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Proposal Requirements

Please use additional sheets of paper if needed.

PERIOD OF AGREEMENT

The term of the agreement will be for a period of two (2) years with the possibility of an extension. Extension of the agreement will be based on satisfactory performance as determined by the Legacy City Group. This agreement is expected to commence on or after September 1, 2019 and ends on September 1 2021, unless an extension(s) is approved by Legacy City Group leadership.

CONTRACT TERMS

Legacy City Group will negotiate contract terms upon selection, and will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

RESPONSE REQUIREMENTS

The Firm's proposal shall include the following items in the following sequence, noted with the appropriate heading as indicated below. If Firm is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

EXECUTIVE SUMMARY:

Should be limited to (2) pages and shall include a statement of:

- Firm's understanding of the scope of work to be accomplished,
- Firm(s) proposal to accomplish and perform these services,
- Description of Firm's process and staffing capacity to serve both the needs of Legacy City Group and its subsidiary companies, including any partner or subcontractor relationship and how the agencies plan to work together.

REFERENCES: Provide list of references labeled Attachment C-1



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STRATEGIC PLANNING & EVALUATION:

1. Describe your agency's approach to strategic planning and the evaluation measures that are imposed during the process to ensure that the thinking generated and solutions presented best serve the interests of the client. (Limit to one page)
2. Provide an explanation of how your agency measures/determines the effectiveness of programs and campaigns including return on investment (ROI). (Limit to one page)

RELEVANT EXPERIENCE:

Provide samples of the following work completed by your agency. You may provide samples in electronic format (e.g. CD or Flash Drive).

CREATIVITY: Attachment C-2

Prepare and submit responses to the following items.

1. Describe your creative process to include providing several examples of work that best exemplifies your agency's branding skills.
2. Provide examples of your agency's creative work that cover an integration of communications efforts across a spectrum of disciplines and consumer touch points. You may provide samples in electronic format (e.g. CD or Flash Drive).

DIGITAL/ MEDIA

From an interactive perspective, describe your agency's strengths.

1. Describe your agency's services, including buying and planning capabilities/ experience, and the length of time you've been providing these services.
2. Describe how your agency has aligned an interactive strategy with other traditional offline channels.
3. Describe your approach to integrate channels in order to improve the customer experience while maintaining brand consistency.



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4. Describe your two most innovative interactive programs and show your work. You may provide samples in electronic format (e.g. CD or Flash Drive).

5. Describe your experience and approach to website maintenance. Provide examples of other companies who you have partnered with on website support.

PUBLIC RELATIONS:

1. Describe your agency's in-house division to handle non-traditional programs, if any, to include media relations and public relations (PR).

2. Provide a list of your agency's most current clients receiving said services.

3. Outline a successful campaign your agency has implemented. (Limit one response)

COST/PRICING:

Prepare and submit your best pricing offer and cost sheet.

1. Pricing may be provided in the most suitable format and may be presented in either:

- a) Monthly retainer breakdown
- b) Hourly rates based on work performed (menu pricing)

2. Pricing should include, but not limited to, the following categories:

- Strategic Planning
- Media Planning, Negotiation, Buying
- Public Relations
- Social Media
- Content Creation
- Creative Development
- Digital Management - Legacy City Group / Detroit Pizza Bar
- Website Maintenance – Legacy City Group / Detroit Pizza Bar
- Website Rebuild/Redesign – Legacy City Group / Detroit Pizza Bar
- Production (including video production for website content)
- Branding



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3. The price(s) quoted should be inclusive.
 4. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
 5. If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.

BACKGROUND & QUALIFICATIONS:

Prepare and submit responses to the following items.

1. Firm(s) Information: (NOTE: If this proposal includes two firms, provide the required information in this attachment for each Firm by attaching a separate page. Subcontractors are not considered partnering firms.)

Respondent Name:

(NOTE: Give exact legal name as it will appear on the contract, if awarded.)

Principal Address:

Telephone No. Fax No:

Website address:

Year established:

Provide number of years in business under present name:

Business Structure: Check the box that indicates the business structure of the Respondent.

Individual or Sole Proprietorship (List Assumed Name, if any: _____)

Corporation If selected, check one: For-Profit Nonprofit

Also, check one: Domestic Foreign

Partnership Other: If checked, list business structure: _____

Printed Name of Contract Signatory:

Job Title:



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Provide address of primary office from which this project would be managed:

City: State: Zip Code:

Telephone No. Fax No:

FIRM FACTS

Please provide the following basic facts about your firm:

1. Identify your firm's departments and specify whether the functions are performed in-house or outsourced. Also, include the number of full-time personnel and breakdown according to function.
2. Describe your firm's unique point-of-difference within the following:
 - a. position in the marketplace
 - b. strongest capabilities or service niches
3. Active client list.
4. Identify your firm's current distribution of work product by media type (cable TV, spot TV, radio, outdoor, newspaper, trade publication, direct response, online, digital, mobile, other non-traditional). Provide rough spend figures and percentages by media type.

Other:

1. What is your firm's billing policy regarding:-*
 - a. Frequency of billing to the client
 - b. Terms of payment (media, productions, fees)
 - c. Account for proof of performance
 - d. Billing time increments less than one hour (e.g., 15 minutes, 30 minutes)
 - e. Billing cost per hour for various marketing services (account management, copywriting, art direction, etc.)
3. Outline the process through which agency resources are drawn upon and coordinated to create integrated advertising campaigns across agency disciplines (including traditional advertising, as well as direct, promotions and interactive). Indicate who is responsible for this



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coordination and how the effort is implemented.

4. Identify any additional skills, experiences, qualifications, and/or other relevant information about the Firm's qualifications.

5. List any third-party resources utilized to develop client reporting or measure engagement (i.e. media monitoring, activity reporting, etc.).

By submitting a proposal, whether electronically or by paper, Firm(s) represents that:

If awarded a contract in response, Firm will be able and willing to execute a contract in the form shown in the attached and set out in the contract with the understanding that the scope and compensation provisions will be negotiated and included in the final document.

If Firm(s) is a corporation, Firm(s) will be required to provide a certified copy of the resolution evidencing authority to enter into the contract, if other than an officer will be signing the contract.

If awarded a contract in response to this quest, Firm(s) will be able and willing to comply with all representations made by Firm(s) in the proposal and during the Proposal process.

Firm(s) agrees to fully and truthfully submit the Respondent Questionnaire form and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.

(S)he is authorized to submit this proposal on behalf of the entity.

Firm(s) Entity Name

Signature:

Printed Name:

Title:

(NOTE: If proposal is submitted by Co-Respondents)