EDITS

Describe your creative development process, process for obtaining approvals, appropriate timeline for approvals, and rewrites and edits, and how these fit into completion dates.

Bidder Response:

Our creative development process ensures high-quality work within the specified timeframe. Once a concept is approved, copywriting and design begins. After internal review and proofing, we send the drafted creative for client review. Our process for receiving approvals includes clear timelines and regular check-ins to meet all completion dates.

11. SAMPLES

Provide three samples of work in different media for which you are most proud. Describe bidder's role in the creation of each sample or project. If work was done by a subcontractor, clearly state the subcontractor. Attach samples or provide links to online samples.

Bidder Response:

Max the Vax Kids Vaccination Campaign

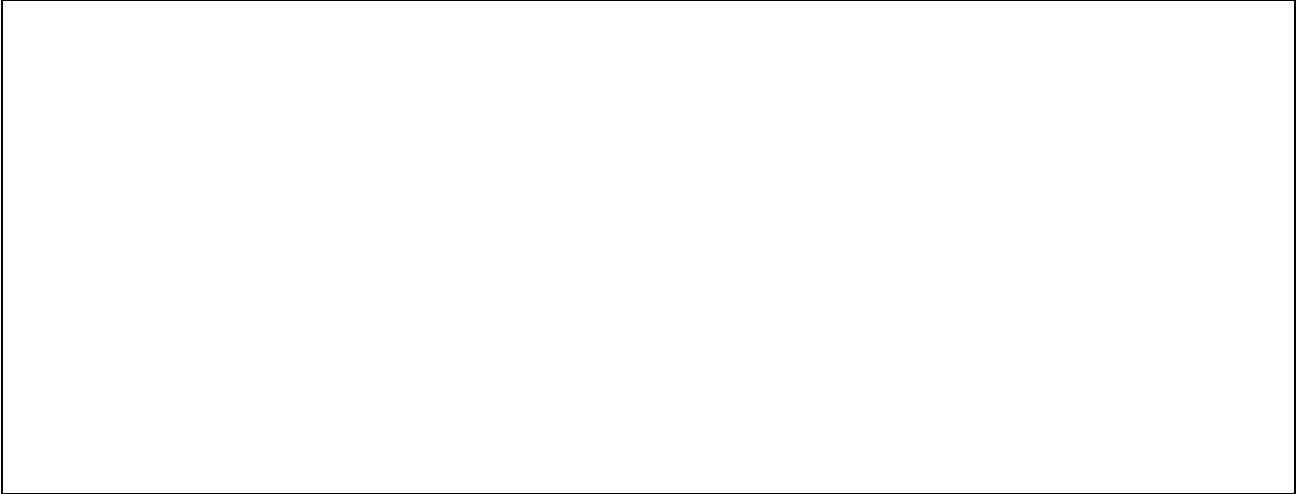
How do you combat misinformation around COVID-19 vaccines, especially concerning kids? That was the challenge KidGlov faced for Max the Vax, a statewide effort to educate vaccine-hesitant parents, jointly conducted by the Nebraska Department of Education and Children's Hospital & Medical Center Foundation. After conducting primary research with Nebraska healthcare providers, KidGlov along with SC Squared Media targeted four audiences in the "wait and see" category: Black, Hispanic, Low Income & Low Education, and Rural parents. Through paid media, an informative website, and social media, Max the Vax generated millions of views – and helped amplify the power against COVID-19 in communities that need trusted information the most. The time period of the campaign was October 2021 – September 2022. The campaign ran as scheduled.

Nebraska DHHS COVID-19 Stay Well Campaign

KidGlov and Nebraska DHHS crafted a public health campaign that proves little things matter when it comes to staying well, encouraging folks to incorporate small, daily habits to keep their health in check including staying up-to-date on their vaccinations. KidGlov partnered with SC Squared on the media portion of this work. The campaign resulted in a healthy return, exceeding all objectives including over thirty-five million impressions. The time period of the campaign was March 2022 – August 2022. The campaign ran as scheduled.

Nebraska Family Helpline Change the Story Campaign

Nebraska Family Helpline wanted to talk about bullying, substance abuse and depression in a way that cuts through the clutter and captures attention. KidGlov's solution was a series of videos shot from a teen's point-of-view, causing enough positive disruption to move the mark and make a difference. SC Squared completed all media strategy and placement for this campaign. The time period of the campaign was December 2023 to present. The campaign ran as scheduled.



II. TERMS AND CONDITIONS

Bidders should complete Sections II thru 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 Request for Proposal, 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 Request for Proposal. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this Request for Proposal.

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:
Kw			

1. The contract resulting from this Request for Proposal shall incorporate the following documents:
 - a. Request for Proposal, including any attachments and addenda;
 - b. Amendments to the Request for Proposal;
 - c. Questions and Answers;
 - d. Bidder's properly submitted proposal, including any terms and conditions or agreements submitted by the bidder; and
 - e. Amendments and Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment or Addendum to the executed Contract with the most recent dated amendment or addendum having the highest priority, 2) Amendments to the Request for Proposal, 3) Questions and Answers, 4) the original Request for Proposal document and any Addenda or attachments, and 5) the Contractor's submitted Proposal, including any terms and conditions or agreements submitted that are accepted by the State.

Unless otherwise specifically agreed to in writing by the State, the State's standard terms and conditions, as executed by the State, shall always control over any terms and conditions or agreements submitted or included by the Contractor.

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:
KW			

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

Communications regarding the executed contract shall be in writing and shall be deemed to have been given if delivered personally; electronically, return receipt requested; or mailed, return receipt requested. All notices, requests, or communications shall be deemed effective upon receipt.

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. BUYER'S REPRESENTATIVE

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 bidder 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 (Nonnegotiable)

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. DISCOUNTS

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

Prices quoted shall be inclusive of ALL trade discounts. Cash discount terms of less than thirty (30) days will not be considered as part of the proposal. Cash discount periods will be computed from the date of receipt of a properly executed claim voucher or the date of completion of delivery of all items in a satisfactory condition, whichever is later.

F. PRICES

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

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the bidder, F.O.B. destination named in the Request for Proposal. No additional charges will be allowed for packing, packages, or partial delivery costs. When an arithmetic error has been made in the extended total, the unit price will govern.

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.

The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, travel, and copies.

The State reserves the right to deny any requested price increase. No price increases are to be billed to any State Agencies prior to written amendment of the contract by the parties.

The State will be given full proportionate benefit of any price decreases for the term of the contract.

G. BEGINNING OF WORK & SUSPENSION OF SERVICES

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

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.

The State may, at any time and without advance notice, require the Contractor to suspend any or all performance or deliverables provided under this Contract. In the event of such suspension, the Contract Manager or POC, or their designee, will issue a written order to stop work. The written order will specify which activities are to be immediately suspended and the reason(s) for the suspension. Upon receipt of such order, the Contractor shall immediately comply with its terms and take all necessary steps to mitigate and eliminate the incurrence of costs allocable to the work affected by the order during the period of suspension. The suspended performance or deliverables may only resume when the State provides the Contractor with written notice that such performance or deliverables may resume, in whole or in part.

H. AMENDMENT

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

I. CHANGE ORDERS OR SUBSTITUTIONS

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

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the Request for Proposal. 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.

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

J. RECORD OF VENDOR PERFORMANCE

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

The State may document the vendor's performance, which may include, but is not limited to, the customer service provided by the vendor, the ability of the vendor, the skill of the vendor, and any instance(s) of products or services delivered or performed which fail to meet the terms of the purchase order, contract, and/or Request for Proposal specifications. In addition to other remedies and options available to the State, the State may issue one or more notices to the vendor outlining any issues the State has regarding the vendor's performance for a specific contract ("Vendor Performance Notice"). The State may also document the Vendor's performance in a report, which may or may not be provided to the vendor ("Vendor Improvement Request"). The Vendor shall respond to any Vendor Performance Notice or Vendor Improvement Request in accordance with such notice or request. At the sole discretion of the State, such Vendor Performance Notices and Vendor Improvement Requests may be placed in the State's records regarding the vendor and may be considered by the State and held against the vendor in any future contract or award opportunity.

K. CORRECTIVE ACTION PLAN

If Contractor is failing to meet the Scope of Work, in whole or in part, the State may require the Contractor to complete a corrective action plan ("CAP"). The State will identify issues with the Contractor's performance and will set a deadline for the CAP to be provided. The Contractor must provide a written response to each identified issue and what steps the Contractor will take to resolve each issue, including the timeline(s) for resolution. If the Contractor fails to adequately provide the CAP in accordance with this section, fails to adequately resolve the issues described in the CAP, or fails to resolve the issues described in the CAP by the relevant deadline, the State may withhold payments and exercise any legal remedy available.

L. NOTICE OF POTENTIAL CONTRACTOR BREACH

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

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.

M. BREACH

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

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 email to the Contractor's point of contact with acknowledgement from the Contractor, Certified Mail - Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

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

N. NON-WAIVER OF BREACH

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

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.

O. SEVERABILITY

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

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.

P. INDEMNIFICATION

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

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 Request for Proposal.

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. 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. §§ 81-8,239.01 to 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Neb. Rev. Stat. § 81-8,294), Tort (Neb. Rev. Stat. § 81-8,209), and Contract Claim Acts (Neb. Rev. Stat. § 81-8,302), as outlined in state law and accepts liability under this agreement only 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.

Q. ATTORNEY'S FEES

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

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.

R. RETAINAGE

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

The State may withhold five percent (5%) of each payment due as retainage. The entire retainage amount will be payable upon successful completion of the project. Upon completion of the project, the Contractor will invoice the State for any outstanding work and for the retainage. The State may reject the final invoice by identifying the specific reasons for such rejection in writing to the Contractor within forty-five (45) calendar days of receipt of the final invoice. Otherwise, the project will be deemed accepted and the State will release the final payment and retainage in accordance with the contract payment terms.

S. LIQUIDATED DAMAGES

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

Failure to meet the dates for the deliverables as agreed upon by the parties may result in an assessment of liquidated damages due the State of \$200.00 dollars per day, until the deliverables are approved and accepted by the State. Contractor will be notified in writing when liquidated damages will commence.

T. ASSIGNMENT, SALE, OR MERGER

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

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.

U. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUBDIVISIONS OF THE STATE OR ANOTHER STATE

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

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. § 81-145(3), 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.

V. FORCE MAJEURE

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

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") that was not foreseeable at the time the Contract was executed. 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.

W. CONFIDENTIALITY

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

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.

X. EARLY TERMINATION

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

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract, in whole or in part, at any time.
2. The State, in its sole discretion, may terminate the contract, in whole or in part, 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, in whole or in part, 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.

Y. CONTRACT CLOSEOUT

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

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:
KW			

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 bidder'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 bidder's proposal. The Contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

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

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

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

B. EMPLOYEE WORK ELIGIBILITY STATUS

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

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/docs/pdf/Individual%20or%20Sole%20Proprietor%20United%20States%20Attestation%20Form%20English%20and%20Spanish.pdf>
2. The completed United States Attestation Form should be submitted with the Request for Proposal 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 (Nonnegotiable)

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 Request for Proposal.

D. COOPERATION WITH OTHER CONTRACTORS

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

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:
RW			

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:
RW			

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:
RW			

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 three (3) years 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 three (3) years 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
Abuse & Molestation	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
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, via email, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

State of Nebraska State Purchasing Bureau
 Attn: Matthew Hansen
 RFP # 6820 Z1
 Email: matthew.hansen@nebraska.gov

1526 K Street, Suite 130
 Lincoln, NE 68508

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

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

4. DEVIATIONS

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

H. ANTITRUST

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

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

I. CONFLICT OF INTEREST

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

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.

J. STATE PROPERTY

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

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

K. SITE RULES AND REGULATIONS

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

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

L. ADVERTISING

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

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.

M. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Nonnegotiable)

1. The State of Nebraska is committed to ensuring that all information and communication technology (ICT), developed, leased, or owned by the State of Nebraska, affords equivalent access to employees, program participants and members of the public with disabilities, as it affords to employees, program participants and members of the public who are not persons with disabilities.
2. By entering into this Contract, Contractor understands and agrees that if the Contractor is providing a product or service that contains ICT, as defined in subsection III.M.3 (below) and such ICT is intended to be directly interacted with by the user or is public facing, such ICT must provide equivalent access, or be modified during implementation to afford equivalent access, to employees, program participants, and members of the public who have and who do not have disabilities. The Contractor may comply with this section by complying with Section 508 of the Rehabilitation Act of 1973, as amended, and its implementing standards adopted and promulgated by the U.S. Access Board.
3. ICT means information technology and other equipment, systems, technologies, or processes, for which the principal function is the creation, manipulation, storage, display, receipt, or transmission of electronic data and information, as well as any associated content. Contractor hereby agrees ICT includes computers and peripheral equipment, information kiosks and transaction machines, telecommunications equipment, customer premises equipment, multifunction office machines, software, applications, web sites, videos, and electronic documents. For the purposes of these assurances, ICT does not include ICT that is used exclusively by a contractor.

N. DISASTER RECOVERY/BACK UP PLAN

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

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.

O. DRUG POLICY

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

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.

P. WARRANTY

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

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 the State, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse the State all 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.

Q. TIME IS OF THE ESSENCE

Time is of the essence with respect to Contractor's performance and deliverables pursuant to this Contract.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Nonnegotiable)

Pursuant to Neb. Rev. Stat. § 81-2403, "[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 (Nonnegotiable)

The State is not required to pay taxes and assumes no such liability as a result of this Request for Proposal. 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:
KW			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Invoices should be submitted monthly to SOS Finance at SOS.Finance@nebraska.gov. Invoices will not be paid until the related deliverable item has been received and accepted by the State. 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. The State shall have forty-five (45) calendar days to pay after a valid and accurate invoice is received by the State.

D. INSPECTION AND APPROVAL

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

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

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

E. PAYMENT (Nonnegotiable)

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 (Nonnegotiable)

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 (Nonnegotiable)

The State's obligation to pay amounts due on the Contract for 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 Nonnegotiable)

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:
KW			

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

Form A
Bidder Proposal Point of Contact
Request for Proposal Number 6820 Z1

Form A should be completed and submitted with each response to this Request for Proposal. 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:	KidGlov
Bidder Address:	1230 O St. Ste. 111 Lincoln, NE 68508
Contact Person & Title:	Katherine Warren, COO
E-mail Address:	katherine.warren@kidglov.com
Telephone Number (Office):	402-483-9922
Telephone Number (Cellular):	402-430-1458
Fax Number:	N/A

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

Communication with the State Contact Information	
Bidder Name:	KidGlov
Bidder Address:	1230 O St. Ste. 111 Lincoln, NE 68508
Contact Person & Title:	Katherine Warren, COO
E-mail Address:	katherine.warren@kidglov.com
Telephone Number (Office):	402-483-9922
Telephone Number (Cellular):	402-430-1458
Fax Number:	N/A

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, certifies that Contractor maintains a drug free workplace, and certifies that bidder is not owned by the Chinese Communist Party.

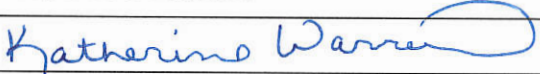
Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

KW 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 Solicitation.

_____ 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 MANUALLY IN INK OR BY DOCUSIGN

BIDDER:	KidGlov
COMPLETE ADDRESS:	1230 O St. Ste. 111 Lincoln, NE 68508
TELEPHONE NUMBER:	402-483-9922
FAX NUMBER:	N/A
DATE:	September 26, 2023
SIGNATURE:	
TYPED NAME & TITLE OF SIGNER:	Katherine Warren, COO

6820 Z1 Cost Proposal

Bidder Name: KidGlov _____

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the contract, except as otherwise provided in the following cost proposal tables. Bidder must provide the unit cost and the recommended quantity of each item; however actual quantities will be determined based upon the recommendations contained in the Strategic Marketing Plan. The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, travel, and copies. Invoices should be submitted monthly during the term of the contract.

* The “Quantity Recommended” and “Recommended Media Buys” amounts will not be considered when evaluating cost. Quantity Recommended should also be provided as part of the Proposed Development Approach in Attachment A.

MEDIA PLANNING		
	Total Fixed Cost (Initial Term)	
1. Strategic Planning & Market Research – Development of Strategic Marketing Plan	\$50,000	
2. Design of Public Awareness Campaign and Branding	\$10,000	
3. Other (Please Specify)	\$	
MEDIA PRODUCTION		
	Unit Cost (Initial Term)	Quantity Recommended*
1. Production of Education Materials for County Officials, Poll Workers, and State Agencies		
a. Video Production (10-15 minutes of video content)	\$45,000	1
b. Print Media	\$5,000	2
c. Other (Please Specify) Media Training	\$20,000	1
2. Media Production of Public Awareness Campaign (Provide individual cost for each item)	Unit Cost (Initial Term)	Quantity Recommended*
a. Video/Television Production (15-30 seconds of video content)	\$40,000	3
b. Audio Media Production (15-30 seconds of audio content)	\$4,000	3
c. Print Media Production – Print Advertisement	\$3,000	3
d. Print Media Production – Direct Mail	\$5,000	3
e. Outdoor or Out of Home Media Production	\$4,000	3
f. Digital Media and Social Media Production	\$8,000	3
g. Other (Please Specify) Media Engagement and Education	\$20,000	1
3. Branding Toolkit (See RFP Section V.E.2.J)	\$3,000	
MEDIA BUYS		
1. Recommended Media Buys* (Budget for Initial Term)	\$300,000	

6820 Z1 Cost Proposal

Bidder Name: KidGlov _____

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the renewal period of the contract. These services are not guaranteed and would be used on an as needed basis.

Ongoing Media Production	Optional Renewal 1 (Unit Cost)	Optional Renewal 2 (Unit Cost)	Optional Renewal 3 (Unit Cost)	Optional Renewal 4 (Unit Cost)
Video/Television Production (15-30 seconds of video content)	\$40,000	\$40,000	\$40,000	\$40,000
Video Production (10-15 minutes of video content)	\$45,000	\$45,000	\$45,000	\$45,000
Audio Media Production (15-30 seconds of audio content)	\$4,000	\$4,000	\$4,000	\$4,000
Print Media Production – Print Advertisement	\$3,000	\$3,000	\$3,000	\$3,000
Print Media Production – Direct Mail	\$5,000	\$5,000	\$5,000	\$5,000
Outdoor or Out of Home Media Production	\$4,000	\$4,000	\$4,000	\$4,000
Digital Media and Social Media Production	\$8,000	\$8,000	\$8,000	\$8,000
Other (Please Specify)	\$	\$	\$	\$

6820 Z1 Cost Proposal

Bidder Name: KidGlov _____

Bidder must complete the following cost proposal table. This cost proposal table includes hourly rates for services requested by the Secretary of State's Office outside of the Initial Term of the contract. Hourly rates provided will be fixed for the duration of the contract. These services are not guaranteed and would be used on an as needed basis.

Services	Hourly Rates			
	Optional Renewal 1	Optional Renewal 2	Optional Renewal 3	Optional Renewal 4
Copywriting	\$160	\$160	\$160	\$160
Creative Services	\$160	\$160	\$160	\$160
Graphic Design	\$160	\$160	\$160	\$160
Illustration	\$160	\$160	\$160	\$160
Audio Editing	\$160	\$160	\$160	\$160
Consulting	\$195	\$195	\$195	\$195
Video Still Photography	\$160	\$160	\$160	\$160
Strategic Planning	\$195	\$195	\$195	\$195
Video Motion Graphics	\$160	\$160	\$160	\$160
Video Editing & Scoring	\$160	\$160	\$160	\$160
Video Shooting	\$160	\$160	\$160	\$160
Other (Please specify) Media Engagement	\$175	\$175	\$175	\$175