

**FINAL EVALUATION DOCUMENT**

**RFP #NPGAP2024.1**

**MULTIMEDIA MARKETING SERVICES CAMPAIGN**

**Opening Date: APRIL 18, 2024, AT 2:00 P.M.**

<b>Evaluation Criteria</b>	<b>Possible Points</b>	<b>ARGUS</b>	<b>FIRESPRING</b>	<b>LEARFIELD</b>	<b>CLARK CREATIVE</b>	<b>MEDIASPARK</b>	<b>LAWRENCE &amp; SCHILLER</b>	<b>SMITH KROEGER</b>	<b>STABLE GRAY</b>	<b>NRG MEDIA</b>
<b>Part 1.0 Corporate Overview</b>	25	25	22	20	20	18	21	18	13	10
<b>Part 2.0 Proposal for Performing the Work</b>	55	53	47	43	37	43	37	39	34	20
<b>Part 3.0 Cost Proposal</b>	20	3	9	16	20	6	5	7	5	12
<b>Total Points</b>	100	81	78	79	77	67	63	64	52	42
<b>Ranking</b>		1	2	3	4	5	6	7	8	9