



**BEST AND FINAL OFFER  
REQUEST FOR PROPOSAL**

Solicitation: RFP0036-21  
 Date Issued: 07/09/2021  
 Procurement Officer: Dianna Cecala  
 Phone: 843-349-5207  
 E-Mail Address: [dianna.cecala@hgtc.edu](mailto:dianna.cecala@hgtc.edu)

DESCRIPTION: **Digital Marketing Services**

USING GOVERNMENTAL UNIT: **Horry-Georgetown Technical College (HGTC)**

*The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Paper Offer or Modification" provision.*

SUBMIT YOUR OFFER ELECTRONCAILLY AS FOLLOWS: [dianna.cecala@hgtc.edu](mailto:dianna.cecala@hgtc.edu)

SUBMIT OFFER BY (Opening Date/Time): **07/20/2021 at 3:00 p.m.** (See "Deadline For Submission Of Offer" provision)

CONFERENCE TYPE: <b>Not Applicable</b> DATE & TIME: <small>(As appropriate, see "Conferences - Pre-Bid/Proposal" &amp; "Site Visit" provisions)</small>	LOCATION: <b>Not Applicable</b>
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AWARD & AMENDMENTS	Award will be posted on <b>07/26/2021</b> . The award, this solicitation, any amendments, and any related notices will be posted at the following web address: <a href="http://www.hgtc.edu/purchasing">www.hgtc.edu/purchasing</a>
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You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of ninety (90) calendar days after the Opening Date.  
(See "Signing Your Offer" provision.)

NAME OF OFFEROR  <small>(full legal name of business submitting the offer)</small>	Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.
AUTHORIZED SIGNATURE  <small>(Person must be authorized to submit binding offer to contract on behalf of Offeror.)</small>	DATE SIGNED
TITLE  <small>(business title of person signing above)</small>	STATE VENDOR NO.  <small>(Register to Obtain S.C. Vendor No. at <a href="http://www.procurement.sc.gov">www.procurement.sc.gov</a>)</small>
PRINTED NAME  <small>(printed name of person signing above)</small>	STATE OF INCORPORATION  <small>(If you are a corporation, identify the state of incorporation.)</small>

OFFEROR'S TYPE OF ENTITY: (Check one) <span style="float: right;"><small>(See "Signing Your Offer" provision.)</small></span>		
<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Partnership	<input type="checkbox"/> Other _____
<input type="checkbox"/> Corporate entity (not tax-exempt)	<input type="checkbox"/> Corporation (tax-exempt)	<input type="checkbox"/> Government entity (federal, state, or local)

COVER PAGE - PAPER ONLY (MAR. 2015)

**BEST AND FINAL OFFEROR TO SOLICITATION:** (a) Offerors shall acknowledge receipt of any BAFO to this solicitation (1) by signing, completing and returning this acknowledgement. (b) By signature and acknowledgement of this BAFO to the solicitation Offeror affirms their understanding, **that all terms and conditions of the solicitation which are not modified remain unchanged.**

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**NOTE: THIS DOCUMENT REPRESENTS A “BEST AND FINAL OFFER” REQUEST AS AUTHORIZED UNDER SECTION 11-35-1530, (8), (c), OF THE SOUTH CAROLINA CONSOLIDATED PROCUREMENT CODE, AS AMENDED BY THE SOUTH CAROLINA GENERAL ASSEMBLY UNDER S.572.**

In accordance with the section referenced above, the State of South Carolina wishes to make changes within the general scope of the request for proposals and provide your company an opportunity to submit a “best and final offer” to the State.

Best and Final Offers shall be submitted in the format as provided in this document to [dianna.cecala@hgtc.edu](mailto:dianna.cecala@hgtc.edu) by the time and date specified for acceptance, the solicitation number, and the name and email address of the bidder. Each Offeror must submit their response by the date and time indicated on the Cover Page of this BAFO.

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### **QUESTIONS FROM OFFERORS (M)**

(a) Any prospective offeror desiring an explanation or interpretation of the BAFO, must request it in writing. Questions must be received by the Procurement Officer no later than two (2) business days prior to date noted on this Cover Page. Label any communication regarding your questions with the solicitation's title and number. Oral explanations or instructions will not be binding. Any information given a prospective offeror concerning a BAFO will be furnished promptly to all other prospective offerors as an Amendment to the BAFO, if that information is necessary for submitting offers or if the lack of it would be prejudicial to other prospective offerors. (b) The State seeks to permit maximum practicable competition. Offerors are urged to advise the Procurement Officer, **ONLY** -- as soon as possible -- regarding any aspect of this procurement, including any aspect of the BAFO, that unnecessarily or inappropriately limits full and open competition.

All questions must be submitted in writing and received by 3:00 PM July 20, 2021. Email to [dianna.cecala@hgtc.edu](mailto:dianna.cecala@hgtc.edu) is the preferred method for submitting questions with “Questions: BAFO **Digital Marketing Services**” as the subject of the email.

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**The solicitation is amended as follows.**

### **GENERAL CHANGES TO THE SOLICITATION: BUSINESS PROPOSAL ONLY**

Except as modified herein, all aspects of the solicitation as previously amended remain unchanged. HGTC recognizes that the original Bid Schedule did not meet the needs of the offerors to provide a true and accurate cost of doing business for these services. In as such we struggled trying to rank each offer in the Cost category. To resolve this, we have modified the bid schedule and ask that you ***re-submit pricing on the Modified Bid Schedule.***

### **BUSINESS PROPOSAL (MOD)**

**Offerors are to submit The Business Proposal as outlined on the attached schedule. No other documents will be considered for a comparison between each offeror.**

## VIII. BIDDING SCHEDULE / PRICE-BUSINESS PROPOSAL

This proposal assumes an All-College branding campaign and 3 Program campaigns to be run throughout the year (12 months).

Item Description	Year 1 Cost	Year 2 Cost
Campaign discovery fee to include media strategy, planning, keyword development and maintenance, and launch.		
SEO Optimization and Maintenance (optional)		
Analytics and Dashboard Fee		
Flat rate campaign management Fee		
Agency fee on media/ad spend		
Any Miscellaneous or Additional Fees:		
1)		
2)		
3)		
4)		
5)		
Total		

Name of Representative Responsible for Completing Document: \_\_\_\_\_

Contact Information \_\_\_\_\_