

Corporate Overview:

NRG Media

2875 Mount Vernon Road SE

Cedar Rapids, IA 52403

319-862-0300

info@nrgmedia.com

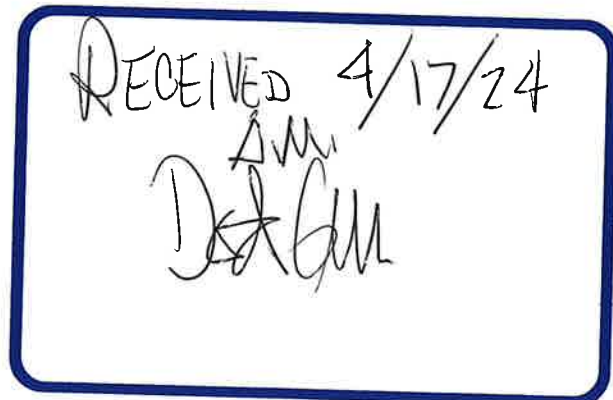
Office Location:

3532 W. Capital Ave

Grand Island, NE 68803

cmartinsen@nrgmedia.com

- No change of company ownership is anticipated currently.
- The only prior direct relationship with the state from this office was with the Nebraska Department of Transportation. Any other radio buys from the state have come from an agency or national level.
- No one at this office has had a previous job with the state.
- We have not had any subcontractors cancel because of lack of performance. The only times we've had cancellations or campaigns cut short are due to lack of budget, or no longer a need for advertising.



Successful Campaigns Completed by NRG Media in Central Nebraska:

Nebraska Department of Transportation

- From January 1, 2023 through March 31, 2023, NRG Media ran a comprehensive multimedia campaign that included radio, streaming television, and targeted geovideo to increase awareness and the downloads of the Nebraska 511 app.
 - \$28,000 over three months for OTT
 - \$1200 for Geovideo
 - Added Value :15 second spots on our four FM stations
- We created the radio spot using our on-air talent, as well as created the streaming television and geovideo ad from the spot, as well as B-roll footage the NDOT had.
- The radio spots reached as far as our radio stations' airwaves go, the streaming television reached most of the state, excluding Lincoln and Omaha because of lack of budget. For the geovideo targeting, we targeted rest stops, gas stations, etc. along major interstates coming into Nebraska from Wyoming, Colorado, and Iowa.
 - With insight from the NDOT on upcoming winter weather, we would turn on and off those fences, depending on the location of where those storms were coming into the state.
 - After a particularly brutal storm on the Nebraska/Iowa border, you could see through re-targeting impressions that most of the travelers entering Nebraska from Iowa, ended up stopping in Omaha and did not travel further into the state, which is exactly what the NDOT wanted.
- Thanks to our marketing efforts in 2023, NDOT had more than double the Nebraska 511 app downloads than the previous year.
- Contact:
 - Ryley Egger
 - 402-479-3648
 - ryley.egger@nebraska.gov

Nebraska State Fair

- We've provided radio and digital marketing to the Nebraska State Fair since June 2021.
- Some of the media channels we've used in the last four years: radio, targeted display, geofencing, streaming television, and recently, Snapchat and Tik Tok.
 - In 2021, we fenced local counties fairs in Nebraska.
 - Also in 2021, we used OTT to target Spanish only devices across the state to bring awareness to the Hispanic concert.
 - For the 2021 campaigns, the NSF submitted their marketing campaign to the International Competition of Fairs and won for "Out of the Box" marketing by implementing digital marketing.
- Total advertising money spent last year ran from August 1, 2023 through August 31, 2023:

NRG Media for State RFP # NPGAP 2024.1

- \$9000 Targeted Display
- \$3000 Pre-Roll video
- \$3000 Geovideo
- \$12,750 Radio
- For 2024, we're projected to receive \$31,000 in digital advertising budget, as well as \$10,000 in radio spend. We've now proven ourselves successful enough to be able to receive all the Nebraska State Fair's digital marketing budget.
- Contact:
 - Jack Sheard, owner of Idea Bank Marketing, who, for the last two years, has placed the media buy for the Nebraska State Fair
 - 402-463-0588
 - jack@ideabankmarketing.com

CNH Industrial

- January 1, 2023 through October 31, 2023. CNH Industrial in Grand Island was referred to us from another campaign we had done for Advance Services. CNH needed to keep their hiring funnel full to keep up with production demand. We launched a multimedia marketing strategy for \$30,000 a month to increase awareness locally, but also garner interest in other states to get potential employees to re-locate to Grand Island. CNH had two levels of jobs they needed, white-collar workers, such as engineers, and blue-collar workers, such as maintenance technicians. We had to adjust our targeting and messaging based on who we were trying to reach. For CNH, we were in 14 different states.
 - \$9000 Radio
 - \$42,000 OTT
 - \$23,950 Geofence
 - \$73,500 Targeted Display
 - \$33,650 Pre-Roll
 - \$68,000 Social Mirroring (Targeted Display ad made to look like a LinkedIn hiring ad since we did not have access to the corporate LinkedIn page)
 - \$14,400 Email
 - \$1400 CentralNebraskaToday.com (Owned & Operated online newspaper)
- They felt they saw an increase in applications, especially from down in Texas where we had targeted the panhandle. They said they kept their hiring funnel full during the duration of the campaign. The only reason that they stopped the campaign was because of a dramatic decrease in the need to hire.
- Contact:
 - Holly Chadwick
 - 308-833-0474
 - Holly.chadwick@cnhind.com

Subcontractors:

Depending on need for website and/or print assistance, we would recruit either Tally Creative of Grand Island or Idea Bank Marketing of Hastings.

Summary of Approach:

While NRG Media was born as a radio station group, we've expanded far beyond with our digital capabilities comparable to any large agency, as well as in-house capabilities to produce audio, videos for streaming television, traditional television, and social media, as well as HTML5 ads for display campaigns. We have the capabilities to handle all digital marketing strategies in-house, as well as radio and website building. Any additional tactics that fit into the budget can be sourced out to area partners, but not without approval from the Nebraska Commission on Problem Gambling.

Courtney Martinsen, Digital Marketing Coordinator, would be the main contact to facilitate marketing campaigns with the Nebraska Commission on Problem Gambling, with help from Brian Cameron, Director of Sales, if need be. I (Courtney) work closely with our vendor, Marketron to build, maintain, and analyze your digital campaigns daily.

The following summary of proposal would be a general idea of a marketing plan since we cannot solidify anything without a proper CNA.

The Multimedia Marketing Plan for NPGAP:

Radio, social media, traditional television, streaming television, and small amounts of print (as budget allows) for general awareness across the state, but specifically in areas with casinos. The Nebraska Commission on Problem Gambling has expressed in the past a need to get their mission recognized by many across the state who do not know they exist, so a branding approach is needed. However, because of the specifics of such a government agency, targeted metrics are also needed. Geofencing/Geovideo campaigns for targeting casinos and/or other areas where gambling occurs. Email campaigns targeting by interest would also help with not only awareness but push them along the conversion funnel. Adding SEM to areas with casinos/gambling opportunities, as well as SEO to add a conversion piece to the marketing funnel.

This multilevel marketing plan with many points of hitting the population is what worked to garner awareness and action for the Nebraska Department of Transportation. Using OTT combined with Geovideo targeting really helped to successfully complete the NDOT's marketing objectives.

We can come up with a plan for the entire year before launch to make sure that there are no surprise expenses. Now, we can plan and adjust throughout the year as need be, with proper approval. By planning out number of creative changes, website fees, etc. at the beginning, we can formulate a plan for marketing dollars, knowing that we can be fluid as needed.

Creatives:

We have done everything from static ads to HTML and GIFs, to fully shot and produced television commercials. We have an in-house photographer/videographer who creates the videos, and a full staff of voice over talents to record audio. See accompanying price sheet for a breakdown of cost. We do tend to eat some of the fees regarding creative we do in house for larger campaigns.

NDOT video:

https://nrgmedia.brandcdn.com/crtv/get_adset/VG5wTmQwNUVTWHBPWnowOQ==/Nebraska-Department-Of-TransportationNDOT-2023-511-Campaign01.01.2023.14.27.16v1

Top Game Industries video:

https://nrgmedia.brandcdn.com/crtv/get_adset/VFdwUmVVMXFZekpPUkZFOQ==/Top-Game-IndustriesTop-Game-Blinds-10.31.2023.18.00.45v1

Axes of Gibbon HTML adset:

https://nrgmedia.brandcdn.com/crtv/get_gallery_adset/VFZSRk1rOVVaM3BPWnowOQ==


(Please reach out if the links to these creatives don't work at cmartinsen@nrgmedia.com)


Analytics/Reporting:

Each of these campaigns comes with monthly analytics meetings to see how the results are going and pivot quickly where need be. We have an analytics dashboard that tells us pacing, completion rates, and click through rates for all digital campaigns. As for success matrixes for general awareness campaigns (radio, tv, etc.), we will be able to measure traffic to the website through Google Analytics.


Constant communication through the bidder is key in a successful marketing campaign. We make sure to constantly touch base to see if you are seeing the marketing efforts pay off on your side and if not, what can we change on the fly to make things better. We only need a day to change campaigns and a few days to make creative changes.

NDOT on the old Pitch platform:





TARGET GEOGRAPHY



TOP LOCATIONS

Location	Impressions	CTR
Pilot Travel Center, South 24th Street,...	18,512	1.45%
Flying J Travel Center, Stagecoach Blvd, Ro...	13,381	1.30%
Love's Travel Stop, Hospital Road, Brus...	1,984	1.97%
Casey's, South Division Street, Stua...	276	1.45%
Rest Area Westbound, Shelby, IA, USA	52	5.77%

OVERVIEW

Impressions:
36,460

Clicks:
497
1.36%


Completions:
11,845
32.49%

Offline Visits:
No Data Available

TOP APPS

App	CTR
Woody Puzzle	1.58%
Jigsaw Puzzles Puzzle Game	4.43%
Musi	1.65%
â†Solitaire	3.65%
Wordscapes	1.97%
Solitaire	5.21%
Hearts+	3.31%
Home Design Makeover	7.29%
Blockscapes Puzzle	8.92%
Word Calm	22.41%

TOP CREATIVE



Impressions

○ 36,460

Completion Rate

● 32.49

January 01, 2023 - March 31, 2023
Nebraska Department Of Transportation | 3 Campaigns

Pinpoint Fiber on the new NXT platform:

Campaign Overview

Impressions

16,755
193,750
 77 days left

Clicks

58

Click Through Rate (CTR)

0.35%

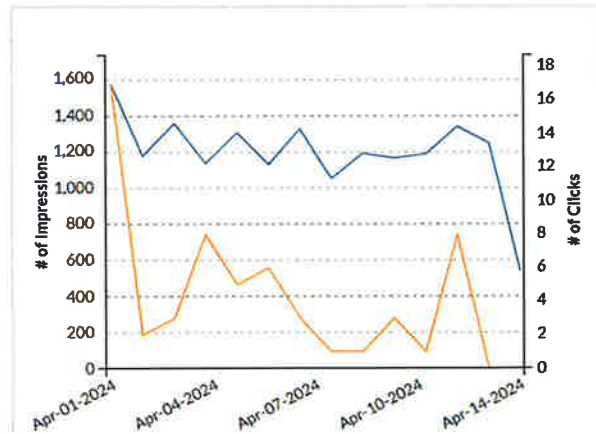
Site Visits

58

Daily Campaign Performance

DATE ↓	IMPRESSIONS	CLICKS	CTR	SITE VISITS
04/14/2024	539	0	0.00%	0
04/13/2024	1,249	0	0.00%	0
04/12/2024	1,341	8	0.60%	8
04/11/2024	1,189	1	0.08%	1
04/10/2024	1,167	3	0.26%	3

Impressions & Clicks



**State of Nebraska Commission on Problem Gambling
REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES**

*NLG
media*

REQUEST FOR PROPOSAL NUMBER	RELEASE DATE
RFP # NPGAP 2024.1	MARCH 15, 2024
OPENING DATE AND TIME	PROCUREMENT CONTACT
APRIL 18, 2024 2:00 p.m. Central Time	DAVID GEIER

**PLEASE READ CAREFULLY!
SCOPE OF SERVICE**

The State of Nebraska (State), through the Nebraska Commission on Problem Gambling (Commission), is issuing this Request for Proposal (RFP) Number NPGAP 2024.1 for the purpose of selecting a qualified Contractor to perform a multi-media marketing services campaign designed to inform the public about the Nebraska Problem Gamblers Assistance Program (NPGAP), educate the public about gambling and addiction to gambling, and motivate those affected by problematic gambling to use the help that NPGAP offers to Nebraskans. A more detailed description can be found in Section V. The resulting contract may not be an exclusive contract as the State reserves the right to contract for the same or similar services from other sources now or in the future.

The term of the contract will begin upon execution of the contract by the State and the Contractor (Parties) through June 30, 2026. The Contract will include the option to renew for two (2) additional periods of two (2) years each upon mutual agreement of the parties. The State reserves the right to extend the period of this contract beyond the termination date when mutually agreeable to the Parties.

If a contract with the awarded bidder is cancelled or if the State needs additional contractors to supply the solicited services, this RFP may be used to procure the solicited services for up to eighteen (18) months from the date the Intent to Award is posted, provided that 1) the solicited goods or services will be provided by a bidder (or a successive owner) who submitted a bid pursuant to this RFP, 2) the bidder's proposal was evaluated, and 3) the bidder will honor the bidder's original proposal, including the proposed cost, allowing for any price increases that would have otherwise been allowed if the bidder would have received the initial award.

ALL INFORMATION PERTINENT TO THIS REQUEST FOR PROPOSAL CAN BE FOUND ON THE INTERNET AT:
<https://das.nebraska.gov/materiel/bidopps.html>

IMPORTANT NOTICE: Pursuant to Neb. Rev. Stat. § 84-602.04, State contracts in effect as of January 1, 2014, and contracts entered into thereafter, must be posted to a public website. The resulting contract, the Request for Proposal, and the awarded bidder's proposal and response will be posted to a public website managed by DAS, which can be found at <http://statecontracts.nebraska.gov> And https://www.nebraska.gov/das/materiel/purchasing/contract_search/index.php.

In addition and in furtherance of the State's public records Statute (Neb. Rev. Stat. § 84-712 et seq.), all proposals or responses received regarding this Request for Proposal will be posted to the State Purchasing Bureau public website.

These postings will include the entire proposal or response. Bidder must request that proprietary information be excluded from the posting. The bidder must identify the proprietary information, mark the proprietary information according to state law, and submit the proprietary information in a separate file named conspicuously as "PROPRIETARY INFORMATION". The bidder should submit a detailed written document showing that the release of the proprietary information would give a business advantage to named business competitor(s) and explain how the named business competitor(s) will gain an actual business advantage by disclosure of information. The mere assertion that information is proprietary or that a speculative business advantage might be gained is not sufficient. (See Attorney General Opinion No. 92068, April 27, 1992). **THE BIDDER MAY NOT ASSERT THAT THE ENTIRE PROPOSAL IS PROPRIETARY. COST PROPOSALS WILL NOT BE CONSIDERED PROPRIETARY AND ARE A PUBLIC RECORD IN THE STATE OF NEBRASKA.** The State will determine, in its sole discretion, if the disclosure of the information designated by the Bidder as proprietary would 1) give advantage to business competitors and 2) serve no public purpose. The Bidder will be notified of the State's decision. Absent a determination by the State that the information may be withheld pursuant to Neb. Rev. Stat. § 84-712.05, the State will consider all information a public record subject to disclosure.

If the State determines it is required to release withheld proprietary information, the bidder will be informed. It will be the bidder's responsibility to defend the bidder's asserted interest in non-disclosure.

To facilitate such public postings, with the exception of proprietary information, the State of Nebraska reserves a royalty-free, nonexclusive, and irrevocable right to copy, reproduce, publish, post to a website, or otherwise use any contract, proposal, or response to this Request for Proposal for any purpose, and to authorize others to use the documents. Any individual or entity awarded a contract, or who submits a proposal or response to this Request for Proposal, specifically waives any copyright or other protection the contract, proposal, or response to the Request for Proposal may have; and acknowledges that they have the ability and authority to enter into such waiver. This reservation and waiver is a prerequisite for submitting a proposal or response to this Request for Proposal, and award of a contract. Failure to agree to the reservation and waiver will result in the proposal or response to the Request for Proposal being found non-responsive and rejected.

Any entity awarded a contract or submitting a proposal or response to the Request for Proposal agrees not to sue, file a claim, or make a demand of any kind, and will indemnify and hold harmless the State and its employees, volunteers, agents,

and its elected and appointed officials from and against any and all 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, sustained or asserted against the State, arising out of, resulting from, or attributable to the posting of the contract or the proposals and responses to the Request for Proposal, awards, and other documents.

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GLOSSARY OF TERMS

Addendum: Something to be added or deleted to an existing document; a supplement.

Agency: Any state agency, board, or commission other than the University of Nebraska, the Nebraska State colleges, the courts, the Legislature, or any other office or agency established by the Constitution of Nebraska.

Agent/Representative: A person authorized to act on behalf of another.

Amend: To alter or change by adding, subtracting, or substituting.

Amendment: A written correction or alteration to a document.

Appropriation: Legislative authorization to expend public funds for a specific purpose. Money set apart for a specific use.

Automated Clearing House: (ACH) Electronic network for financial transactions in the United States

Award: All purchases, leases, or contracts which are based on competitive proposals will be awarded according to the provisions in the Request for Proposal.

Best and Final Offer (BAFO): In a competitive proposal, the final offer submitted which contains the bidder's most favorable terms for price.

Bid Bond: An insurance agreement, accompanied by a monetary commitment, by which a third party (the surety) accepts liability and guarantees that the contractor will not withdraw the bid.

Bidder: A contractor who submits a proposal in response to a written Request for Proposal.

Breach: Violation of a contractual obligation by failing to perform or repudiation of one's own promise.

Business: Any corporation, partnership, individual, sole proprietorship, joint-stock company, joint venture, or any other private legal entity.

Business Day: Any weekday, except State-recognized holidays.

Calendar Day: Every day shown on the calendar including Saturdays, Sundays, and State/Federal holidays.

Cancellation: To call off or revoke a purchase order or contract without expectation of conducting or performing it at a later time.

Change Order: Document that provides an addendum and/or amendments to an executed purchase order or contract.

Collusion: An agreement or cooperation between two or more persons or entities to accomplish a fraudulent, deceitful, or unlawful purpose.

Confidential Information: Unless otherwise defined below, "Confidential Information" shall also mean proprietary trade secrets, academic and scientific research work which is in progress and unpublished, and other information which if released would give advantage to business competitors and serve no public purpose (see Neb. Rev. Stat. § 84-712.05(3)). In accordance with Nebraska Attorney General Opinions 92068 and 97033, proof that information is proprietary requires identification of specific, named competitor(s) who would be advantaged by release of the information and the specific advantage the competitor(s) would receive.

Contract: An agreement between two or more parties creating obligations that are enforceable or otherwise recognizable at law; the writing that sets forth such an agreement.

Contract Administration: The administration of the contract which includes and is not limited to; contract signing, contract amendments and any necessary legal actions.

Contract Award: Occurs upon execution of the State document titled "Service Contract Award" by the proper authority.

Contract Management: The management of day-to-day activities at the agency which includes and is not limited to ensuring deliverables are received, specifications are met, handling meetings and making payments to the Contractor.

Contract Period: The duration of the contract.

Contractor: An individual or entity lawfully conducting business in the State, or licensed to do so, who seeks to provide goods or services under the terms of a written Request for Proposal.

Copyright: A property right in an original work of authorship fixed in any tangible medium of expression, giving the holder the exclusive right to reproduce, adapt and distribute the work.

Customer Service: The process of ensuring customer satisfaction by providing assistance and advice on those products or services provided by the Contractor.

Default: The omission or failure to perform a contractual duty.

Deviation: Any proposed change(s) or alteration(s) to either the terms and conditions or deliverables within the scope of the written Request for Proposal or contract.

Evaluation: The process of examining an offer after opening to determine the bidder's responsibility, responsiveness to requirements, and to ascertain other characteristics of the offer that relate to determination of the successful award.

Evaluation Committee: Individuals selected by the requesting agency for the evaluation of proposals (offers made in response to written Request for Proposals).

Extension: Continuance of a contract for a specified duration upon the agreement of the parties beyond the original Contract Period. Not to be confused with "Renewal Period".

Foreign Corporation: A foreign corporation that was organized and chartered under the laws of another state, government, or country.

Gambling Disorder: The diagnosis described in the Diagnostic and Statistical Manual of the American Psychiatric Association that applies to clients of the Gamblers Assistance Program; also known as Problem Gambling or Gambling Addiction.

Installation Date: The date when the procedures described in "Installation by Contractor" and "Installation by State" as found in the Request for Proposal or contract are completed.

Interested Party: A person, acting in their personal capacity, or an entity entering into a contract or other agreement creating a legal interest therein.

Late Proposal: An offer received after the Opening Date and Time.

Mandatory/Must: Required, compulsory, or obligatory.

May: Discretionary, permitted; used to express possibility.

Must: See Mandatory/Must and Shall/Will/Must.

Non-Responsive Proposal: Any proposal that does not comply with the requirements of the Request for Proposal.

Opening Date and Time: Specified date and time for the public opening of received, labeled, and sealed formal proposals.

Performance Bond: An insurance agreement, accompanied by a monetary commitment, by which a third party (the surety) accepts liability and guarantees that the Contractor fulfills any and all obligations under the contract.

Point of Contact (POC): The person designated to receive communications and to communicate.

Pre-Proposal Conference: A meeting scheduled for the purpose of clarifying a written Request for Proposal and related expectations.

Project: The total scheme, program, or method worked out for the accomplishment of an objective, including all documentation, commodities, and services to be provided under the contract.

Proposal: Bidder's response to a written Request for Proposal.

Proposal Opening: The process of opening correctly submitted offers at the time and place specified in the written Request for Proposal and in the presence of anyone who wished to attend.

Protest/Grievance: A complaint about a governmental action or decision related to a Request for Proposal or resultant contract, brought by a bidder who has submitted a proposal response by the opening date and time in connection with the award in question, to AS Materiel Division or another designated agency with the intention of achieving a remedial result.

Release Date: The date of public release of the written Request for Proposal to seek offers.

Renewal Period: Optional contract periods subsequent to the original Contract Period for a specified duration with previously agreed to terms and conditions. Not to be confused with Extension.

Request for Proposal (RFP): A written solicitation utilized for obtaining competitive offers.

Responsible Contractor: A contractor who has the capability in all respects to perform fully and lawfully all requirements with integrity and reliability to assure good faith performance.

Responsive Bidder: A vendor who has submitted a proposal which conforms to all requirements of the Request for Proposal document.

Shall/Will/Must: An order/command; mandatory.

Should: Expected; suggested, but not necessarily mandatory.

Specifications: The detailed statement, especially of the measurements, quality, materials, and functional characteristics, or other items to be provided under a contract.

Subcontractor: Individual or entity with whom the contractor enters a contract to perform a portion of the work awarded to the contractor.

Termination: Occurs when either Party, pursuant to a power created by agreement or law, puts an end to the contract prior to the stated expiration date. All obligations which are still executory on both sides are discharged but any right based on prior breach or performance survives.

Third Party: Any person or entity, including but not limited to fiduciaries, shareholders, owners, officers, managers, employees, legally disinterested persons, and sub-contractors or agents, and their employees. It shall not include any entity or person who is an interested Party to the contract or agreement.

Trade Secret: Information, including, but not limited to, a drawing, formula, pattern, compilation, program, device, method, technique, code, or process that (a) derives independent economic value, actual or potential, from not being known to, and not being ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and (b) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy (see Neb. Rev. Stat. § 87-502(4)).

Trademark: A word, phrase, logo, or other graphic symbol used by a manufacturer or contractor to distinguish its product from those of others, registered with the U.S. Patent and Trademark Office.

Vendor: An individual or entity lawfully conducting business with the State.

Will: See Mandatory/Shall/Will/Must.

Work Day: See Business Day.

ACRONYM LIST

ACH – Automated Clearing House

BAFO – Best and Final Offer

COI – Certificate of Insurance

DAS – Department of Administrative Services

GAP – Gamblers Assistance Program

NPGAP – Nebraska Problem Gamblers Assistance Program

RFP – Request for Proposal

SPB – State Purchasing Bureau

I. PROCUREMENT PROCEDURE

A. GENERAL INFORMATION

The State of Nebraska (State), through the Nebraska Commission on Problem Gambling (Commission), is issuing this Request for Proposal (RFP) Number NPGAP 2024.1 for the purpose of selecting a qualified Contractor to perform a multi-media marketing services campaign designed to inform the public about the Nebraska Problem Gamblers Assistance Program (NPGAP), educate the public about gambling and addiction to gambling, and motivate those affected by problematic gambling to use the help that NPGAP offers to Nebraskans. Terms and Conditions, Project Description and Scope of Work, Proposal instructions, and Cost Proposal Requirements may be found in Sections II through VI.

Proposals shall conform to all instructions, conditions, and requirements included in the Request for Proposal. Prospective bidders are expected to carefully examine all documents, schedules, and requirements in this Request for Proposal, and respond to each requirement in the format prescribed. Proposals may be found non-responsive if they do not conform to the Request for Proposal.

B. PROCURING OFFICE AND COMMUNICATION WITH STATE STAFF AND EVALUATORS

Procurement responsibilities related to this Request for Proposal reside with Nebraska Commission on Problem Gambling, Gamblers Assistance Program. The point of contact (POC) for the procurement is as follows:

RFP Number: NPGAP2024.1
Name: David Geier
Agency: Commission on Problem Gambling
Address: 700 South 16th Street
Lincoln, NE 68508
Telephone: 402-471-4450
E-Mail: david.geier@nebraska.gov

From the date the Request for Proposal is issued until the Intent to Award is issued, communication from the bidder is limited to the POC listed above. After the Intent to Award is issued, the bidder may communicate with individuals the State has designated as responsible for negotiating the contract on behalf of the State. No member of the State Government, employee of the State, or member of the Evaluation Committee is empowered to make binding statements regarding this Request for Proposal. The POC will issue any answers, clarifications, or amendments regarding this Request for Proposal in writing. Only the SPB or awarding agency can award a contract. Bidders shall not have any communication with or attempt to communicate or influence any evaluator involved in this Request for Proposal.

The following exceptions to these restrictions are permitted:

1. Contact made pursuant to pre-existing contracts or obligations;
2. Contact required by the schedule of events or an event scheduled later by the RFP POC; and
3. Contact required for negotiation and execution of the final contract.

The State reserves the right to reject a bidder's proposal, withdraw an Intent to Award, or terminate a contract if the State determines there has been a violation of these procurement procedures.

C. SCHEDULE OF EVENTS

The State expects to adhere to the procurement schedule shown on the following page, but all dates are approximate and subject to change.

Schedule of Events		
ACTIVITY		DATE/TIME
1.	Release RFP	March 15, 2024
2.	Last day to submit written questions by email addressed to david.geier@nebraska.gov , or in writing addressed to David Geier, Nebraska Gamblers Assistance Program, 700 South 16, Lincoln NE 68508, as specified in Section I.D.	March 22, 2024
3.	State responds to written questions through RFP "Addendum" and/or "Amendment" to be posted to the Internet at: https://problemgambling.nebraska.gov and/or http://das.nebraska.gov/materiel/bidopps.html	March 27, 2024
4.	Proposal Opening PROPOSALS WILL BE OPENED IN PUBLIC AT THE OFFICE OF THE GAMBLERS ASSISTANCE PROGRAM, 700 SOUTH 16, LINCOLN, NEBRASKA, AT 2:00 P.M. CENTRAL TIME. ALL PROPOSALS MUST BE SUBMITTED IN HARD COPY RECEIVED AT THE OFFICE OF THE GAMBLERS ASSISTANCE PROGRAM, 700 SOUTH 16, LINCOLN NE 68508 NO LATER THAN 2:00 P.M. ON APRIL 18, 2024. PROPOSALS RECEIVED AFTER THIS TIME AND DATE WILL BE CONSIDERED NON-RESPONSIVE AND WILL NOT BE CONSIDERED.	April 18, 2024 2:00 PM Central Time
5.	Review for conformance to RFP requirements	April 19, 2024
6.	Evaluation period	April 22-May 6, 2024
7.	Oral Interviews/Presentations (if required)	TBD
8.	Approval by Commission on Problem Gambling	May 10, 2024
9.	Post "Notification of Intent to Award" to Internet at: https://problemgambling.nebraska.gov and/or https://das.nebraska.gov/materiel/bidopps.html	May 10, 2024
10.	Contract finalization period	May 13 - May 31, 2024
11.	Contract award	June 3, 2024
12.	Contractor start date	July 1, 2024

D. WRITTEN QUESTIONS AND ANSWERS

Questions regarding the meaning or interpretation of any Request for Proposal provision must be submitted in writing to David Geier at david.geier@nebraska.gov and clearly marked "RFP Number NPGAP2024.1; multi-media marketing service Questions". The POC is not obligated to respond to questions that are received late per the Schedule of Events.

Bidders should present, as questions, any assumptions upon which the bidder's proposal is or might be developed. Any proposal containing assumptions may be deemed non-responsive. Non-responsive proposals may be rejected by the State. Proposals will be evaluated without consideration of any known or unknown assumptions of a bidder. The contract will not incorporate any known or unknown assumptions of a bidder.

It is preferred that questions be sent via e-mail to David Geier at david.geier@nebraska.gov, but may be delivered by hand or by U.S. Mail. It is recommended that Contractors submit questions using the following format:

RFP Section Reference	RFP Page Number	Question

Written answers will be posted at <https://das.nebraska.gov/materiel/bidopps.html> and at <https://problemgambling.nebraska.gov> per the Schedule of Events.

E. SECRETARY OF STATE/TAX COMMISSIONER REGISTRATION REQUIREMENTS

All bidders must be authorized to transact business in the State of Nebraska and comply with all Nebraska Secretary of State Registration requirements. The bidder who is the recipient of an Intent to Award may be required to certify that it has complied and produce a true and exact copy of its current (within ninety (90) calendar days of the intent to award) Certificate or Letter of Good Standing, or in the case of a sole proprietorship, provide written documentation of sole proprietorship and 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> This should be accomplished prior to execution of the contract.

F. ETHICS IN PUBLIC CONTRACTING

The State reserves the right to reject proposals, withdraw an intent to award or award, or terminate a contract if an ethical violation has been committed, which includes, but is not limited to:

1. Offering or giving, directly or indirectly, a bribe, fee, commission, compensation, gift, gratuity, or anything of value to any person or entity in an attempt to influence the bidding process;
2. Utilizing the services of lobbyists, attorneys, political activists, or consultants to influence or subvert the bidding process;
3. Being considered for, presently being, or becoming debarred, suspended, ineligible, or excluded from contracting with any state or federal entity;
4. Submitting a proposal on behalf of another Party or entity; and
5. Colluding with any person or entity to influence the bidding process, submit sham proposals, preclude bidding, fix pricing or costs, create an unfair advantage, subvert the proposal, or prejudice the State.

The bidder shall include this clause in any subcontract entered into for the exclusive purpose of performing this contract.

Bidder shall have an affirmative duty to report any violations of this clause by the bidder throughout the bidding process and throughout the term of this contract for the awarded bidder and their subcontractors.

G. DEVIATIONS FROM THE REQUEST FOR PROPOSAL

The requirements contained in the Request for Proposal (Sections II thru VI) become a part of the terms and conditions of the contract resulting from this Request for Proposal. Any deviations from the Request for Proposal in Sections II thru VI must be clearly defined by the bidder in its proposal and, if accepted by the State, will become part of the contract. Any specifically defined deviations must not be in conflict with the basic nature of the Request for Proposal, requirements, or applicable state or federal laws or statutes. "Deviation", for the purposes of this Request for Proposal, means any proposed changes or alterations to either the contractual language or deliverables within the scope of this Request for Proposal. The State discourages deviations and reserves the right to reject proposed deviations.

H. PRICES & COST CLARIFICATION

Discount and Price provisions are discussed in Sections II.E and II.F. The State reserves the right to review all aspects of cost for reasonableness and to request clarification of any proposal where the cost component indicates a significant and unsupported deviation from industry standards or in areas where detailed pricing is required.

I. SUBMISSION OF PROPOSALS

Bidders should submit one proposal marked on the first page: "ORIGINAL". If multiple proposals are submitted, the State will retain one copy marked "ORIGINAL" and destroy the other copies. The Bidder is solely responsible for any variance between the copies submitted. Proposal responses should include the completed Form A, "Bidder Proposal Point of Contact". Proposals must reference the RFP number and be sent to the specified address. Please note that the address label should appear as specified in Section I.B. on the face of each container or contractor's proposal response packet. If a recipient phone number is required for delivery purposes, 402-471-4450 should be used. The RFP number should be included in all correspondence. The State will not furnish packaging and sealing materials. It is the bidder's responsibility to ensure the RFP is received in a sealed envelope or container and submitted by the date and time indicated in the Schedule of Events. Sealed proposals must be received in the State Purchasing Bureau by the date and time of the proposal opening per the Schedule of Events. No late proposals will be accepted.

The Request for Proposal form must be manually signed in an indelible manner and returned by the proposal opening date and time along with the contractor's Request for Proposal along with any other requirements as stated in the Request for Proposal document in order for the bidder's Request for Proposal response to be evaluated.

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

Emphasis should be concentrated on conformance to the solicitation instructions, responsiveness to requirements, completeness, and clarity of content. If the bidder's proposal is presented in such a fashion that makes evaluation difficult or overly time consuming the State reserves the right to reject the proposal as non-conforming.

By signing the "Request for Proposal for Contractual Services" form, the bidder guarantees compliance with the provisions stated in this solicitation.

The State shall not incur any liability for any costs incurred by bidders in replying to this RFP, in the demonstrations and/or oral presentations, or in any other activity related to bidding on this solicitation.

The Bidder's Proposal for Performing the Work and Cost Proposal should be presented in separate sections (loose-leaf binders are preferred) on standard 8 1/2" x 11" paper, except that charts, diagrams and the like may be on fold-outs which, when folded, fit into the 8 1/2" by 11" format. Pages may be consecutively numbered for the entire proposal or may be numbered consecutively within sections. Figures and tables should be numbered consecutively within sections. Figures and tables should be numbered and referenced in the text by that number. They should be placed as close as possible to the referencing text.

J. PROPOSAL PREPARATION COSTS

The State shall not incur any liability for any costs incurred by bidder's in replying to this Request for Proposal, including any activity related to bidding on this Request for Proposal.

K. FAILURE TO COMPLY WITH REQUEST FOR PROPOSAL

Violation of the terms and conditions contained in this Request for Proposal or any resultant contract, at any time before or after the award, shall be grounds for action by the State which may include, but is not limited to, the following:

1. Rejection of a bidder's proposal,
2. Withdrawal of the Intent to Award,
3. Withdrawal of the Award,
4. Negative documentation regarding Vendor Performance,
5. Termination of the resulting contract,
6. Legal action; and
7. Suspension of the bidder from further bidding with the State for the period of time relative to the seriousness of the violation. Such period to be within the sole discretion of the State.

L. PROPOSAL CORRECTIONS

A Bidder may correct a mistake in a proposal prior to the time of opening by giving written notice to the State of intent to withdraw the proposal for modification or to withdraw the proposal completely. Changing a proposal after opening may be permitted if the change is made to correct a minor error that does not affect price, quantity, quality, delivery, or contractual conditions. In case of a mathematical error in extension of price, unit price shall govern.

M. LATE PROPOSALS

Proposals received after the time and date of the proposal opening will be considered late proposals. Late proposals will be considered non-responsive. The State is not responsible for proposals that are late or lost regardless of cause or fault.

N. PROPOSAL OPENING

The opening of proposals will be public and the bidders will be announced. Proposals **WILL NOT** be available for viewing by those present at the proposal opening. Proposals will be posted to the State Purchasing Bureau website once an Intent to Award has been posted to the website. Once proposals are opened, they become the property of the State of Nebraska and will not be returned.

O. REQUEST FOR PROPOSAL/PROPOSAL REQUIREMENTS

The proposals will first be examined to determine if all requirements listed below have been addressed and whether further evaluation is warranted. Proposals not meeting the requirements may be rejected as non-responsive. The requirements are:

1. Original Request for Proposal for Contractual Services form signed manually in ink
2. Clarity and responsiveness of the proposal;
3. Completed Corporate Overview;
4. Completed Sections II thru VI;
5. Completed Bidder's Proposal for Performing the Work; and
6. Completed Cost Proposal.

P. EVALUATION COMMITTEE

Proposals are evaluated by members of an Evaluation Committee. The Evaluation Committee will consist of individuals selected at the discretion of the State. Names of the members of the Evaluation Committee will not be published prior to the intent to award.

Any contact, attempted contact, or attempt to influence an evaluator that is involved with this Request for Proposal may result in the rejection of this proposal and further administrative actions.

Q. EVALUATION OF PROPOSALS

All proposals that are responsive to the Request for Proposal will be evaluated. Each evaluation category will have a maximum point potential. The State will conduct a fair, impartial, and comprehensive evaluation of all proposals in accordance with the criteria set forth below. Areas that will be addressed and scored during the evaluation include:

1. Corporate Overview may include, but is not limited to:
 - a. the ability, capacity, and skill of the bidder to deliver and implement the system or project that meets the requirements of the Request for Proposal;
 - b. the character, integrity, reputation, judgment, experience, and efficiency of the bidder;
 - c. whether the bidder can perform the contract within the specified time frame;
 - d. the bidder's historical or current performance; and
 - e. such other information that may be secured and that has a bearing on the decision to award the contract.

In evaluating the corporate overview, the State may consider, past experiences with the vendor, references, the State's record of the vendor which may include, but is not limited to Vendor Performance Notices, Vendor Improvement Requests, vendor performance reports, and any information related to the vendor's historical or current character, integrity, reputation, capability, or performance with the State or a third-party.

2. Bidder's Proposal for Performing the Work; and,
3. Cost Proposal.

Neb. Rev. Stat. § 73-107 allows for a preference for a resident disabled veteran or business located in a designated enterprise zone. When a state contract is to be awarded to the lowest responsible bidder, a resident disabled veteran or a business located in a designated enterprise zone under the Enterprise Zone Act shall be allowed a preference over any other resident or nonresident bidder, if all other factors are equal.

Resident disabled veterans means any person (a) who resides in the State of Nebraska, who served in the United States Armed Forces, including any reserve component or the National Guard, who was discharged or otherwise separated with a characterization of honorable or general (under honorable conditions), and who possesses a disability rating letter issued by the United States Department of Veterans Affairs establishing a service-connected disability or a disability determination from the United States Department of Defense and (b)(i) who owns and controls a business or, in the case of a publicly owned business, more

than fifty percent of the stock is owned by one or more persons described in (a) of this paragraph and (ii) the management and daily business operations of the business are controlled by one or more persons described in (a) of this paragraph. Any contract entered into without compliance with this section shall be null and void.

Therefore, if a resident disabled veteran or business located in a designated enterprise zone submits a proposal in accordance with Neb. Rev. Stat. § 73-107 and has so indicated on the Request for Proposal cover page under "Contractor must complete the following" requesting priority/preference to be considered in the award of this contract, the following will need to be submitted by the contractor within ten (10) business days of request:

1. Documentation from the United States Armed Forces confirming service,
2. Documentation of discharge or otherwise separated characterization of honorable or general (under honorable conditions),
3. Disability rating letter issued by the United States Department of Veterans Affairs establishing a service-connected disability or a disability determination from the United States Department of Defense; and
4. Documentation which shows ownership and control of a business or, in the case of a publicly owned business, more than fifty percent of the stock is owned by one or more persons described in subdivision (a) of this subsection; and the management and daily business operations of the business are controlled by one or more persons described in subdivision (a) of this subsection.

Failure to submit the requested documentation within ten (10) business days of notice will disqualify the bidder from consideration of the preference.

R. ORAL INTERVIEWS/PRESENTATIONS AND/OR DEMONSTRATIONS

The State may determine after the completion of the evaluation of the bidder's proposal for performing the work and cost proposal that oral interviews/presentations and/or demonstrations are required. Every bidder may not be given an opportunity to interview/present and/or give demonstrations; the State reserves the right, in its discretion, to select only the top scoring bidders to present/give oral interviews. The scores from the oral interviews/presentations and/or demonstrations will be added to the scores from the proposal for performing the work and the cost proposal. The presentation process will allow the bidders to demonstrate their proposal offering, explaining and/or clarifying any unusual or significant elements related to their proposals. Bidders' key personnel, identified in their proposal, may be requested to participate in a structured interview to determine their understanding of the requirements of this proposal, their authority and reporting relationships within their firm, and their management style and philosophy. Only representatives of the State and the presenting bidder will be permitted to attend the oral interviews/presentations and/or demonstrations. A written copy or summary of the presentation, and demonstrative information (such as briefing charts, et cetera) may be offered by the bidder, but the State reserves the right to refuse or not consider the offered materials. Bidders shall not be allowed to alter or amend their proposals.

Once the oral interviews/presentations and/or demonstrations have been completed, the State reserves the right to make an award without any further discussion with the bidders regarding the proposals received.

Any cost incidental to the oral interviews/presentations and/or demonstrations shall be borne entirely by the bidder and will not be compensated by the State.

S. BEST AND FINAL OFFER

Each bidder should provide its best offer with their original proposal response and should not expect the State to request a best and final offer (BAFO).

The State reserves the right to conduct more than one BAFO or to not offer every bidder an opportunity to submit a BAFO. If requested by the State, the BAFO must be submitted on the BAFO Cost Proposal form and in accordance with the State's instructions. Failure to submit a requested BAFO or failure to submit a BAFO in accordance with the State's instructions may result in rejection of the bidder's entire proposal response. BAFOs may be scored and ranked by the Evaluation Committee.

T. REFERENCE AND CREDIT CHECKS

The State reserves the right to conduct and consider reference and credit checks. The State reserves the right to use third parties to conduct reference and credit checks. By submitting a proposal in response to this Request for Proposal, the bidder grants to the State the right to contact or arrange a visit in person with any or all of the bidder's clients. Reference and credit checks may be grounds to reject a proposal, withdraw an intent to award, or rescind the award of a contract.

U. AWARD

The State reserves the right to evaluate proposals and award contracts in a manner utilizing criteria selected at the State's discretion and in the State's best interest. After evaluation of the proposals, or at any point in the Request for Proposal process, the State of Nebraska may take one or more of the following actions:

1. Amend the Request for Proposal,
2. Extend the time of or establish a new proposal opening time,
3. Waive deviations or errors in the State's Request for Proposal process and in bidder proposals that are not material, do not compromise the Request for Proposal process or a bidder's proposal, and do not improve a bidder's competitive position,
4. Accept or reject a portion of or all of a proposal,
5. Accept or reject all proposals,
6. Withdraw the Request for Proposal;
7. Elect to rebid the Request for Proposal;
8. Award single lines or multiple lines to one or more bidders; or,
9. Award one or more all-inclusive contracts.

The Request for Proposal does not commit the State to award a contract. Once intent to award decision has been determined, it will be posted to the Internet at:

<https://das.nebraska.gov/materiel/bidopps.html>

Any protests must be filed by a bidder within ten (10) business days after the intent to award decision is posted to the Internet. Grievance and protest procedure is available on the Internet at:

https://das.nebraska.gov/materiel/docs/pdf/ProtestGrievanceWithGuidance_08042021.pdf

V. REJECTION OF PROPOSALS

The State reserves the right to reject any or all proposals, wholly or in part, in the best interest of the State.

W. RESIDENT BIDDER

Pursuant to Neb. Rev. Stat. §§ 73-101.01 & 73-101.02, a Resident Bidder shall be allowed a preference against a Non-resident Bidder from a state which gives or requires a preference to Bidders from that state. The preference shall be equal to the preference given or required by the state of the Nonresident Bidders. Where the lowest responsible bid from a resident Bidder is equal in all respects to one from a nonresident Bidder from a state which has no preference law, the resident Bidder shall be awarded the contract. The provision of this preference shall not apply to any contract for any project upon which federal funds would be withheld because of the provisions of this preference.

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:
			

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 that are accepted by the State.

Unless otherwise explicitly and 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:
			

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.

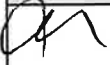
The Parties must comply with all applicable local, state, and federal laws, ordinances, rules, orders, and regulations.

E. DISCOUNTS

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

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:
			


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.

Prices submitted on the cost proposal form shall remain fixed for the initial term of the contract. Requests for an increase must be submitted in writing to the Problem Gamblers Assistance Program a minimum of 120 days prior to the end of the current contract period. Documentation may be required by the State to support the price increase.

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 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:
			

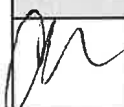
The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

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:
			

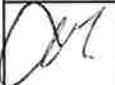
The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the Request for Proposal. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, 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 NPGAP

J. RECORD OF VENDOR PERFORMANCE


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

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

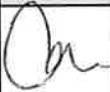
If Contractor is failing to meet the Scope of Work, in whole or in part, the State may require the Contractor to complete a corrective action plan ("CAP"). The State will identify issues with the Contractor's performance and will set a deadline for the CAP to be provided. The Contractor must provide 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:
			

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:
			

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.

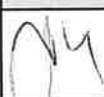
The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

N. NON-WAIVER OF BREACH

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


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:
			

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:
			

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. ASSIGNMENT, SALE, OR MERGER


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

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.

R. FORCE MAJEURE

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

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.

S. CONFIDENTIALITY

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

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.

T. EARLY TERMINATION

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

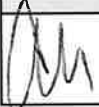
The contract may be terminated as follows:

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.

U. CONTRACT CLOSEOUT

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

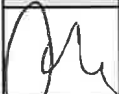
Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

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

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

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

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

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 at any time during the term of the contract, the subcontractor's level of effort, tasks, terms of compensation including any discounts, fees or commissions, and time allocation shall be clearly defined and itemized in the bidder's proposal or in any later proposal for authorization to utilize a subcontractor. The Contractor shall agree that it will not utilize any subcontractors 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, subcontractor or employee of Contractor or a subcontractor.

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:
AM			

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:
AM			

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:
<i>A</i>			

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:
<i>On</i>			

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:
<i>A</i>			

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

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

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

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within one (1) year of termination or expiration of the contract, the contractor shall obtain an extended discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and two (2) 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, subcontractors, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

REQUIRED INSURANCE COVERAGE	
COMMERCIAL GENERAL LIABILITY	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises (Fire)	\$300,000 each occurrence
Contractual	Included
XCU Liability (Explosion, Collapse, and Underground Damage)	Included
Independent Contractors	Included
Abuse & Molestation	Included
<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
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:

Nebraska Gamblers Assistance Program
RFP # NPGAP2024.1
Email: david.geier@nebraska.gov
Attention: David Geier

Nebraska Gamblers Assistance Program
700 South 16
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:
			

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:
			

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. ADVERTISING

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

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.


K. 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.K.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.

L. DISASTER RECOVERY/BACK UP PLAN

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


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.

M. DRUG POLICY

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

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.

N. WARRANTY

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

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.

O. 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:
<i>AM</i>			

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 and shall include an itemized list of the service describing the type of service, date of the service, names or job titles of the individuals providing the service, amount of time spent on the service, billing rate for the service, itemized list of any expense for which reimbursement is requested. If reimbursement for any subcontracted service is requested, the invoice shall include the same itemization for the subcontracted service. 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:
<i>AM</i>			

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

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:
			

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 3% (three percent) 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.

V. PROJECT DESCRIPTION AND SCOPE OF WORK

The response to this solicitation should demonstrate the ability to perform the following project.

A. PROJECT OVERVIEW

The Nebraska Commission on Problem Gambling (Commission) is seeking proposals to enter a contract with an experienced, qualified, full-service advertising agency to create and implement a statewide multi-media marketing, branding and advertising campaign.

The campaign should be designed to inform the public about the Nebraska Gamblers Assistance Program (GAP), educate the public about gambling and addiction to gambling, and motivate those affected by problematic gambling to use the help that GAP offers.

The GAP annual budget is established by the Commission each year in May. Budgets are based on projections of available funding and appropriations by the Nebraska Legislature. In fiscal year 2022-23 the budget for the GAP multi-media marketing and advertising campaign was \$367,360; in fiscal year 2023-24 the budget was \$481,800. Budgets for the multi-media campaigns in prior years have been adjusted mid-year by agreement with the vendor as gambling evolves and funding allows. The current projected budget for this activity for fiscal year 2024-25 is \$400,000 - \$500,000. The final budget will be established by the Commission at its meeting in May. All of the NPGAP budgets can be difficult to predict as they are subject to revenue derived from legal gambling, unknown events and legislative prerogatives.

The Commission on Problem Gambling is a State of Nebraska agency that performs the obligations enacted by the Nebraska Legislature in Sections 9-1001 to 9-1007, Nebraska Revised Statutes. The Commission complies with the requirements of the Nebraska Public Records Act and Open Meetings Act. All contractual obligations of the Commission are entered in conformity with Nebraska law.

B. PROJECT ENVIRONMENT

Awarded bidder will work under the direct supervision of the GAP marketing director (Staff). Final approval of all work and deliverables are subject to the GAP Director review. Awarded bidder should be available to meet and consult with Staff either in person at the GAP office in Lincoln, the Contractor's office, or electronically on occasions by prior arrangement.

GAP does not provide physical office space, equipment, materials or supplies. Awarded bidder will be expected to communicate electronically using hardware and software compatible with State of Nebraska systems. Contractor will assure that all electronic communication with the Director and Staff will be secure against hacking, phishing or other intrusion attempts.

C. SCOPE OF WORK

The awarded bidder will be responsible for all actions necessary to bring the statewide multi-media campaign from conception, through execution and completion. Actions include but are not limited to, developing creative content for ads and the NPGAP website, media ad purchases, videography, writing, editing videos, background music, closed captioning and simple animations, website hosting, website design and optimization, digital and social ads, print and broadcast content development.

Following are the components of the project:

1. Media Planning

a. Strategic Planning and Market Research:

- i. Complete market research and analysis to identify how best to approach gambling addicts at every phase of their addiction: precontemplation, contemplation, action, recovery, and relapse in recovery to raise awareness about gambling addiction and Program services that are free and confidential to Nebraskans and their family members.
- ii. Interpret and apply research to develop a plan and strategy, using innovative media and channel strategies and tactics that are effective, efficient, and take advantage of the media landscape to reach Nebraska's gambling public. The Strategic Marketing Plan must include

but not be limited to recommendations on design, branding, messaging, media types, media platforms, number and type of media buys and possible advantages of public events. The Plan must address specific targeted marketing nearest gambling outlets, Program provider locations and other desirable and identified target markets throughout Nebraska.

- b. Design of Public Awareness Campaign and Branding**
 - i. Design and develop cohesive, innovative branding, including finalization of the visual look and feel of all media and educational materials to be used to obtain maximum impact throughout Nebraska.
- c. Website**
 - i. Design and develop website formats and contents, including optimization, ongoing content management with messages, images and other content that reflects and promotes the objectives of the Nebraska GAP.

2. Media Production

Media production includes, but is not limited to, development of creative content, graphic design, directing/shooting/recording ad videos, arranging for talent/animation, narration, music and sound effects, stock and live photography, duplication, distribution, video scoring and editing, recording on location, live shows or events as needed, and content to be incorporated into the GAP website.

The awarded bidder should do the following:

- a.** Produce creative media products that result in messaging about gambling addiction, risks of developing a gambling addiction, ambivalence about a gambling addiction, denial of a gambling addiction, recovery from a gambling addiction, what constitutes a gambling addiction, why gambling addiction is difficult to diagnose and treat, to name a few, and to make the products relevant, informative, persuasive, and consistent with the Strategic Marketing Plan and branding, which may include but not be limited to the following:
 - i.** Print Media Production
 - ii.** Video Media Production
 - iii.** Audio Media Production
 - iv.** Digital Media and Social Media Production
- b.** Create messaging that is consistent, recognizable, informative, understandable, persuasive and memorable to Nebraska's population of gamblers and non-gamblers.
- c.** Professionally produce audio and video productions that target NPGAP's primary target markets near gambling outlets and provider locations, major cities and major arteries.
- d.** Provide for editorial services and copywriting; fact checking, proofreading, and editing of collateral materials with oversight of Staff.
- e.** Coordinate with Staff on content.
- f.** Develop media that is compatible with the NPGAP's website and software requirements. NPGAP's website currently uses the Statamic platform and accepts common file types.
- g.** Tag all advertisements to include the website address, phone number and text number of the Helpline specialist, and any other information as needed by the NPGAP.
- h.** Provide a branding toolkit to the NPGAP provided in a format that allows the NPGAP's independent use on brochures, training manuals, newspapers, letterhead, fact sheets, postcards, direct mailers, billboards, booths, and other media as determined by NPGAP. Additionally, the NPGAP may expand use of the branding to other divisions or projects of the NPGAP as needed.

3. Media Buys

- a.** Schedule and buy media placements on a variety of media platforms consistent with the Strategic Marketing Plan for all media produced and approved by the NPGAP.
- b.** Negotiate on the most favorable rates, position/placement, and space for all media.

- c. Verify costs and secure placement of all media and take necessary actions to resolve any issues.
- d. Effectively implement the Strategic Marketing Plan on a timely basis, within allocated budgets.
- e. Have the financial capacity to contract and purchase media buys for the NPGAP. Media services will include advertising purchasing among many forms of media, social media, and other forms of paid messaging. The Contractor must identify the process for placing media and evaluating advertising performance.

4. Account Services and Management

- a. Perform daily account service through a senior-level account team leader and support staff that provides ongoing communication, monthly and quarterly reports, status updates, estimates and budget updates.
- b. Prepare and participate in, after new ad drop, meetings with Staff to analyze the effectiveness and metrics of the campaign.
- c. Collaborate and coordinate with the Staff on a regular basis, coordinating and scheduling meetings as requested by the Staff.
- d. Complete other activities deemed necessary by the Staff in meeting the Program goals.
- e. Refine and develop the Strategic Marketing Plan as appropriate through the initial term and any optional renewal period. The NPGAP reserves the right to modify the media mix and distribution during all terms.

5. Media Planning, Production and Buys Outside of Initial Term of Contract

Provide media planning, media production, or media buys upon request by the Staff during any optional renewal periods executed by the parties.

D. PROJECT REQUIREMENTS

The delivery dates in the following are proposed. Bidder may propose alternative completion dates. NPGAP has an established statewide campaign and prefers to continue with minimal disruption. Final plans and delivery dates will be determined by the NPGAP Staff.

1. The Marketing Plan.

Contractor should present comprehensive plan to Staff no later than July 31, 2024, unless otherwise approved in writing by Staff, and no later than May 1 of future contract years, unless otherwise approved in writing by Staff. The plan should describe Contractor's proposed marketing strategy for the contract year explaining how the plan is expected to promote GAP's objectives. The proposal should demonstrate Contractor's understanding of gambling and gambling disorder. The plan should include the Contractor's recommended media, methods of execution, creative proposals and other elements that Contractor proposes to implement during the year.

2. The Marketing Budget.

The budget shall itemize proposed expenditures each month of the fiscal year, including media buys by media type, creative development, production costs and other proposed expenditures. Third-party expenses for which Contractor expects to be reimbursed shall be itemized. The first-year budget should be presented to Staff no later than July 31, 2024, or on a date approved in writing by Staff. Budgets for future fiscal years shall be presented to Staff no later than May 1 of future contracted years.

3. The Creative Proposals.

By August 31, 2024, or such other date as approved in writing by Staff, Contractor shall deliver to Staff its proposed creative concepts including images, scripts, animations, video, print layouts, story boards, art and other creative plans.

4. Website Content.

By August 31, 2024, or such other date as approved in writing by Staff, Contractor shall deliver to Staff its proposed changes or modifications to the GAP website to improve its appeal to the public and optimize its functions.

5. Reporting and collaboration.

Contractor shall report to Staff monthly on contract performance and campaign expenditures in a form at to be determined upon agreement with Staff. Quarterly reports to the Commission shall summarize campaign activities during the quarter and year-to-date, presented in a form that is acceptable to Staff. In-person quarterly reports to the Commission may be required as determined by Staff.

6. Submission for approval.

All fully completed campaign activities require GAP Staff approval in writing before execution or public release.

E. BUSINESS REQUIREMENTS

The Bidder should demonstrate the ability to perform the contract requirements, including maintaining appropriate staffing, and to perform the services as requested. Awarded bidder will be expected to be or become familiar with the subject matter focus of the Program, including gambling, addiction to gambling, psychotherapy and other forms of counseling for addictions.

The Bidder should have experience with website creation and content management, market research, development of marketing strategies, commercial art and graphic design, development and placement of a variety of media, including but not limited to, print, broadcast, digital and social, along with targeting media placement.

Bidder should have experience with public education campaigns, conducting in-person interviews and designing education materials that have high impact.

All intellectual property, concepts, slogans, plans, or other work submitted or developed by the Bidder for the Commission during the term of the contract, whether or not used, and any and all layouts, copy, artwork, content, and other tangible or electronic/digital material which the Bidder prepares for the Commission or purchases for the Commission as part of the campaign are works made for hire, and property of the Commission exclusively. The Commission must have direct access and editing capabilities of all such work.

The bidder is financially responsible for all costs associated with software security, updates or renewals to website platforms.

F. PROJECT PLANNING AND MANAGEMENT

The awarded bidder will meet with Staff upon execution of the contract to develop plans for performing the work including timetables, formats for invoices and reports, and other matters as necessary. Planning and management will be a continuing process for the duration of the contract as gambling in Nebraska and GAP needs evolve.

The awarded bidder will work closely with Staff to identify and refine audiences, messaging, implementation and distribution of marketing materials.

VI. PROPOSAL INSTRUCTIONS

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

Proposals are due by the date and time shown in the Schedule of Events. Content requirements for the bidder's proposal are presented separately in the following subdivisions:

A. PROPOSAL SUBMISSION

1. CORPORATE OVERVIEW

The Corporate Overview section of the bidder's proposal should consist of the following subdivisions:

a. BIDDER IDENTIFICATION AND INFORMATION

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

b. FINANCIAL STATEMENTS

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

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

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

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

c. CHANGE OF OWNERSHIP

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

d. OFFICE LOCATION

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

e. RELATIONSHIPS WITH THE STATE

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

f. BIDDER'S EMPLOYEE RELATIONS TO STATE

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

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

g. CONTRACT PERFORMANCE

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

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

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

h. SUMMARY OF BIDDER'S CORPORATE EXPERIENCE

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

The bidder should address the following:

i. Provide narrative descriptions to highlight the similarities between the bidder's experience and this Request for Proposal. These descriptions should include:

- a) The time period of the project,
- b) The scheduled and actual completion dates,
- c) The bidder's responsibilities,
- d) For reference purposes, a customer name (including the name of a contact person, a current telephone number, a facsimile number, and e-mail address); and
- e) Each project description should identify whether the work was performed as the prime Contractor or as a subcontractor. If a bidder performed as the prime Contractor, the description should provide the originally scheduled completion date and budget, as well as the actual (or currently planned) completion date and actual (or currently planned) budget.

ii. Bidder and Subcontractor(s) experience should be listed separately. Narrative descriptions submitted for Subcontractors should be specifically identified as subcontractor projects.

iii. If the work was performed as a subcontractor, the narrative description should identify the same information as requested for the bidders above. In addition, subcontractors should identify what share of contract costs, project responsibilities, and time period were performed as a subcontractor.

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

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

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

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

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

j. SUBCONTRACTORS

If the bidder intends to subcontract any part of its performance hereunder, either at the outset of the contract term or at any point during the contract term, the bidder should provide:

- i. name, address, and telephone number of the subcontractor(s),
- ii. specific tasks for each subcontractor(s),
- iii. identity or job title of individual performing the tasks,
- iv. qualifications of individual performing the tasks,
- v. terms of compensation to the subcontractor including rates,
- vi. discounts, commissions or other benefit to the contractor as a result of the subcontract,
- vii. percentage of performance hours intended for each subcontract; and
- viii. total percentage of subcontractor(s) performance hours.

2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

The bidder's proposal for performing the work required in the contract should be a narrative explanation of the processes and personnel the bidder will utilize during the term of the project.

The proposal must respond to each of the elements listed below. Bidders should refer to the project description and scope of work in Section V of this RFP when preparing their responses and develop their own format for presenting the proposal.

Bids will be evaluated based on bidder's narrative proposal to perform the work and the responses to the following:

- a. **Development of the Marketing Plan.**
 - i. Explain the bidder's process to develop a marketing plan for a client, including any factors that bidder believes are unique or specific to a state government-managed behavioral health services entity.
 - ii. Explain the bidder's process to analyze the market for NPGAP's media messages.
 - iii. Explain the bidder's methods of developing the mix or allocation of content among various media, including the reasoning for making the selections.
 - iv. Provide an example of a marketing plan prepared for a client within the past 24 months and explain how it might resemble or differ from a marketing plan prepared for NPGAP.
 - v. Explain the bidder's process to evaluate the effectiveness of a multi-media marketing services project.
- b. **Development of the Marketing Budget.**
 - i. Explain the bidder's method of allocating the budget among media types, creative development, production costs and other expenditures.
 - ii. Explain the bidder's process to schedule the marketing budget expenditures throughout the contract year.
- c. **Development of the Creative Proposal**
 - i. Describe the bidder's process for developing creative concepts for a multi-media marketing campaign.
 - ii. Describe bidder's process for website hosting, design, and optimization.
 - iii. Explain how the bidder's creative concepts will serve NPGAP's expectations for the campaign.
 - iv. Provide up to three examples of the bidder's creative work during the past 24 months, including digital and social media ads, print materials, radio or television broadcast scripts, and other examples of creative effort. Video and audio examples should be provided using an online source method..
- d. **Reporting and Collaboration with NPGAP staff and the Commission.**

- i. Describe bidder's process for obtaining approvals, appropriate timeline for approvals, rewrites and edits.
- ii. Provide up to three examples of reports given to a client in the past 24 months, reporting on the progress and success of a multi-media marketing campaign. Client identity and confidential information may be concealed or redacted.

3. BIDDER'S COST PROPOSAL

The Bidder must complete Attachment A: Cost Proposal and attach it to the bidder's response to this RFP.

**ATTACHMENT A: COST PROPOSAL
Request for Proposal NPGAP2024.1**

Bidder Name: NRG Media

Instructions to bidders:

The Commission on Problem Gambling requires all contracts awarded for services to include a projected total cost for each year of the contract. This will be expressed in the agreed contract with the awarded bidder as an amount that the annual total cost is “not to exceed” for the term of the contract.

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the initial term of the contract, except as otherwise provided in the following cost proposal tables. As provided in Section II F., cost increases for contract renewals after the initial term of the contract, if any, shall be based on consideration of written request by the successful bidder. Bidder must provide the unit cost 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, computer software, travel, and copies unless approved in advance in writing by GAP Marketing Director (Staff). Invoices should be submitted monthly during the term of the contract.

MEDIA PLANNING			
	Total Fixed Cost		
	Initial Term	Optional Renewal One	Optional Renewal Two
1. Strategic Planning & Market Research – Development of Strategic Marketing Plan	\$10,000	\$10,000	\$10,000
2. Design of Public Awareness Campaign and Branding	\$500/month	\$500/month	\$500/month
3. Account Services and Management	\$500/month	\$500/month	\$500/month
4. Website	\$3,000 down/\$295 to maintain monthly	\$295 to maintain monthly	\$295 to maintain monthly
5. Actual Marketing Campaign(s) Spend	\$25,000-\$35,000/monthly	\$25,000-\$35,000/monthly	\$25,000-\$35,000/monthly
MEDIA PRODUCTION			
	Unit Cost		
	Initial Term	Optional Renewal One	Optional Renewal Two
1. Media Production of Public Awareness Campaign (Provide individual cost for each item)	\$	\$	\$
a. Video/Television Production (15-30 seconds of video content)	Up to \$500 per video	Up to \$500 per video	Up to \$500 per video
b. Audio Media Production (15-30 seconds of audio content)	\$50	\$50	\$50
c. Print Media Production – Print Advertisement	Up to \$1000/month	Up to \$1000/month	Up to \$1000/month
d. Digital Media and Social Media Production	Up to \$500/month	Up to \$500/month	Up to \$500/month
e. Website	\$200-\$500/month	\$200-\$500/month	\$200-\$500/month
f. Other (Please Specify)	\$	\$	\$
2. Branding Toolkit (See RFP Section V.C. 1. H.)	\$25,000- \$50,000	No cost unless changes	No cost unless changes

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****Ranges were given to cover bases. Without a proper Client Needs Analysis, it's hard to give exact totals based on the scope of work until a plan is in place. We tried to shoot high with the goal of accomplishing all of Nebraska Commission on Problem Gambling's marketing objectives with the highest reach, at the lowest cost to the agency.**

Form A
Bidder Proposal Point of Contact
Request for Proposal Number NPGAP2024.1

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:	NRG Media
Bidder Address:	3532 W. Capital Ave Grand Island, NE 68803
Contact Person & Title:	Courtney Martinsen, Digital Marketing Coordinator
E-mail Address:	cmartinsen@nrgmedia.com
Telephone Number (Office):	308-381-1077
Telephone Number (Cellular):	308-383-9294
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:	NRG Media
Bidder Address:	3532 W. Capital Ave Grand Island, NE 68803
Contact Person & Title:	Brian Cameron, Director of Sales
E-mail Address:	bcameron@nrgmedia.com
Telephone Number (Office):	308-381-1077
Telephone Number (Cellular):	402-309-6287
Fax Number:	

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.

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:	NRG Media
COMPLETE ADDRESS:	3532 W. Capital Ave Grand Island, NE 68803
TELEPHONE NUMBER:	308-381-1077
FAX NUMBER:	N/A
DATE:	4/11/2024
SIGNATURE:	
TYPED NAME & TITLE OF SIGNER:	Courtney Martinsen, Digital Marketing Coordinator

COURTNEY MARTINSEN

✉ clr_rockstar_89@hotmail.com
@martinsen @nrgmedia.com

☎ 3083839294

📍 St. Paul, NE 68873

SKILLS

Keyword Research

Google Analytics

Digital Marketing

Data Analysis

Relationship Building

Data Analytics

Detail Oriented

Testing and Optimization

Brand strategy

Social media tools

Digital Marketing Management

Email marketing campaigns

EDUCATION

Arizona State University
Tempe, AZ • 12/2018

Bachelor of Arts: Mass
Communication And Media Studies

Central Community College
Grand Island, NE • 05/2015

Associate of Arts: General Studies

Doniphan-Trumbull Secondary
Doniphan, NE • 05/2008

High School Diploma

PROFESSIONAL SUMMARY

Successful Digital Marketing Specialist skilled at planning, executing and optimizing online marketing strategies. Promotes products successfully through multiple digital strategies. Achieves consistent successes with excellent planning skills and proactive campaign tracking.

WORK HISTORY

NRG Media - 5 yrs 6 mos

Digital Marketing Coordinator • Grand Island, NE • 09/2018 - Current

- Coordinated promotional events both online and offline to increase brand awareness among target audiences.
- Stayed up-to-date with industry trends and best practices to continuously improve digital marketing initiatives.
- Implemented A/B testing on various channels to identify best-performing tactics and optimize campaign performance.
- Enhanced brand visibility through social media campaigns, creating engaging and shareable content.
- Developed and implemented campaigns for email, online advertising, and search engines.
- Managed relationships with external vendors, ensuring timely delivery of services while maintaining budgetary goals.
- Developed email marketing campaigns for improved customer engagement and retention rates.
- Analyzed web analytics data to optimize digital marketing efforts and maximize ROI.
- Monitored competitors' digital marketing activities, identifying trends and potential opportunities for growth.
- Managed multiple PPC advertising campaigns, ensuring proper budget allocation and targeting.
- Managed digital projects from initial concept through final implementation and live monitoring.
- Created reports on digital marketing efforts using analytics tools to track and measure digital marketing success for management.

The Children's Place - 4 yrs 4 mos

Assistant Manager • Grand Island, NE • 05/2014 - 09/2018

- Supervised day-to-day operations to meet performance, quality and service expectations.
- Maintained a clean, safe, and organized store environment to enhance the customer experience.
- Developed strong working relationships with staff, fostering a positive work environment.
- Monitored cash intake and deposit records, increasing accuracy, and reducing discrepancies.

Nebraska Department of Transportation

Government Industry Case Study

Geofencing and OTT Drive Awareness of the NDOT App and Grow Its Users

ABOUT

The Nebraska Department of Transportation is the government agency responsible for all state highways. It also plays a critical role in keeping drivers safe on the roads. As part of its strategy to do this, the DOT has a 511 traveler information app available to download on smartphones.

CHALLENGE

The Nebraska DOT wanted to create awareness around its 511 app and acquire more downloads among Nebraska residents and in times of impending winter weather. They were open to new ideas to get the word out, so travelers had the most current information on driving conditions. They leaned on their advertising partner, NRG Media, to develop a strategy to accomplish these goals.



STRATEGY

- Geofencing was a key tactic that NRG Media recommended, as this strategy serves ads to users on devices when they are in a specific area.
- Geofenced areas included travel centers, rest stops and gas stations on the interstate, 100 miles out from Wyoming, Colorado and Iowa, entering Nebraska.
- These geofences were only turned on before impending winter weather.
- The campaign included OTT for the entire state, except Omaha and Lincoln, to engage a wider audience of Nebraska drivers.

RESULTS

Total downloads of the app during the campaign: 35,245, a year-over-year increase of 110%

Geofencing

Total impressions: 36,460

Total clicks: 497

Click-through rate: 1.36%

Video completions: 11,845

OTT

Impressions: 886,755

Video completion rate: 89%

MARKET

Nebraska

CAMPAIGN DATES

January 10 – March 31, 2023

AD PRODUCTS

Video geofencing and OTT

OBJECTIVE

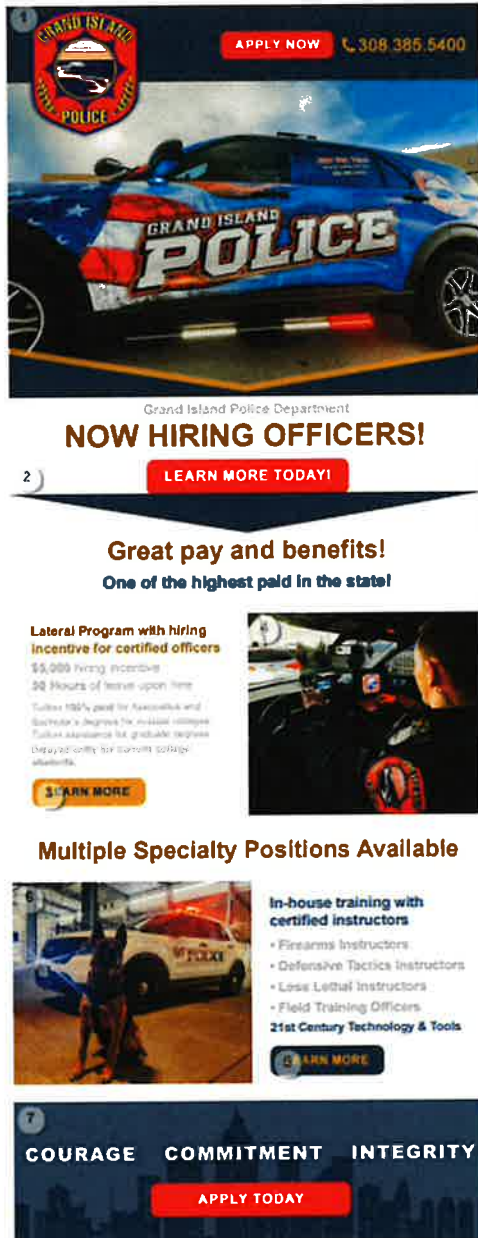
Create awareness and increase downloads of the Nebraska DOT 511 app for drivers on the roads and residents of the state.


“NRG Media was vital for the Nebraska Department of Transportation to market its 511 app digitally. The ability to market our app to users where they are was key to our success in helping to keep people safe during the winter travel season. With NRG’s help, our 511 app had a record number of downloads in 2023 and more than doubled the downloads from the previous year!”

Ryley Egger
Strategic communications manager, Nebraska DOT



GIPD Email



1  **APPLY NOW** 308.385.5400

GRAND ISLAND POLICE

Grand Island Police Department
NOW HIRING OFFICERS!

2 **LEARN MORE TODAY!**

Great pay and benefits!
 One of the highest paid in the state!

Lateral Program with hiring incentive for certified officers
 \$5,000 hiring incentive
 90 Hours of leave upon hire
 Tuition 100% paid for Associates and Bachelor's degrees for medical colleges
 Tuition assistance for graduate degrees
 Delayed entry for current college students

LEARN MORE

Multiple Specialty Positions Available

In-house training with certified instructors

- Firearms Instructors
- Defensive Tactics Instructors
- Less Lethal Instructors
- Field Training Officers

21st Century Technology & Tools

LEARN MORE

7 **COURAGE COMMITMENT INTEGRITY**
APPLY TODAY

Advertiser: Grand Island Police Department - NRG Media - GIPD Recruit Email 2

Media Property:

Subject Line: Time Is Running Out to Be GIPD! Applications Due by 8/3/2023. Apply Today!

Friendly From: Grand Island Police Department

Demographics: Consumer/ 25-50/ Job Seeker: Law Enforcement

Geographics: Nebraska

Campaign Name	Broadcast Date	Delivered	Opens	Percent Opens	Clicks	Percent Click	Clicks To Opens
Grand Island Police Department - NRG Media - GIPD Recruit Email 2	07/17/2023	20000	3851	19.25	422	2.11	10.96

Id	Links	Clicks
3	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	117
2	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	106
4	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	86
1	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	57
5	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	32
6	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	15
7	https://workforgipd.com/?utm_source=NRG&utm_medium=Email&utm_ca...	9