



To: Bill Powell
Assistant Superintendent for Support Services

From: Jennifer Chiu
Director of Procurement Services

Date: October 27, 2021

Re: Marketing Services, Request for Proposal
Annual Contract #21-12-9220R-RFP

The proposals were received and opened at 3:00 p.m., Wednesday, September 8, 2021, as advertised and specified in documents concerning **Annual Contract #21-12-9220R-RFP Marketing Services, Request for Proposal**. The final evaluation summary is located on page 3.

Recommendation: Freed Advertising

Funding: M & O Funds

Estimated Expenditure: \$400,000.00

Contract Term: December 1, 2021 - November 30, 2022

Renewal: 4 Years

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Memo

To: Jennifer Chiu

From: Leslie Francis

CC: Bill Powell

Date: October 26, 2021

Re: **Marketing Services 21-12-9220R-RFP**

The District's Marketing Services Review Committee recommends Freed Advertising as the vendor for the District's marketing services for the period December 1, 2021 through November 30, 2022 with an option to extend for four (4) additional one-year terms through November 30, 2026.

Based on the additional clarification from the proposers and the primary selection criteria recommended by the Texas Education Agency (TEA), the committee believes the District will have the most favorable position with Freed Advertising. The District has an ongoing relationship with Freed Advertising where they have demonstrated their attention to the needs of the District and have provided excellent customer service.

If you have any questions or require additional information, please feel free to contact me at (281) 807-8939.

Thank you.

Freed Advertising is recommended for award on this contract.

21-12-9220R-RFP Marketing Services, Request for Proposal

FINAL EVALUATION SUMMARY

Criteria	Maximum Points	Freed Advertising	Proscalar, LLC	Versa Creative
Staff overview and history of major clients	80	78.00	40.00	65.00
Proposed marketing campaign for the District	240	240.00	150.00	180.00
Past/present experience with competing educational institutions	80	78.00	50.00	5.00
TOTAL POINTS	400	396.00	240.00	250.00