

CC2020-02 ON-AIR HEALTH EDUCATION MARKETING RE-LEAD CONDITIONS FOR THE CITY OF TRENTON, DEPARTMENT OF HEALTH AND HUMAN SERVICES PROPOSALS OPENED 2/11/2020 AT 11:00AM

CC2020-02 ON-AIR HEALTH EDUCATION MARKETING RE-LEAD CONDITIONS FOR THE CITY OF TRENTON, DEPARTMENT OF HEALTH AND HUMAN SERVICES			
NUMBER OF RESPONDENTS:		2	
NAME OF BIDDER	FUERZA STRATEGY GROUP	TOWNSQUARE MEDIA-PRINCETON	
ADDRESS	2 KIEL AVENUE, UITE 195	1 MANHATTAVILLE ROAD	
CITY, STATE, ZIP	KINNELLON, NJ 07405	PRINCETON, NJ 10577	
CONTACT NAME	JASON DEALESSI	LINOLITA DURAY, BUSINESS MANAGER	
TELEPHONE	973-767-9695	609-454-4109	
FAX	N/A	609-419-4312	
E-MAIL	JASON@FUERZASTRATEGY.COM	LINDITA.DURAL@TOWNSQUAREMEDIA.COM	
OWNERSHIP DISCLOSURE STATEMENT	INCLUDED	VENDOR DID NOT SUBMIT, THIS IS MANDATORY	
REQUIRED EVIDENCE EEO/AFFIRMATIVE ACTION REGULATIONS QUESTIONNAIRE	INCLUDED	VENDOR DID NOT SUBMIT A COMPLETED PROPOSAL	
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA AND POSTPONEMENT NOTICE	N/A	N/A	
EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE - MANDATORY	INCLUDED	VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD	
NJ BUSINESS REGISTRATION CERTIFICATE	INCLUDED	VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD	
NON-COLLUSION AFFIDAVIT	INCLUDED	VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD	
EIC	CERT.#60112 EXP. 11/15/2025	VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD	
AMERICANS WITH DISABILITIES ACT OF 1990 LANGUAGE	INCLUDED	VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD	
DEBARMENT NOTICE	INCLUDED	INCLUDED	
DISCLOSURE OF INVESTED ACTIVITIES IN IRAN - MANDATORY	INCLUDED	VENDOR DID NOT SUBMIT, THIS IS MANDATORY	
ETHICS COMPLAINT DISCLOSURE	INCLUDED	INCLUDED	
CITY OF TRENTON RESIDENT EMPLOYMENT POLICY	INCLUDED	N/A	
POLITICAL CONTRIBUTION DISCLOSURE FORM	INCLUDED	VENDOR DID NOT SUBMIT	
CERTIFICATE OF INSURANCE	REQUIRED FROM AWARDED VENDOR WITH SIGNED CONTRACTS	REQUIRED FROM AWARDED VENDOR WITH SIGNED CONTRACTS	
W-9	INCLUDED	N/A	
HOLDING PRICE FOR SIXTY (60) DAYS	YES	N/A	
COMPLIANCE WITH EMERGENCY SERVICES	YES	N/A	
TOTAL AMOUNT FOR THE SERVICES	\$61,000.00 (SEE ATTACHED BREAKDOWN OF PRICING)	\$61,070.00 (SEE ATTACHED BREAKDOWN OF PRICING)	
REFERENCES	N/A	N/A	
EXCEPTIONS	NONE	NONE	
FATAL FLAW	NONE	FATAL DEFECT-FAILURE TO SUBMIT OWNERSHIP DISCLOSURE STATEMENT AND DISCLOSURE OF INVESTED ACTIVITIES IN IRAN-BOTH MANDATORY	

**PROPOSAL
VENDOR MUST COMPLETE**

The undersigned respondent declares that he/she has read the Notice of Request for Proposal, Instructions to Respondents, Affidavits and Scope of Services, Requirements, Evaluation Criteria attached, that he/she has determined the conditions affecting the proposal agrees, if this proposal is accepted, to furnish and deliver the following:
FROM DATE OF AWARD TO JUNE 30, 2020

TOTAL AMOUNT FOR THE SERVICES \$ 61,000.00

(SIGNATURE BY AUTHORIZED REPRESENTATIVE)

The undersigned is a Corporation, Partnership or Individual under the laws of the State of
New Jersey having its principal office

at 2 Kiel Ave, Unit 195

COMPANY Fuerza Strategy Group

ADDRESS 2 Kiel Ave, Unit 195

ADDRESS Kinnelon, NJ 07405

FED. ID #

NAME Jason DeAlessi

TELEPHONE (973) 767-9695

FAX

E-MAIL jason@fuerzastrategy.com

DATE 2/10/20

Scope of Work

As a boutique firm, Fuerza is able to provide an unparalleled level of service and expertise to the City of Trenton. Our Managing Director's background in public health provides us with an understanding of the message, uniquely positioning us to deliver a superior product.

Marketing Commercials - \$42,500

We propose a series of 30-second spots for television, as well as a series of 15- and 6-second bumpers that can be used digitally. All live action footage will be shot on one day amenable to both the City and Fuerza. We'll work in collaboration with the Department of Health throughout the entire production process - from script writing to ad delivery. We propose the following breakdown:

- Production - \$4,000
- Media Time - \$36,000
- Media Buying Commission - \$2,500

Mercer County Event - \$2,000

We concur with the City's request for a Sponsorship role at the Mercer County Event. We will staff the booth and provide collateral materials aligned with the marketing commercials, website, and social media.

Community Event - \$4,500

We concur with the City's idea of developing a community event around this campaign. We will work in tandem with the Department of Health to not only develop ads promoting the event, but incorporate these ads within the overall marketing campaign.

Website - \$2,500

We will develop a simple, sleek website to house the information necessary. This site will have the same branding as the remainder of the campaign and feature assets as created.

Social Media - \$9,500

We propose both an organic and paid advertising approach to social media. Utilizing the same, yet somewhat different, assets for television, as well as other custom graphics we will manage social media accounts on Facebook, Instagram, and Medium. These accounts will integrate with the website and branding will be seamless across the entire campaign. For paid advertising, we propose a budget of \$5,000, which is included in the overall \$9,500.

Sample Creative Content

A sample website similar to what we have proposed is available at FairDistrictsNJ.org.

Sample videos are available at Vimeo.com/FuerzaStrategy.

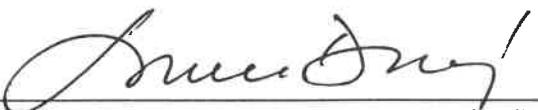
The following page has additional content created for digital assets. More assets are available on our website at FuerzaStrategy.com/Trenton.

PROPOSAL
VENDOR MUST COMPLETE

The undersigned respondent declares that he/she has read the Notice of Request for Proposal, Instructions to Respondents, Affidavits and Scope of Services, Requirements, Evaluation Criteria attached, that he/she has determined the conditions affecting the proposal agrees, if this proposal is accepted, to furnish and deliver the following:
FROM DATE OF AWARD TO JUNE 30, 2020

TOTAL AMOUNT FOR THE SERVICES

\$ 61,070.00


(SIGNATURE BY AUTHORIZED REPRESENTATIVE)

The undersigned is a Corporation, Partnership or Individual under the laws of the State of
New Jersey having its principal office

at 1 Manhattanville Rd. Purchase, NY 10577

COMPANY Townsquare Media - Princeton

ADDRESS 619 Alexander Rd Ste 300

ADDRESS Princeton, NJ 08540

FED. ID #

NAME Linda Duraj Business Mgr.

TELEPHONE 609 454 4109

FAX 1-609 419 4312

E-MAIL linda.duraj@townsquaremedia.com

DATE 2/01/2020