

**STATEMENT OF WORK  
CREATIVE ADVERTISING AND AUDIO VISUAL – INTERACTIVE PRODUCTION SERVICES  
INVITATION TO QUALIFY (ITQ) CONTRACT**

**OVERVIEW:** The purpose of the Creative Advertising and Audio Visual - Interactive Production Services ITQ statewide contract is to qualify responsible and responsive Contractors is to address the Creative Advertising and Audio Visual - Interactive Production Services requirements of the Commonwealth of Pennsylvania’s executive agencies. In addition, Local Public Procurement Units, as defined by the Commonwealth Procurement Code, may use this contract in accordance with the COSTARS Provision contained in the terms and conditions.

**ISSUING OFFICE:** This ITQ is managed and administered by the Commonwealth of Pennsylvania, Department of General Services (DGS), Bureau of Procurement. All inquiries should be referred to:

Stephanie Dunn, Administrative Officer 2  
Department of General Services | Bureau of Procurement  
1800 Herr Street, 2nd Floor  
Harrisburg, PA 17103  
Telephone: (717) 346-3840  
Email:[stepdunn@pa.gov](mailto:stepdunn@pa.gov)

**QUALIFICATIONS:** Contractors interested in becoming an ITQ Contractor must meet the following requirements. Failure to meet the below requirements will result in the application being rejected. Each Contractor that meets the minimum qualifications will be awarded a contract. Award of a contract to a Contractor is not a guarantee of business.

- A. Contractors must provide documentation showing two (2) years of experience in the appropriate commodity code selected under Service Categories.
- B. **EXAMPLES OF WORK:** Contractor must provide examples of work for the commodity code selected. Examples can be submitted in Word, Excel, or PDF format – links to websites can be copied and pasted into a Word document.

**SERVICE CATEGORIES:** Contractors will need to pick the appropriate commodity code(s) to qualify for this contract. Contractors will select the appropriate code(s) under the Business Details section of the qualification process. The Commonwealth may add additional commodity codes as the need arises. The table below lists the appropriate commodity code and description of each service category.

COMMODITY CODE	DESCRIPTION OF SERVICE CATEGORY
82100000-ITQ-92 Creative Services-Marketing Services	Develop Communication Strategies, Advertising Campaigns, and Public Service Campaigns. Produce Finished Advertisements and Commercials. Creation, Planning, Production of Sales Promotion and Collateral Materials such as Point-Of-Sales Material, Leaflets, Inserts, Catalogues, Brochures, Manuals or Other Similar Materials. Conduct Qualitative, Quantitative and Attitudinal Marketing Research Pre-Test and/or Post-Test, Evaluation, Compile Other Customer Research or Provide Other Marketing Related Services. Vendors must be able to provide all or some associated services in the area of Marketing.
82100000-ITQ-93 Creative Services Public Relations Services	Develop Public Relations Plans, Press Releases, News Releases, Handle Media Relations, Radio and TV Media Tours. Mangle Events, Prepare Media Kits and Coordinate Press Briefings. Conduct Focus Groups.  Vendors must be able to provide all associated services in the area of Public Relations.
82100000-ITQ-94 Creative Services Tracking Services	Media Tracking; Online Searching; Online Reporting; E-mail Alerting; Local; Regional and National Tracking  Vendors must be able to provide all associated services in the area of Tracking.
82100000-ITQ-95 Custom Multimedia Training Development Services "e-Learning"	Instructional design, media production, interactive development and Learning Management System (LMS) integration for developing custom multimedia and web-based education programs and training courses. This covers custom course development for training programs where the Commonwealth has the subject matter expertise but needs assistance with developing training for technology-based distribution.
82100000-ITQ-107 Production Services Application Development Services	Design; Planning; Delivery; and Evaluation  Proficient in development for all social media platforms and devices.
82100000-ITQ-108 Production Services Audio Visual Equipment	Lighting; Pipe and Drape; Event Audio; TV Monitors; Screens; Projectors; Signs; and Signage  Vendor should be able to provide additional equipment if needed.
82100000-ITQ-109 Production Services Broadcast Asset Storage Services	Broadcast Asset Storage Management System.
82100000-ITQ-110 Production Services Captioning Services	Video open captioning; video closed captioning; video live captioning; and subtitles

82100000-ITQ-111 Production Services Postproduction Services	Editing (video & audio); graphics; and animation.  The vendor needs to provide a full range of broadcast quality postproduction services.
82100000-ITQ-112 Production Services Producer/Writer Services	Meeting with clients; developing scripts; scheduling remote recordings; and logging and selecting images for post editing.  The vendor needs to provide these and any other required services needed.
82100000-ITQ-113 Production Services Satellite & Transmission Services	Uplink truck; production truck transmission; fiber transmission; internet transmission; satellite uplink; teleport (turn around services) The vendor can provide some or all of the services required, or any other satellite or transmission services required.
82100000-ITQ-114 Production Services Studio & Staging Services	Full broadcast studio (camera, audio, lighting, etc.); green screen; props & staging capabilities; design build; location sourcing and scouting; and installation.
82100000-ITQ-115 Production Services Talent Services	The vendor must be able to provide actors, extras or any other type of talent required both union or nonunion.
82100000-ITQ-116 Production Services Transcription Services	Audio; tape video; tape "live" meetings
82100000-ITQ-117 Production Services Translation Services	Audio; tape video; tape "live" meetings
82100000-ITQ-118 Production Services Video Production	Proficient in using digital video cameras; ability to travel to remote locations; proficient in Mac hardware and software; and proficient in using Final Cut editing software.
82100000-ITQ-119 Production Services Web Services	Development; design; hosting; and web matrix reporting
82100000-ITQ-479 Creative Services "Tools"	The commonwealth has a need for assistance in obtaining specialized tools used in the development and implementation of marketing plans/materials. Such specialized tools would be for the use by the Commonwealth in the implementation of marketing plans.  <b>NOTE: THIS CATEGORY MAY ONLY BE USED BY COMMONWEALTH MEDIA SERVICES.</b>
82100000-ITQ-498 Creative Services Promotional Products	Promotional products, also known as promo products, swag, or tchotchkes, are customized items that can be branded with logos or other language, and give away to increase brand awareness. Items include drinkware, shirts, bags, pens, etc.  Preferred promotional product and associated design(s) must be approved by Commonwealth Media Services. Agency usage of promotional products must comply with the Office of Budget issued guidance. <b>(See Guidance Memo under Creative Services on the ITQ Documents Page).</b>

	<p><b>Note:</b> In accordance with Section 520 of the Commonwealth Procurement Code, 62 Pa.C.S. §520, and the DGS Statewide Contract for Supplies Manufactured and Services Performed by Persons with Disabilities, Commonwealth agencies are mandated to review with UniqueSource any apparel with silkscreened logo(s) prior to soliciting quotes from other vendors referenced on the Creative Advertising and Audio Visual – Interactive Production Services ITQ. If interested, UniqueSource will provide a quote to the purchasing agency who will submit the quote to the DGS UniqueSource Program Manager (<a href="mailto:ra-unique-source@pa.gov">ra-unique-source@pa.gov</a>) for fair market determination. If UniqueSource can provide the product at the DGS-established fair market price, then the purchasing agency shall proceed with issuing a PO to UniqueSource against the DGS Statewide Contract for Supplies Manufactured and Services Performed by Persons with Disabilities. For the purposes of this section, a Commonwealth agency is defined as an Executive Agency, Independent Agency and State-Affiliated Entity.</p>
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**REQUEST FOR QUOTES (RFQ) PROCEDURES:** Creative Advertising and Audio Visual – Interactive Production Services, Agencies must submit their procurement request to the Department of General Services, Bureau of Commonwealth Media Services (CMS) attention: Michael Rathfon ([mrathfon@pa.gov](mailto:mrathfon@pa.gov)), CMS Marketing Director for review. The procurement request when submitted must include: a draft Statement of Work and an estimated timeline for project completion. Please allow five (5) business days for review.

CMS will review the information presented and decide if CMS would provide the services to the Agency in-part, entirely, or if the Agency will procure the project via the ITQ process. If the project is delegated back to the Agency; CMS will assist the agency with finalizing the Statement of Work.

Commonwealth Agencies will issue an RFQ to qualified Contractors, through the Commonwealth’s Custom Portal, powered by the JAGGAER system. Contractors will respond to the RFQ in the system. The requesting Agencies may require the qualified Contractors to furnish, upon request, additional documentation in the RFQ. The qualified Contractors selected for the RFQ process will receive a Purchase Order (PO) and will supply the service to meet the specific requirements as indicated in the RFQ.

Agencies will exercise a scoring method based upon the criteria set forth in the RFQ. The Scoring Methods are defined as follows:

- Best Value
  - Refers to the process of selecting the quote which provides the greatest value to the agency based on evaluating and comparing all pertinent criteria, including cost, so that the Contractor whose overall proposal best suits the agency’s needs is selected for each individual project; and
  
- Low Cost
  - Refers to the lowest cost quoted from all proposals received that are deemed both responsive and responsible for the project.