

Response to ADPHT Division of Arkansas Heritage for Marketing Communications Services

Solicitation No. SP-21-0055 • Submitted March 11, 2021 by 2 p.m Central

| PROSPECTIVE CONTRACTOR'S INFORMATION | | | |
|--|--|------------------|----------------------------|
| Company: | Mangan Holcomb Partners (MHP/Team SI) | | |
| Address: | 2300 Cottdale Lane, Suite 300 | | |
| City: | Little Rock | State: | AR Zip Code: 72202 |
| Business Designation: | <input type="checkbox"/> Individual <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Public Service Corp <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit | | |
| Minority and Women-Owned Designation*: | <input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> American Indian <input type="checkbox"/> Service-Disabled Veteran <input type="checkbox"/> African American <input type="checkbox"/> Hispanic American <input type="checkbox"/> Women-Owned <input type="checkbox"/> Asian American <input type="checkbox"/> Pacific Islander American | | |
| | AR Certification #: _____ * See <i>Minority and Women-Owned Business Policy</i> | | |
| PROSPECTIVE CONTRACTOR CONTACT INFORMATION | | | |
| <i>Provide contact information to be used for RFP solicitation related matters.</i> | | | |
| Contact Person: | Sharon Tallach Vogelpohl | Title: | Principal, President & CEO |
| Phone: | 501-376-0321 | Alternate Phone: | 501-837-4668 |
| Email: | stv@mhpteamsi.com | | |
| CONFIRMATION OF REDACTED COPY | | | |
| <input checked="" type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested. <i>Note: If a redacted copy of the submission documents is not provided with Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Solicitation Terms and Conditions for additional information.</i> | | | |
| ILLEGAL IMMIGRANT CONFIRMATION | | | |
| By signing and submitting a response to this <i>RFP Solicitation</i> , Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants and shall not employ or contract with illegal immigrants during the term of a contract awarded as a result of this RFP. | | | |
| ISRAEL BOYCOTT RESTRICTION CONFIRMATION | | | |
| By checking the box below, Prospective Contractor agrees and certifies that they do not boycott Israel and shall not boycott Israel during the term of a contract awarded as a result of this RFP. | | | |
| <input checked="" type="checkbox"/> Prospective Contractor does not and shall not boycott Israel. | | | |

An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.

The signature below signifies agreement that any exception that conflicts with a Requirement of this RFP Solicitation may cause the Prospective Contractor's proposal to be rejected.

Authorized Signature: Title: Principal, President & CEO

Printed/Typed Name: Sharon Tallach Vogelpohl Date: 03/08/21

TECHNICAL PROPOSAL: INFORMATION FOR EVALUATION

E.1 Qualifications And Experience

Mangan Holcomb Partners was founded in 1972 and Team SI in 2010 in Little Rock and, today, as MHP/Team SI, is one of the oldest, largest and most respected marketing communications firms in the region. With 145+ employees, offices in Little Rock and Northwest Arkansas, and teammates working remotely from 12 states, we are owned by David Rainwater, Sharon Tallach Vogelphohl, C.C. “Chip” Culpepper and Tim Whitley.



David Rainwater
MHP/Team SI
Family of Companies
Principal

Sharon Tallach Vogelphohl
MHP/Team SI
CEO and President
MHP/Team SI
Family of Companies
President

C.C. “Chip” Culpepper
MHP/Team SI
Family of Companies
Principal and Chief Creative Officer

Tim Whitley
MHP/Team SI
Family of Companies
CEO and Chief Innovation Officer

MHP/Team SI is a full-service marketing communications company specializing in strategic planning, advertising, public relations, media planning and buying, web development, and digital and online services. We represent local, national and international brands in the areas of agriculture, education and higher education, healthcare, government, telecommunications, tourism, transportation and others.



At its very core, MHP/Team SI is a data- and research-centric and results-focused agency. The strategies and tactics we work with clients to implement must be grounded in knowledge that we gain from you, from your data, from your research and from our own; then carefully designed and implemented with attention to creativity and detail; and then constantly evaluated for course-correction and/or success determinations.

With more than 48 years of experience in the more traditionally defined “advertising business” (MHP) and 11 years (Team SI) experience in the ever-evolving field of online and digital marketing communications, and a staff of nearly 150, we have the resume of clients, industry sectors, projects, platforms and channels, and networks to continue to be an effective and energetic partner with you.

Memberships

A mere three years after we were founded, MHP was invited to join the American Association of Advertising Agencies (4A’s), and at that time, we were the youngest agency to be admitted to the advertising industry’s premiere trade association. MHP/Team SI has maintained that membership ever since, based on exceptional evaluations on the quality of our work product, our business practices and our financial stability.



The agency and/or its employees also maintain memberships and are active in professional organizations, chambers of commerce and civic groups that give us access to resources and relationships across the state and the nation to the benefit of our clients, including

- Little Rock Regional Chamber of Commerce
- Fayetteville Chamber of Commerce
- Greater Bentonville Area Chamber of Commerce
- Rogers-Lowell Area Chamber of Commerce
- Arkansas State Chamber of Commerce
- Leadership Greater Little Rock Alumni Association
- Fifty for the Future
- Rotary International
- Public Relations Society of America
- PRSA Arkansas Chapter
- International Association of Business Communicators
- Arkansas Broadcasters Association
- Arkansas Press Association



Awards and Accolades

Accolades and awards that demonstrate our company’s community leadership, corporate citizenship, ethical and successful business practices, and/or on-strategy communications work include:

- Arkansas Business of the Year (MHP)
- Arkansas Business of the Year (Team SI)
- Arkansas Business Executive of the Year finalist, 2013 and 2018 (Sharon Tallach Vogelpohl)
- Arkansas Best Places to Work (Team SI)

- Arkansas Psychologically Healthy Workplace (MHP)
- Arkansas Women’s Foundation Woman of the Year in Business (Sharon Tallach Vogelpohl)
- Olivia Farrell Gender Equity Leadership Award finalist, 2019 (Team SI)
- Public Relations Society of America’s Award of Excellence
- Adweek 100: Fastest Growing Agencies in 2020 (MHP/Team SI)
- PRNEWS’ 2020 “People of the Year” (Sharon Tallach Vogelpohl)
- Fortune Inner City 100 of the Nation’s Fastest Growing and Most Innovative Companies, 2016-2020 (Team SI)
- Inc. 5000 Fastest-Growing Companies in the U.S., 2015-2016 and 2018-2020 (Team SI)
- The Silicon Review “50 Innovative Companies to Watch in 2016” (Team SI)
- Entrepreneur Magazine’s Entrepreneur360™ List, 2017 and 2019 (Team SI)
- La Fleur’s Fleurry National Advertising Award
- 7 Marketing Healthcare Today national awards
- 80+ Arkansas PRSA Prism/ARcom Awards, including three Best of Show awards
- 100+ Addys, Tellys and other awards for creative work
- WebAwards Website of the Year and three Standard of Excellence awards
- Progress Sitefinity Website of the Year
- dotCOMM Platinum and two Gold awards
- 7 Leadership Greater Little Rock graduates
- 1 Leadership Arkansas graduate

Certifications

MHP/Team SI has been a Google Premier Partner since 2015 for our work in maximizing Google as a digital advertising platform; we hold 100+ Google certifications. We are also a Sitefinity Certified Partner for our effective use of that website development platform. MHP/Team SI and/or its employees have earned these additional certifications:

- | | |
|--|---|
| • Google Display Advertising Certification | • Google Digital Sales Certification |
| • Google Search Advertising Certification | • Instagram Advertising Certified Partner |
| • Mobile Advertising Certification | • Apple Developer Certified Partner |
| • YouTube Video Ads Certification | • Facebook Business Certified Partner |
| • YouTube Music Rights Management | • Twitter Advertising Certified Partner |
| • Google Shopping Certification | • Salesforce Certified Partner |
| • Google Analytics IQ Certification | • LinkedIn Advertising Partner |
| • Google Mobile Sites Certification | |

Current Accounts

The following list of current client accounts demonstrate our agency's capabilities to perform the services described in SP-21-0055. These are consumer-targeted accounts with annual budgets and/or media billings of about \$200,000 that are similar in scope, complexity and technological requirements as identified in SP-21-0055.

ADPHT Division of Arkansas Heritage

Contact Name: Melissa Whitfield, APR

Contact Email: melissa.whitfield@arkansas.gov

Relationship: We are in our 14th year with DAH.

Projects/Services: Integrated, omnichannel TraDigital™ services

Account Personnel: C.C. "Chip" Culpepper, Management Supervisor;

Julie C. Robbins, Account Supervisor; McKenzie McMath Coronel, Account

Executive; and Mary Claire Hill, PR Manager

Total Budget: \$850,000 annually

Percentage for Media: 65%



ARKANSAS HERITAGE

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References

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Serving Governmental Entities

MHP/Team SI serves a number of government and quasi-government clients with strategic, creative and TraDigital™ communications strategies to help them reach their target audiences efficiently and effectively. Our robust government and quasi-government portfolio represents a diverse roster of issues and opportunities, including economic and workforce development, heritage and historic preservation, litter and beautification, tourism, technical education, HIV testing, developmental disabilities, and opioid education.

As taxpayers, we are also good stewards of taxpayer dollars. To that end, we are deeply committed to the immersion and transparency required on government accounts. The phrase “red tape” is commonly used to illustrate the difficulties of moving work and projects through government entities. We only see “green tape.”

MHP/Team SI AEs work to become extensions of a government client’s team, to extend capabilities and fill skills gaps. We also understand and respect the various layers of review and approval required by government agencies before deploying initiatives, as well as the processes for results-reporting, billing and other accountability measures and expectations, and we have the internal protocols and processes in place to accommodate those needs and expectations.



At the heart of what we do with our government clients is help them reach their objectives, and we do so through collaboration and TraDigital™ marketing. We listen closely to our government clients to understand what’s expected of them in terms of results and key performance indicators (KPIs) then collaborate with them to strategize and implement relevant, data-based, results-centric and cost-effective communications strategies, all while remembering that these clients’ marketing dollars are finite, grant- and/or taxpayer-funded and strictly controlled.

That we know how to work with government agencies and that we are trusted by government agencies are evidenced by the length of our tenures with some clients. We have two government clients that we have worked with for a combined total of 37 years (14 years with one client; 23 years with another). Our contracts are renewed again and again because of our talent, the strength of our results and our stewardship of the grant- and taxpayer-funded budgets that underwrite these initiatives.

We take all clients’ missions, needs, objectives, outcomes and budgets seriously. We are especially attuned to the unique processes, protocols, standards and requirements associated with grant- and taxpayer-funded client accounts. We are committed to the efficiency and efficacy of government accounts and approach them with equal priority placed on strategy and transparency.

Experience with Public Information/Education/Awareness Campaigns

MHP/Team SI has a long history of working with nonprofit, for-profit and government entities on campaigns that are public information, education and awareness. Here is a list of current clients and/or projects that demonstrate our expertise with public information/education campaigns:

- ADPHT Division of Arkansas Heritage and all its agencies (heritage and preservation)

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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Experience with Multicultural Marketing

Here at MHP/Team SI, we have award-winning experience marketing to multicultural audiences, and promoting and partnering with those destinations that tell the story of diversity.

MHP/Team SI has been engaged with DAH's Mosaic Templars Cultural Center (MTCC) since it opened in 2008. We've secured two High Profile features in the *Arkansas Democrat-Gazette* for MTCC leaders, promoted numerous exhibits including the world-renowned Kinsey Collection, and increased participation in the annual Juneteenth celebration (both in-person and virtual events).

[REDACTED]

[REDACTED]

And our work for DAH on the Arkansas Food Hall of Fame has allowed us to create relationships with several of the state's black-owned restaurants, including Lassis Inn in Little Rock, Jones Bar-B-Q Diner in Marianna and Rhoda's Famous Hot Tamales in Lake Village.

A public-education campaign we launched with the Community Health Centers of Arkansas (CHCA) in 2020 was targeted to the Marshallese community in Northwest Arkansas. We launched paid social ads, as well as some traditional media, featuring Marshallese imagery, and voiced and/or written in



the Marshallese language. A new project this year with Arkansas Advocates for Children & Families will again enable us to create deliverables and place media targeted to the Marshallese. We've also produced a number of assets for the Marshallese community with our client the Governor's Council on Developmental Disabilities (GCDD).

Client relationships with DAH, [REDACTED]
[REDACTED]
[REDACTED] For DAH's 2021 Arkansas Food Hall of Fame program, we released news and other information in Spanish for the first time. [REDACTED]
[REDACTED]

We're also proud of the work we've done for clients identifying and preserving our state's Native American history. Over at DAH's Historic Arkansas Museum, we promoted the opening of the permanent "We Walk in Two Worlds" exhibit that examines the culture of the three tribes of Arkansas – the Caddo, Osage and Quapaw. [REDACTED]
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Marketing Philosophy

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MHP/Team SI helps its clients achieve effective marketing communications through our omnichannel TraDigital™ approach. TraDigital™ blends and intertwines traditional (like word of mouth, earned media, and advertising) and digital (like online display ads, search, paid social, and streaming radio and TV) strategies to create and deploy a multi-faceted, multi-screen and holistic marketing effort. In short, a TraDigital™ marketing approach enables organizations to reach audiences by way of the multiple channels the audiences prefer.



We rely on the inbound marketing theory to develop and deploy a TraDigital™ approach – using content and distribution channels to move users through the marketing funnel to action. The difference between inbound and outbound marketing is that, instead of in-your-face “buy our widget at rock-bottom prices” messaging, we create content to draw users through the buyer’s journey – moving them from awareness to interest and consideration and, finally, to action.

¹ <https://movingtargets.com/blog/business/why-marketing-is-so-important/>

E.2 Arkansas Markets

Success in Marketing to Arkansans

We believe the following case studies from a cross-section of our client base and using a variety of tactics and strategies to promote and communicate a diverse range of projects and programs adequately demonstrates our ability and success at marketing to Arkansans:

ADPHT Division of Arkansas Heritage's Arkansas Food Hall of Fame

MHP/Team SI proactively created fresh ideas and opportunities for earned media about the Arkansas Food Hall of Fame, a program of Arkansas Heritage, which was continuing to gain momentum since its launch.



One such new opportunity was to create a media event around the announcement of the program's finalists in four categories: Proprietor of the Year, Food-Themed Event, Gone But Not Forgotten and Arkansas Food Hall of Fame.

Finalists had previously been announced through direct mail, social media posts and news releases. An event would provide more opportunity for visuals and engagement. MHP/Team SI's team of PR professionals planned and implemented a full array of logistical details to ensure a successful event:

- Venue setup
- Invitation tactics
- Nominee communications
- Speaker selection and run-of-show
- Visuals and assets development
- Event production
- Refreshments and catering
- Media outreach and relations
- Event staffing

Another news hook was that the Arkansas Food of the Year would be unveiled and announced at the media event.

The media event was deemed a culinary triumph with these satisfying results:

RESULTS MATTER!

- **35+** earned media hits
- **All** alerted TV stations covered the event.
- **1.1+ million** impressions
- **95+** attendees
- **60%** of guests were finalists.

ADPHT Division of Keep Arkansas Beautiful

Research from Keep America Beautiful finds that litter is still a prevalent issue, even around sites where multiple trash and recycling receptacles are available. Nationwide, 82% of litter is cigarette butts, 67% is miscellaneous paper and 45% is food wrappers. The presence of litter reduces property values by 7%. In our work with the Keep Arkansas Beautiful Commission (KAB), we lean on that research to direct messaging and prioritize communications, using a TraDigital™ omnichannel marketing approach to educate and engage audiences, particularly in community-wide litter-pickup events.

Spotting some decreases in key data points, we devised an integrated communications plan to increase the number of events and volunteers, along with other key performance indicators, for KAB's two annual litter campaigns, and rolled out messaging through the following owned, borrowed and loaned channels:

- News releases distributed to 500+ news outlets statewide
- News interviews on TV and radio
- E-newsletters
- Television and radio PSAs (in two languages)
- Video content (in two languages) distributed via social media
- Booth activations at community events



To increase reach of the messaging, we placed content through the following paid media channels:

- Gas pumps' video screens
- Movie theaters
- Venue replay digital marketing
- Paid social
- Out-of-home via public transit

We believe the results of our effort to increase volunteerism and other KPIs speak for themselves:

**RESULTS
MATTER!**

- **113** news placements/appearance resulting in **36.6+ million** news impressions
- **116** clicks from the e-newsletters, and **29,000** video views on YouTube
- **\$1.1+ million** advertising equivalency for TV and radio PSAs
- **255,500+** impressions from gas pump advertising, **9.5+ million** impressions in movie theaters, and **5.6+ million** impressions from the public transit OOH
- **238%** increase in overall website traffic over previous year; **123%** increase in traffic to the cleanup landing page over previous year
- **375** local events (up from 330 the previous year), **10,000+** audience at community events, and **14,233** volunteers (up from 13,272)

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**RESULTS
MATTER!**

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UA Criminal Justice Institute

Our fellow Arkansans are suffering from opioid addiction and overdose. Since 2017, 410 Arkansans have died from an opioid-related overdose. Opioid overdoses have increased by roughly 300% over the past 18 years.

Our client partner, the University of Arkansas System Criminal Justice Institute, joined a multi-agency, multi-partner, grant-funded effort to begin reducing opioid deaths. CJI focused on increasing health literacy, addressing prescription drug- and opioid-misuse disorders, and promoting the importance of calling 911 in the event of an overdose with the “Don’t Run. Call 911.” campaign.

With target audiences and grant-directed target geographies prioritized, MHP/Team SI’s TraDigital™ omnichannel marketing approach included placements in these paid media channels:

- Out-of-home (OOH)/billboards
- Movie theater advertising
- Connected TV
- Pre-roll on YouTube
- Direct mail
- Traditional radio
- Streaming radio on Pandora and Spotify
- Digital display banners ads
- Companion banner ads
- Paid social

In true TraDigital™ fashion, additional tactics, platforms and partnerships were developed and deployed to broaden the message’s reach to the desired audiences. Tactics included:

- Website development
- App development for both Apple and Android
- Video content on Facebook, YouTube, and partners’ websites
- Infographics and fliers for distribution at grassroots events
- Social content



The ultimate result from an effort such as this is that lives are saved, and over two years, more than 300 lives have been saved in Arkansas from an opioid overdose. We, of course, had to track results specifically related to the marketing communications campaign. Doing so helped us understand best practices for impacting human lives and inform next steps to help our client continue its good work. Results of this particular, one-year effort included:

RESULTS MATTER!

- **91.2 million** campaign impressions
- **187,444** impressions from Facebook content
- **80.2+ million** impressions from outdoor billboards
- **1.1+ million** impressions on CTV, and **2.8+ million** impressions in theaters
- **3.9 million** impressions on streaming audio; **385,818** impressions on radio
- **2,497** app downloads, and **7,396** visitors to the website
- **2.1+ million** impressions on pre-roll; **257,834** impressions click-to-download ads

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**RESULTS
MATTER!**

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Addressing Challenges Unique to Marketing to Arkansans

The greatest challenges with marketing to *any* audience – regardless of that audience being in Arkansas or elsewhere – are

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[REDACTED]

Our PR team's approach to strategic communications is yet another layer we add on to ensure our clients' messages overcome the challenges of a fragmented audience. Strategic communications is more than just a buzzword. It's the next generation of public relations that takes into account how the world is constantly evolving and relying more on online strategies, community influencers and word of mouth tactics in the overall marketing mix.

Our strategic communications approach blends digital and traditional public relations in a way that reaches the desired audience(s) in the right place at the right time, with the right message and in a meaningful and authentic way.

Our team of strategic communicators are experts at the tools you need in a PR plan:

- Internal Communications
- Crisis Communications
- Earned Media Interviews
- Media Training and Coaching
- Executive Leadership Communications
- Event Coordination
- Organic Social Media and Blogs
- Influencer Outreach
- Thought Leadership
- News Release Writing and Strategic Distribution
- Grassroots and Community Outreach



Today's digital landscape means there are content creators everywhere you look online, making it even more vital to integrate content marketing strategies, search engine optimization and much more into your organization's public relations plan. With our team's expertise, those creators (be it media or community influencers) can be ambassadors for your brand.

Online, our experts can help you position yourself as a thought leader, create campaigns that promote organic traffic and create backlinks from reputable sources – making your brand a trusted source online. By implementing SEO strategies, you can also make sure your information is top on the list for online searches.

Our TraDigital™ approach looks at PR through a different lens. Measurement is everything to us. We are a strategy-first agency, which means we are driven by data and intentional with the tactics we implement. When it comes to measurement, our strategic communications experts not only look at impressions and reach, we measure how we have moved the needle to drive audiences through the marketing funnel to take action. We implement key TraDigital™ principals in all PR efforts in order to measure desired outcomes, including backlinks and SEO keywords. As strategic communicators, we are wordsmiths, but we are also data nerds. Vanity metrics (and earned media appearances) are important, but so is domain authority, online sentiment ranking and competitor analysis.

[Redacted text block]



E.3 Performance And Risks

Managing Accounts and Measuring Success

[REDACTED]

[REDACTED]

We believe the case studies highlighted in Section E.2 provide evidence of our firm’s marketing successes managing other accounts and how those successes were measured. [REDACTED]

[REDACTED]

The protocols, platforms and best practices we employ (detailed in several Section E.4 subsections) [REDACTED]

[REDACTED] also speak to how we manage accounts and measure success.

Additionally, the awards and accolades our agency has accumulated over the years is a testament to our ability and commitment to managing accounts, creating and deploying successful marketing efforts, and measuring success. Many of these awards are not merely “beauty contests” but are given to those agencies and campaigns that are grounded in 1) research to identify a need, 2) thoughtful and creative strategies to meet established objectives/KPIs, and 3) measurable results fulfilling or exceeding KPIs. A few of those awards and accolades include (a completed list is included above in Section E.2):



- Public Relations Society of America’s National Award of Excellence
- La Fleur’s Fleurry National Advertising Award
- 7 Marketing Healthcare Today national awards

- 80+ Arkansas PRSA Prism/ARcom Awards, including three Best of Show awards and numerous Prism/ARcom Awards for Arkansas Heritage work
- 100+ Addys, Tellys and other awards for creative work
- WebAwards Website of the Year and three Standard of Excellence awards
- Progress Sitefinity Website of the Year
- dotCOMM Platinum and two Gold awards

Last, but not least, our company’s core values – to be Curious, Enthusiastic, Strategic, Spellbinding, Creative, Involved and Responsible – set clear expectations for each of our teammates on how we approach account management, client campaigns, teamwork, business operations and all facets of the agency. As a community of professionals who work in close contact with one another (and with our clients) and whose individual work product is reliant upon the contributions and cooperation of others, we hold this set of interconnected, interdependent traits as guiding standards, and you will see it demonstrated in how we manage your account to ensure its effectiveness.

Measuring Effectiveness: Key Performance Indicators (KPIs)

Ongoing evaluation and measurement of a communications plan/campaign effort is critical to success.

[Redacted text block]

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[REDACTED]

[REDACTED]

Innovating Solutions to Overcome Hurdles

Probably the most-expected examples of issues that arose while implementing and managing other accounts and how we resolved those issues are related to the COVID-19 pandemic. Every client on our roster was impacted by the pandemic in some way – many businesses saw decreased sales or had to layoff employees, government agencies (including Arkansas Heritage) and nonprofits had to refigure events and location/site experiences, healthcare and education entities had to complete reshape their campus policies and service delivery, and the list goes on – and we pivoted right along with them in terms of their marketing implementation, strategic communications, technology needs and messaging.

However, we expect other agencies responding to this RFP will use the pandemic as the example of how they innovated solutions to overcome hurdles. We like to think outside the box (which we believe is the purpose of this particular question), so we offer several other, non-pandemic examples of innovation:

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| | A |
|----|--|
| 1 | Doppio™ > Eyeota > DE YouGov > Consumer And Lifestyle > Places > Leisure Places Visited > Museums,Users that are likely to visit museums |
| 2 | Doppio™ > Strissta > Business > Arts And Entertainment > Cultural > Museums And Art Galleries,Individuals who work in cultural museums and art galleries. (FLA Friendly) |
| 3 | Doppio™ > ShareThis > US > Reference > Libraries & Museums > Museums,"Recent interest from social activity; observed from social sharing, searched page visits and click-backs on shared pages" |
| 4 | Doppio™ > US 180byTwo > LOCI Mobile Audiences > Public > Museum,Audience is comprised of individuals who have recently visited a Museum |
| 5 | Doppio™ > ShareThis > US > Reference > Libraries & Museums > Libraries,"Recent interest from social activity; observed from social sharing, searched page visits and click-backs on shared pages" |
| 6 | Doppio™ > Ultimate Data > UAA > Museum Art Gallery Intent to Visit PwrByAmexAdv - A-Platinum > UAA0451 > 1,"In Market - People whose demonstrated spending patterns, behaviors, demographic and psychographic data from multiple sources identify them as |
| 7 | Doppio™ > 9D > Lifestyle > Education > Museums,These adults have been seen at an art science or history museum. |
| 8 | Doppio™ > Ultimate Data > UAA > Museum Art Gallery Intent to Visit PwrByAmexAdv - B-Gold > UAA0451 > 1,"In Market - People whose demonstrated spending patterns, behaviors, demographic and psychographic data from multiple sources identify them as immi |
| 9 | Doppio™ > Ultimate Data > UAA > Museum Art Gallery Intent to Visit PwrByAmexAdv - C-Silver > UAA0451 > 1,"In Market - People whose demonstrated spending patterns, behaviors, demographic and psychographic data from multiple sources identify them as im |
| 10 | Doppio™ > Branded Data > Valassis Digital > Interest Targeting > Reference > Libraries & Museums,This category contains people that are likely interested in Libraries & Museums |
| 11 | Doppio™ > Global ShareThis > Arts and Entertainment > Visual Art and Design > Art Museums and Galleries,"Consumers with recent interest in art museums and galleries; observed from social sharing, searched page visits and click-backs on shared pages." |
| 12 | Doppio™ > Valassis Digital > Interest Targeting > Reference > Libraries & Museums (Android),People that are likely interested in Libraries & Museums through the analysis of 80 billion signals per day across 110 million households. |
| 13 | Doppio™ > Valassis Digital > Interest Targeting > Reference > Libraries & Museums (Apple),People that are likely interested in Libraries & Museums through the analysis of 80 billion signals per day across 110 million households. |
| 14 | Doppio™ > Axiom US Interest > Museums,This ranks a households likelihood to participate in museums. |
| 15 | Doppio™ > ShareThis > US > Reference > Libraries & Museums > Libraries,"Recent interest from social activity; observed from social sharing, searched page visits and click-backs on shared pages" |
| 16 | Doppio™ > US Kantar > Travel > Activities During Vacation > Visiting Museums and Monuments,"Audiences who enjoy visiting museums and monuments during their vacations, short trips or long weekends. Participant survey data from the TGI USA Study." |
| 17 | Doppio™ > Branded Data > PlacelQ > Entertainment > Cultural Venues (Museums, Aquariums, Zoos),"Devices that visited a cultural venue (e.g. museum, aquarium, zoo) at least once within the past 90 |
| 18 | Doppio™ > Branded Data > PlacelQ > Entertainment > Cultural Venues (Museums, Aquariums, Zoos) > Frequent,"Devices that visited a cultural venue (e.g. museum, aquarium, zoo) at least once within |
| 19 | Doppio™ > Branded Data > PlacelQ > Entertainment > Cultural Venues (Museums, Aquariums, Zoos) > Recent,"Devices that visited a cultural venue (e.g. museum, aquarium, zoo) at least 3x within the |
| 20 | Doppio™ > Factual > Media & Entertainment > Museums,This segment contains consumers that have recently been observed visiting a place in the Museums category. Factual directly observes real-world behavior and visitation using our proprietary Location |
| 21 | Doppio™ > SEA ShareThis > Reference > Libraries and Museums,"Consumers with recent interest in libraries and museums; observed from social sharing, searched page visits and click-backs on shared |
| 22 | Doppio™ > SEA ShareThis > Reference > Libraries and Museums > Museums,"Consumers with recent interest in museums; observed from social sharing, searched page visits and click-backs on shared |
| 23 | Doppio™ > Global ShareThis > Reference > Libraries and Museums,"Consumers with recent interest in libraries and museums; observed from social sharing, searched page visits and click-backs on |
| 24 | Doppio™ > GB > ShareThis > Reference > Libraries & Museums,"Consumers with recent interest in libraries & museums; observed from social sharing, searched page visits and click-backs on shared |
| 25 | Doppio™ > Branded Data > Axiom > Premium Rate > ACKM Travel > Likely Activity > Museums,Propensity of someone in the households likelihood to will visit museums while traveling. |
| 26 | Doppio™ > MY YouGov > Places to Visit In Spare Time > Museums,Users likely to go to Museums in their spare time |
| 27 | Doppio™ > MasterCard > Top Tier Spender > Entertainment > Art and Museum Enthusiast USA,"Individuals that are likely to spend two or more times the average person at art and museum entities " |
| 28 | Doppio™ > Kantar > US > Travel > Activities During Vacation > Visiting Museums and Monuments,"Audiences who enjoy visiting museums and monuments during their vacations, short trips or long weekends. Participant survey data from the TGI USA Study." |
| 29 | Doppio™ > VisualDNA Mobile & App > VisualDNA Entertainment > Interest > Tickets > Museum and Gallery,Users who most enjoy going to museums and galleries in their spare time. They are more likely to be both a wine drinker and retired. |
| 30 | Doppio™ > Global ShareThis > Reference > Libraries and Museums > Museums,"Consumers with recent interest in museums; observed from social sharing, searched page visits and click-backs on shared |
| 31 | Doppio™ > Ultimate Data > UAA > Art History Museum Enthusiasts PwrByAmexAdv - C-Silver > UAA0539 > 1,"In Market - People whose demonstrated spending patterns, behaviors, demographic and psychographic data from multiple sources identify them as immine |
| 32 | Doppio™ > Ultimate Data > UAA > Art History Museum Enthusiasts PwrByAmexAdv - B-Gold > UAA0539 > 1,"In Market - People whose demonstrated spending patterns, behaviors, demographic and psychographic data from multiple sources identify them as imminent |
| 33 | Doppio™ > SEA ShareThis > Arts and Entertainment > Visual Art and Design > Art Museums and Galleries,"Consumers with recent interest in art museums and galleries; observed from social sharing, searched page visits and click-backs on shared pages." |
| 34 | Doppio™ > Audience Profiles > B2B - Industry > Cultural - Museums & Art Galleries,"This category contains people who work for companies that provide products and services related to artistic learning & appreciation. Sample company types include: muse |
| 35 | Doppio™ > Ultimate Data > UAA > Art History Museum Enthusiasts PwrByAmexAdv - A-Platinum > UAA0539 > 1,"In Market - People whose demonstrated spending patterns, behaviors, demographic and psychographic data from multiple sources identify them as immi |
| 36 | Doppio™ > ShareThis > US > Reference > Libraries & Museums,"Recent interest from social activity; observed from social sharing, searched page visits and click-backs on shared pages" |
| 37 | Doppio™ > AIJ RDA Research > Consumer Profiles > Interest > Leisure Activities > Museum,More Likely to go to a Museum. Based on modelled offline data. |
| 38 | Doppio™ > Ameribase Digital > Homebound and Work From Home > Activities & Services > Virtual Tours & Live Event Ticket Buyers > Museums,"This audience contains individuals at home, looking online for tickets and virtual tours to museums." |
| 39 | Doppio™ > FR YouGov > General Interests > Places to Visit in Spare Time > Museums,Users likely to visit museums in their spare time |
| 40 | Doppio™ > Branded Data > Media Source > In-Market > Entertainment > Activities & Events > Museums,This audience contains users who go to Museums. |
| 41 | Doppio™ > Axiom US Travel > Likely Activity > Museums,This element ranks the likelihood a consumer will visit museums while traveling. |
| 42 | Doppio™ > Branded Data > PlacelQ > Entertainment > Museums > Recent,Devices that visited a museum at least once within the past 30 days |
| 43 | Doppio™ > FR Experian > Weekend and days off hobbies > Museum visit,Activities - Weekend and days off hobbies - Museum visit |
| 44 | Doppio™ > SG YouGov > Places To Visit In Spare Time > Museums,Users likely to visit Museums in their spare time |
| 45 | Doppio™ > IPSOS Affluent - Axiom > US > Interest > Likely Behavior > 10+ times per year > museum goer,Likely to visit a museum 10 or more times in a year |
| 46 | Doppio™ > Axiom US Interest > Museums,This ranks a households likelihood to participate in museums. |
| 47 | Doppio™ > Lifesight > NZ > Category > Museum Visitors,Devices seen at Museum Places in the last 90 days. |
| 48 | Doppio™ > MRI - Axiom > US > General > Leisure Activities > Likely visited a museum in the past 12 months,Likely visited a museum in the past 12 months |
| 49 | |

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MHP/Team SI is not afraid of hurdles. We proactively identify issues and tackle them head-on – by finding innovative solutions, creating partnerships, and developing products and services to benefit our clients. The above examples are a few ways of how, when issues arose while implementing and managing other accounts, we resolved those issues.



Mitigating Risk

As your partner in marketing for the past 14 years, we know and respect the investment of time, team resources and taxpayers' dollars DAH makes into marketing efforts, and that reducing risk in this area of the division's operations is integral to implementing and achieving the goals and objectives set forth in DAH's strategic business plan. To that end, we are delighted to identify some of the processes, protocols, practices and products that we undertake and offer – many of which are highlighted elsewhere in this response – to help reduce our clients' risk in marketing.

First and foremost, MHP/Team SI offers DAH upon request a copy of our [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Other ways in which mitigate risk related to marketing include (and are detailed in Section E.4 of this response):

- Project management and billing transparency
- Front-end campaign planning via MAPS™
- Consumer preferences through research



One of the hallmarks of our agency and its long-standing client relationships has always been our commitment to [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

As noted in the “Addressing Challenges Unique to Marketing to Arkansans” subsection of Section E.2 of this response, today’s audiences are [REDACTED]

[REDACTED]

We believe data is the currency of the internet, and that without it, we can’t accomplish effective marketing. That we rely so heavily on data is [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

Reducing and avoiding risk is important to any sort of operation – whether that be a business, nonprofit or government entity. As a mid-sized business ourselves, we must consider risk, and what we do for ourselves, we do for our clients: we care about your organization as much as we care about ours. We do not take likely any risk associated with your operations, sites and locations nor with your marketing, and believe we have more-than-adequate processes, protocols, policies, and products and services in place or in development to continue helping DAH mitigate risk in marketing.

E.4 Overall Approach

Key Personnel for the DAH Account

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- **C.C. “Chip” Culpepper, Principal, Chief Creative Officer and DAH Management Supervisor**

In his role as chief creative officer, Chip guides the company in strategic creative messaging. His ideas have shaped MHP/Team SI’s creative efforts for 25+ years. He’s served as the lead creative thinker on the DAH account for 14 years.



Chip’s guiding hand and influence can be seen in nearly every client campaign and creative deliverable we craft for clients. His work has garnered numerous regional and national awards, including top awards from the American Advertising Federation over his 30+ year career. His areas of expertise include copywriting, broadcast production and post-production/editing.

An avid history buff, Chip has served on the board of directors for the MacArthur Museum of Arkansas Military History since 1999 and was named a lifetime commissioner by former Mayor Mark Stodola. He also served on the Arkansas Civil War Sesquicentennial Commission. In his spare time, Chip writes histories. He has authored a Civil War regimental history of his great-grandfather’s military service and has become a leading authority on that particular unit, its men and their actions. He’s also written the story of his mother and her sisters who worked at the Jacksonville Ordnance Plant during World War II and the story of his father’s combat missions during World War II, and has transcribed 200 World War II-era letters between his parents.

Chip earned a degree in marketing from the University of Central Arkansas at Conway. Active in leadership posts with numerous civic and professional groups, he is a graduate of the Little Rock Regional Chamber of Commerce’s Leadership Greater Little Rock program (Class XII) as well as the Leadership Arkansas program of the Arkansas State Chamber of Commerce.

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• **Sharon Tallach Vogelpohl, Principal, President and CEO**

Sharon's 25-year career spans the spectrum from copywriting to crisis communications for clients in every imaginable category, including brands such as Arkansas Heritage, Verizon Wireless, J.B. Hunt, Walmart, Stephens Inc. and Windstream.



A magna cum laude graduate of Centenary College of Louisiana with a degree in business communications, Sharon serves on the Emerald Forum of the American Association of Advertising Agencies. She is a past president of the Rotary Club of Little Rock and graduate of

Leadership Greater Little Rock Class XVI. She was a finalist for Arkansas Business Executive of the Year in 2013 and 2017; and was a member of the Arkansas Power List in 2016 and 2017, of the Arkansas 200 in 2017, and of the Arkansas 250 in 2019 and 2020.

• **David Rainwater, Principal**

David oversees MHP/Team SI's research and strategic planning disciplines. He has 33 years' experience in marketing and advertising. David serves our client with strategic consultation, account supervision and planning, and research analysis/interpretation. He provides strategic marketing counsel, branding strategy and research analysis for MHP/Team SI clients in a variety of industry categories, including higher education, tourism and heritage, and telecommunications.



A Clarendon native and UA Little Rock graduate with degrees in advertising and public relations, David has served on the Argenta Community Theater and Arkansas Repertory Theatre boards of directors, and co-founded Amp Out Alz, a fundraising rock 'n roll show benefiting Alzheimer's Arkansas. He is also a Leadership Greater Little Rock graduate (Class XIII), has been listed twice on the "Arkansas Power List."

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• **Alex Hood, Chief Technology Officer**

Alex Hood is a 17-year veteran of new media and technology and a St. Petersburg, Fla., native. Prior to joining MHP/Team SI, Alex was the media and technology director of a \$75 million advertising agency in Tampa; director of media and technology for two mega churches in Florida; and a pioneer in Internet campus



development for many churches around the country. In 2009, Alex relocated to Little Rock after being recruited here by a mega church as the media and IT director.

Under his leadership, MHP/Team SI's web development discipline bridges information with ideas, features with benefits, and creativity with results-driven solutions. Alex's philosophy is about making positive connections and has implemented his philosophy on an extensive list of creative and engineering work, including two DAH website rebuilds.

Under Alex's leadership, MHP/Team SI is a Sitefinity Certified Partner for our effective use of that website development platform and winner of a Progress Sitefinity Website of the Year award. He's also led our web development team in winning a WebAwards Website of the Year and three Standard of Excellence awards and a dotCOMM Platinum and two Gold awards. Alex is a certified Google Professional in Analytics, Google Cloud and AdWords, and is also a Microsoft Certified Solutions Expert.

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[Redacted text block]



Additional DAH Project Personnel

[Redacted text block]



Agency Services and Resources

Marketing Planning and Account Services

Account Planning
Brand Management
Budget Management
Communications Audit
Client Onboarding
Client Communications
Communications Consultation
Communications Planning
Digital/Online Strategy
Immersion
Marketing Management
Project Management
Strategic Marketing
Strategic Planning Facilitation
TraDigital™ Strategy Development
TraDigital™ Strategy Implementation

Web and App Development

App Design
App Development
Intranet Design
Sitemapping
UI/UX Audit
UI/UX Design
URL Acquisition
Website Design
Website Development
Website Hosting
Website Management

Production

Broadcast Production
Print Production
Promotional Items
Scripting
Video Concepting
Video Production

Marketing Research

Consumer Research
Marketing Research
Research Analysis
Surveying

Data Science and Analytics

Google Analytics
Online Listings Management
Online Reputation Tracking
Online Reputation Management
Search Engine Optimization
SEO Audit
SEO Consultation

Branding and Creative

Assets and Deliverables Development
Brand Development
Copyright Coordination
Graphic Design
HTML 5 Creative
Interactive Design
Multimedia Presentations
Product and Service Launches
Proofing and Copyediting
Publication Development

Content Development

Blogging
Content Calendars
Email Marketing Audit
Email Marketing Content
Social Media Audit
Social Media Content
Social Media Management
Video Content
Website Content
White Papers

PR/Strategic Communications

Community Relations
Crisis Communications
Employee Communications
Executive Visibility
Ghostwriting
Issues Management
Media Event Planning and Management
Media Outreach
Media and Spokesperson Training
News Writing and Editing
Public Relations Planning
Special Events Planning/Management
Speech Writing

Doppio® Services

Doppio Direct
Doppio Direct IP/Physical Address Targeting
Doppio Video
Doppio Pre-Roll
Doppio Retargeting
Doppio Dynamic Retargeting
Doppio Behavioral Display
Doppio Social Advertising
Doppio Programmatic TV

Social Media

Action and Engagement Tracking and Insights
Organic Content Development
Contests/Promotions Development and Management
Editorial/Content Calendar Development
Graphic Design
Post Development
Post Scheduling
Profile Design
Profile Management
Real-Time Posting and Sharing
Review and Response Management
Strategic Social Media Planning
Tab Development

Media Planning & Buying

Broadcast Advertising
Cable Advertising
Call Tracking
CTV/OTT Advertising
Digital Display Advertising
Media Research
Media Negotiation
Media Planning
Media Placement
Outdoor/OOH Advertising
Print Advertising
Post-Buy Analysis
Search Engine Marketing
Social Media Advertising
Streaming Radio Advertising
Traditional Radio Advertising
Video Advertising

Approach to Client Onboarding and Campaign Planning

For us, account on-boarding and campaign planning are about being a sponge. We need to take in and analyze as much information as you can provide us – and that we can find elsewhere about you.

A first step we recommend, especially for new clients, is to work through our strategic planning process for marketing communications that we call MAPS™. This Marketing Analysis and Planning System ideally addresses the total marketing mix; however, we often employ it for clients needing more promotion/communications strategic planning to encompass branding/messaging, advertising, public relations and digital/online activities.

MAPS™ is a collaborative planning process that relies on clients' knowledge and involvement to create consensus and ownership of the resulting strategic communications plan. This approach provides several benefits including:

- Diversity of representation and perspective to ensure a complete “big picture”
- Clearly defined and agreed-upon measurable objectives, direction and priorities
- “Ownership” of the plan by the group responsible for supporting its implementation



By combining the subjective components of decisionmaking with the objective elements of research, MAPS™ empowers participants to identify opportunities and enables MHP/Team SI to generate an actionable, prioritized communications plan that capitalizes on those identified opportunities.

Even without a MAPS™ session, we'll want first-party data about your audiences; about demographics; about website traffic and social media engagement; about brand awareness and reputation; about mailing/emailing lists; about past marketing and communications activities; about employee satisfaction; about everything.

Then, we'll want any previous marketing and media plans you've developed and implemented, and the results of those. We'll want your long-range strategic plan and any operational and communications annual plans.

We'll then search out on our own any third-party information, data and insights about trends in higher education marketing, about your target audiences and key stakeholder groups, about what your identified competitors are doing, etc.

We'll thoroughly audit everything you give us and everything we find on our own to build our analysis of your current situation. We'll marry that analysis to the desired results you've identified for us.

Collaboration is key to planning. We want your insights and involvement at every step of the way. There may be times during the process where we must retreat to accomplish specific tasks, but at no time during planning or implementation – or during the length of the relationship – will we not want you engaged.

The resulting deliverable from MAPS™ is an actionable, results-centric TraDigital™ omnichannel marketing communications plan, maximizing the client's budget for reach, frequency and effectiveness.

Approach to Project Management

Our promises to each client are “Plan the work and work the plan.” and “No surprises!” These philosophies will apply to every part of our business relationship with you.

Our ability to provide virtually every service in the communications spectrum will allow you to maximize the effectiveness of finite marketing dollars by fusing the industry knowledge of your professional staff with the core competencies of our team. This sort of immersion helps us effectively relate to you, respond to your requests, and interact and coordinate with your partners and constituent/stakeholder groups.

Communications and transparency are key to managing a client relationship and that client's projects. We will document every substantive meeting we have with you then provide that meeting summary to you for review. We can/will also provide to you a number of other documents to track and evaluate projects:

- Plans and budgets
- Media schedules and flowcharts
- Added-value/bonus-delivery reports
- Digital media metrics
- Etc.

We will also employ a number of communications tools to ensure that we stay in close contact and that the contact we have is meaningful, including email, telephone conversations, video conferences, texts and face-to-face contact, if desired in light of the current pandemic.

With many clients, we have monthly or even weekly meetings to discuss communications strategy and project progress. With other clients, we not only meet with their professional staff regularly, we

also attend management meetings, leadership forums, etc. of the client's "governing" bodies so that we are fully informed of the client's mission and needs and can most effectively support the client with marketing communications. We will collaborate with you to tailor the best approach for communications, progress updates, account meetings, etc. We will also employ a number of tools to manage your projects internally. We will:

- Create a virtual "job jacket" to collect all work, correspondence, review comments and approvals for each project. Job jackets are stored by the agency for five years and may be reviewed by the client at any time.
- Track agency time/billings in real time for each project using the agency's internal project-management and accounting software
- Meet internally to shepherd client work through the agency
- Arrive at quality-control checkpoints for each project as it moves through the agency.



MHP/Team SI uses a proven process to move a client's project through the agency. All work and related cost estimates are reviewed by the account team leader for strategic direction and accuracy before they are presented to you. Other steps in the process include:

- Each project is presented to the client for input and review. Client-reviewed projects are returned to the agency for revisions.
- Revised work, cost estimates and production timelines get a final review and approval by the client before being released for production.
- Work is completed and delivered to the client.
- Accrued agency time and vendor invoices are collected each month for open projects.
- An itemized bill is prepared detailing the time and costs for each project.
- This bill is reviewed by the account team leader and compared to client-approved estimates for each project.
- The detailed bill is then sent to the client for review and payment.

It is our pledge to you that we deliver the work on time and on budget. We take this commitment seriously, and we will proactively engage you in conversations and reviews about work quality and client service.

Approach to Billing and Commitment to Transparency

MHP/Team SI believes in accountability and complete transparency with a client. Everything we do for you is open to dialogue and evaluation. Should you have any questions about the amount of time we bill toward your project, a breakdown of that time (by employee, project and task) is available. And, because we pride ourselves on being good stewards of our clients' dollars and there is no such thing as a blank check, we estimate projects in advance for your approval. These business practices help us manage your project, control spending and adhere to established budgets.

As a matter of standard operating procedure, we often procure multiple bids for broadcast and production estimates we manage for your projects, ensuring both the highest quality and best price for the project. Any vendor invoices related to outside production billed to you through MHP/Team SI can be provided to you; if you do not want the additional paperwork associated with having copies of those vendor invoices, we'll maintain all invoices in our files for five years and you can access them at any time. Should you have any questions about the amount of time billed by the agency, a breakdown of time (by employee, function and project) is available. These business practices help us manage workload, control project activities and remain within your set project budgets.



Our billing cycle is "post-bill." For work completed and/or vendor invoices received in one month, the client will receive an invoice from MHP/Team SI for that work in the following month. Some work requires deposits, and reconciliations related to such deposit payments are available to the client. Additionally, each agency invoice will show the project by name and number, the tasks completed for that project and the value of the hours used to complete each task. Should a client require a more customized billing experience, we are happy to work on a mutually beneficial solution.

Incorporating Research and Analytics into Marketing Strategy

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IT Accessibility (Section 508 Standards)

We firmly believe that the internet should be available and accessible to anyone and are committed to providing a website that is accessible to the widest possible audience, regardless of circumstance and ability.

To fulfill this, we aim to adhere as strictly as possible to the [Redacted text block]

[Redacted text block]

[Redacted text block]

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PROPOSED SUBCONTRACTORS FORM

PROSPECTIVE CONTRACTOR PROPOSES TO USE THE FOLLOWING SUBCONTRACTOR(S) TO PROVIDE SERVICES. Type or print the following information.

| SUBCONTRACTOR'S COMPANY NAME | STREET ADDRESS | CITY, STATE, ZIP |
|------------------------------|----------------|------------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

PROSPECTIVE CONTRACTOR DOES NOT PROPOSE TO USE SUBCONTRACTORS TO PERFORM SERVICES.

EXCEPTIONS FORM

MHP/Team SI takes no exceptions related to requirements in the RFP solicitation and terms in the Standard Services Contract and Solicitation Terms and Conditions located on the OSP website.

CONTRACT AND GRANT DISCLOSURE FORM

CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM

Failure to complete all of the following information may result in a delay in obtaining a contract, lease, purchase agreement, or grant award with any Arkansas State Agency.

SUBCONTRACTOR NAME: Yes No

TAXPAYER ID NAME: Mangnan Holcomb Partners Goods? Services? Both?

YOUR LAST NAME: Vogelpohl FIRST NAME: Sharon M.I.: T

ADDRESS: 2300 Cottondale Lane, Suite 300 STATE: AR ZIP CODE: 72202 COUNTRY: USA

CITY: Little Rock

AS A CONDITION OF OBTAINING, EXTENDING, AMENDING, OR RENEWING A CONTRACT, LEASE, PURCHASE AGREEMENT, OR GRANT AWARD WITH ANY ARKANSAS STATE AGENCY, THE FOLLOWING INFORMATION MUST BE DISCLOSED:

FOR INDIVIDUALS *

Indicate below if: you, your spouse or the brother, sister, parent, or child of you or your spouse is a current or former: member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee:

| Position Held | Mark (✓) Current | Name of Position of Job Held (senator, representative, name of board/ commission, data entry, etc.) | For How Long? | | What is the person(s) name and how are they related to you? [i.e., Jane Q. Public, spouse, John Q. Public, Jr., child, etc.] | Relation |
|----------------------------------|---------------------|--|---------------|-------------|---|----------|
| | | | From MM/YY | To MM/YY | | |
| General Assembly | | | | | | |
| Constitutional Officer | | | | | | |
| State Board or Commission Member | | | | | | |
| State Employee | | | | | | |

None of the above applies

FOR AN ENTITY (BUSINESS) *

Indicate below if any of the following persons, current or former, hold any position of control or hold any ownership interest of 10% or greater in the entity: member of the General Assembly, Constitutional Officer, State Board or Commission Member, State Employee, or the spouse, brother, sister, parent, or child of a member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee. Position of control means the power to direct the purchasing policies or influence the management of the entity.

| Position Held | Mark (✓) Current | Name of Position of Job Held (senator, representative, name of board/ commission, data entry, etc.) | For How Long? | | What is the person(s) name and what is his/her % of ownership interest and/or what is his/her position of control? | | |
|----------------------------------|---------------------|--|---------------|-------------|--|------------------------|---------------------|
| | | | From MM/YY | To MM/YY | Person's Name(s) | Ownership Interest (%) | Position of Control |
| General Assembly | | | | | | | |
| Constitutional Officer | | | | | | | |
| State Board or Commission Member | ✓ | Appointee, Prescription Dru | 10/16 | Current | Sharon Tallach Vogelpohl | 33% | President |
| State Employee | ✓ | Chief of Staff, Lt. Gov's Offi. | 01/21 | Current | Carl Vogelpohl | 0% | none |

None of the above applies

Contract and Grant Disclosure and Certification Form

Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this contract. Any contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the agency.

As an additional condition of obtaining, extending, amending, or renewing a contract with a state agency I agree as follows:

1. Prior to entering into any agreement with any subcontractor, prior or subsequent to the contract date, I will require the subcontractor to complete a **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM**. Subcontractor shall mean any person or entity with whom I enter an agreement whereby I assign or otherwise delegate to the person or entity, for consideration, all, or any part, of the performance required of me under the terms of my contract with the state agency.
2. I will include the following language as a part of any agreement with a subcontractor:
Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this subcontract. The party who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the contractor.
3. No later than ten (10) days after entering into any agreement with a subcontractor, whether prior or subsequent to the contract date, I will mail a copy of the **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM** completed by the subcontractor and a statement containing the dollar amount of the subcontract to the state agency.

I certify under penalty of perjury, to the best of my knowledge and belief, all of the above information is true and correct and that I agree to the subcontractor disclosure conditions stated herein.

Signature [Signature] Title Principal, President and CEO Date 3/8/21

Vendor Contact Person Sharon Tallach Vogelpohl Title Principal, President and CEO Phone No. 501-837-4668

Agency Use only

Agency Number _____ Agency Name _____ Agency Contact Person _____ Contact Phone No. _____ Contract or Grant No. _____

EQUAL OPPORTUNITY POLICY

Mangan Holcomb Partners and Team SI (MHP/Team SI) are each an Equal Employment Opportunity Employer. It is our policy to implement equal employment opportunity to all qualified employees and applicants for employment without regard to race, color, sex, age, disability, national origin, religion, marital status, sexual orientation, gender identity, genetic information, military status, or other status protected by applicable law.

Positive action shall be taken to ensure fulfillment of this policy. This obligation includes hiring, placement, upgrading or promotion, transfer or demotion, recruitment, advertising or solicitation for employment, treatment during employment, rate of pay, or other form of compensation, selection for training, and layoff or termination. Our objective is to obtain individuals qualified and/ or trainable for the position by virtue of job-related standards of education, training, experience, and personal qualifications.