

STATE OF WYOMING  
DEPARTMENT OF ADMINISTRATION & INFORMATION  
GENERAL SERVICES DIVISION, PROCUREMENT SECTION  
2323 CAREY AVENUE  
CHEYENNE, WY 82002

**REQUEST FOR PROPOSAL NUMBER 0300-M**

WYOMING MILITARY DEPARTMENT  
STRATEGIC COMMUNICATION / PUBLIC AFFAIRS

**DIGITAL MARKETING**

PROPOSAL DUE DATE AND TIME  
**JULY 6, 2026 – 2:00:00 P.M. MOUNTAIN TIME**

AGENCY REPRESENTATIVE:  
JOSEPH COSLETT JR.

PROCUREMENT REPRESENTATIVE:  
JAMIE RAFF  
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307-777-6721

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# SECTION 1: REQUEST FOR PROPOSAL

## 1. SUBMISSION OF PROPOSALS:

The A&I Procurement Office will receive proposals for providing Digital Marketing for the Wyoming Army National Guard and the Wyoming Air National Guard for the State of Wyoming, Military Department (Agency) through the Public Purchase online bidding system. Proposals are due no later than 2:00:00 P.M. (Mountain Time) on July 6, 2026.

- 1.1. Proposals should be accompanied by the attached Proposal Price Sheet and signed by the proper official of the firm. All proposals should be uploaded on the Public Purchase online bidding system. Proposals sent by facsimile, email or paper copy may be rejected.
- 1.2. Proposals should be submitted through the Public Purchase online bidding system on or before the date and time specified. Proposals received after the date and time specified may be rejected.
- 1.3. The State of Wyoming reserves the right to withdraw this Request for Proposal, without cause, at any time before a contract has been fully signed and submitted to the A&I Procurement Office.

## 2. MODIFICATIONS OR WITHDRAWAL OF PROPOSALS:

- 2.1. A proposal may be altered through the Public Purchase online bidding system before the proposal due date and time contained in this document.
- 2.2. The proposer may withdraw its proposal through the Public Purchase online bidding system up to the proposal due date and time contained in this document. If a proposal is accepted and the proposer fails to furnish the service agreed upon in the proposal, that proposer may be eliminated from future consideration.

## 3. PREPARATION OF PROPOSALS:

- 3.1. A proposal may be rejected if it modifies any of the provisions, specifications or minimum requirements of the Request for Proposal.
- 3.2. In case of error in the extension of prices in the proposal, unit prices will govern.

## 4. AWARD AND CONTRACT INFORMATION:

- 4.1. The State of Wyoming will ensure that minority business enterprises will be afforded full opportunity to submit proposals. The State of Wyoming will not discriminate on the grounds of age, race, color, sex, creed, national origin, or disability status.
- 4.2. The proposer also, agrees that should their firm be awarded a contract, it will not discriminate against any person who performs work there under because of age, race, color, sex, creed, national origin or disability. In addition, the successful proposer shall comply with the Americans with Disability Act and the Wyoming Fair Employment Practices Act.
- 4.3. The proposer expressly warrants to the State that it has the ability and expertise to perform the contract if awarded. In doing so, it shall use the highest standards of professional workmanship.
- 4.4. The State of Wyoming reserves the right to reject any or all proposals, to waive any informality or technical defect in the proposals, or to award the contract in whole or in part, if deemed to be in the best interest of the State to do so. The A&I Procurement Office will award the contract to the firm, determined to have the most responsive and responsible proposal by the Wyoming Military Department.

- 4.5. The successful proposer will be required to agree to and execute a formal contract with the State containing terms required by the Attorney General with reasonable adjustments acceptable to the State.
- 4.6. If applicable, the State will negotiate payment terms based upon a schedule to be determined by the proposer and the State. Paying invoices will be based upon the proposer successfully completing the deliverables within the stated deadlines, and upon the Agency's written acceptance of the deliverables or services.

DATED: June 3, 2026

State of Wyoming  
Procurement Section  
Buyer: Jamie Raff

## SECTION 2: GENERAL PROVISIONS

### 1. INSURANCE:

- 1.1. The contract between the successful proposer and the State shall require the successful proposer to carry certain insurance policies. All such insurance policies, except workers' compensation and unemployment compensation policies, shall contain a waiver of subrogation against the Agency and the State, its agents and employees.
- 1.2. The contract between the successful proposer and the State shall require cyber liability insurance which shall be sufficiently broad to cover all duties and obligations undertaken by successful proposer and shall include, but not limited to, claims involving infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or description of electronic information, release of private information, alteration of electronic information, extortion and network security, with minimum limits as follows:
  - 1.2.1. \$2,000,000.00 each occurrence; and
  - 1.2.2. \$2,000,000.00 general aggregate.
  - 1.2.3. Coverage should include breach response, regulatory fines and penalties, and credit monitoring expenses, with limits sufficient to respond to these obligations. Higher limits may be required when the contract involves large amounts of protected information or is high risk.

### 2. LAWS TO BE OBSERVED:

- 2.1. The proposer shall keep fully informed of, and comply with, all applicable federal and state laws or rules, all local bylaws, regulations and all orders and decrees of bodies or tribunals having any jurisdiction or authority. The proposer shall protect and indemnify the State and its representatives against any claim or liability arising from or based on the violation of any law, bylaw, ordinance, regulation, order or decree whether by himself or its employees.

### 3. ASSIGNMENT:

- 3.1. The proposal shall not be assigned by the proposer. Third party participation is authorized only as a joint venture that shall be clearly stated in detail in the original proposal and signed by all parties participating.
- 3.2. The proposer shall not enter into any subcontracts for any of the work contemplated under this Request for Proposal without the State's prior written authorization.

### 4. EXTENSION AND AMENDMENT:

- 4.1. The proposer and the State covenant and agree that this proposal or subsequent contract may, with the mutual approval of the proposer and the State, be extended one year at a time. for a total contract period not to exceed three (3) years.

### 5. AUDIT AND ACCESS TO RECORDS:

- 5.1. The State or any of its duly authorized representatives shall have access to the proposer's books, documents, papers, electronic data and records that are directly pertinent to this Request for Proposal.

### 6. CONFLICT OF INTEREST:

- 6.1. The proposer warrants that no kickbacks, gratuities, or contingency fees have been paid in connection with this Request for Proposal and none have been promised. The proposer warrants

that no one being paid pursuant to the proposal is engaged in any activity that would constitute a conflict of interest with respect to the purchases of the proposal.

**7. NO FINDER’S FEE:**

7.1. The proposer warrants that no finder’s fee, employment agency fee, or any such fee related to the proposal shall be paid.

**8. SOVEREIGN IMMUNITY:**

8.1. Pursuant to Wyoming Statute § 1-39-104(a), the State of Wyoming and the Agency expressly reserve sovereign immunity and specifically retain all immunities and defenses available to them as sovereigns. The proposer acknowledges that the State of Wyoming has sovereign immunity and only the Wyoming Legislature has the power to waive sovereign immunity. Designation of venue, choice of law, enforcement actions, and similar provisions shall not be construed as a waiver of sovereign immunity. The parties agree that any ambiguity in this Request for Proposal shall not be strictly construed, either against or for either party, except that any ambiguity as to sovereign immunity shall be construed in favor of sovereign immunity.

**9. INDEMNIFICATION:**

9.1. The proposer shall release, indemnify, and hold harmless the State, the Agency and its officers, agents, and employees from any and all claims, suits, liabilities, court awards, damages, costs, attorneys’ fees, and expenses arising out of the proposer’s failure to perform any of the proposer’s duties and obligations hereunder or in connection with the negligent performance of proposer’s duties and obligations, including, but not limited to, any claims, suits, liabilities, court awards, damages, costs, attorneys’ fees, and expenses arising out of proposer’s negligence or other tortious conduct.

**10. APPLICABLE LAW/VENUE:**

10.1. The construction, interpretation, and enforcement of this Request for Proposal shall be governed by the laws of the State of Wyoming, without regard to conflicts of law principles. The terms “hereof,” “hereunder,” “herein,” and words of similar import, are intended to refer to this Request for Proposal as a whole and not to any particular provision or part.

**11. RIGHT OF OWNERSHIP AND MARKETING OF INTELLECTUAL PROPERTY AND INTELLECTUAL ASSETS SUBMITTED FOR THE RFP (IF APPLICABLE):**

11.1. It is acknowledged and agreed that the only party with a right to market, trademark, patent, copyright, or any like right to any intellectual property or intellectual assets submitted in relation to the Request for Proposal shall be and is solely vested in the State. This includes all intellectual property and intellectual assets related to both the written proposal and the oral presentation and any and all documents, pitches, products, media pitches, web screens, layouts, etc. produced for the written proposal and the oral presentation, and any updates, changes, alterations, or modifications to or derivative works.

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## SECTION 3: SPECIAL PROVISIONS INFORMATION

PROPOSALS SHOULD BE SUBMITTED THROUGH THE PUBLIC PURCHASE ONLINE BIDDING SYSTEM BY 2:00:00 P.M. MOUNTAIN TIME ON JULY 6, 2026. PROPOSALS RECEIVED AFTER THE DATE AND TIME SPECIFIED MAY BE REJECTED.

It is the responsibility of the proposer to clearly identify all information that is considered confidential in accordance with the Wyoming Public Records Act, Wyoming Statute §16-4-201 through §16-4-205. Please identify each confidential page with the word “CONFIDENTIAL” in capital, bold letters centered at the bottom of each page. Information not clearly marked may be considered public. If the proposer submits information that it believes is confidential, it should include a statement justifying its basis for that belief.

### 1. STATE PARTIES:

- 1.1. This Request for Proposal is issued by the Wyoming Department of Administration and Information, General Services Division, Procurement Section (Procurement) on behalf of the WYOMING MILITARY DEPARTMENT (Agency).
- 1.2. Throughout this document and others in connection with this project, various references are made, or will be made to the “State.” Generally, whenever this reference appears, the term “State” incorporates all state agencies working on this project.
- 1.3. It should be understood that the Director of Wyoming Military Department empowered to be the signatory on all contracts, agreements, or modifications pertaining to this project. Any contracts, agreements, or modifications not bearing this signature or that of a designee are invalid.

### 2. CONTENT AND PROCUREMENT POINTS OF CONTACT:

- 2.1. Procurement is the primary point of contact from the date of release of the Request for Proposal until a proposer is selected and the selection is announced.
- 2.2. Written questions about the procurement should be submitted through the Public Purchase online bidding system until 2:00:00 P.M. Mountain Time on June 12, 2026. Any questions received after that deadline may not be accepted or considered. Each question should be submitted individually. It is the proposer’s responsibility to check the Public Purchase online bidding system for answers to questions, addenda, or bid tabulations. Telephone calls, emails or faxes may not be accepted.
- 2.3. Written responses will be available through the Public Purchase online bidding system. Responses will not identify the firm that submitted the question. Only the written answers issued by the Agency are the official position on an issue, and these answers shall become part of the Request for Proposal.

### 3. RESTRICTIONS ON COMMUNICATIONS WITH AGENCY STAFF:

- 3.1. Until a proposer is selected and the selection is announced, proposers shall not communicate with Agency staff except via written questions through the Public Purchase online bidding system.
- 3.2. If a proposer violates this restriction, the State reserves the right to reject the proposal.

### 4. EFFECTIVE DATES OF PROPOSAL:

- 4.1. All terms, conditions and costs quoted in the proposer’s response will be binding on the proposer for one-hundred eighty (180) days from the effective date of the proposal.

5. ADVERTISING AWARD CONDITIONS:

- 5.1. A fully executed contract should be completed with the State before the successful proposer may advertise the award of the contract or the services being performed. The proposer should agree not to refer to awards in commercial advertising in such a manner that states or implies that the firm or its services are endorsed or preferred by the State of Wyoming.

6. CONTRACT NEGOTIATIONS:

- 6.1. The State will notify the most qualified/successful proposer and negotiate a contract in accordance with the Wyoming Attorney General's contract guidelines. The successful proposer will be required to enter into and sign a formal contract with the Agency.
- 6.2. In the event the Agency determines contract negotiations are making no forward progress, negotiations will be terminated, and at the State's sole discretion, negotiations may be initiated with the next most qualified/successful proposer, or the RFP may be withdrawn or reissued. This process will be followed until an agreement is reached, or until the State determines that the RFP will be withdrawn or reissued. The State assumes no obligation to a selected proposer until an agreement is reached and a contract is fully executed. The State will not negotiate concurrently with more than one proposer for the same award.

7. BEGINNING WORK:

- 7.1. The successful proposer may not perform any work that could be billed until a contract has been executed. The State will not pay for any work by the proposer before a contract is executed.

8. COPYRIGHT INFRINGEMENT:

- 8.1. The proposer warrants that no materials, products, and services proposed will infringe upon or violate any patent, copyright, trade secret, or other proprietary right of any third party. In the event of a claim by any third party against the State, the State shall promptly notify the proposer, and the proposer shall defend the claim. The defense will be at the proposer's expense.

9. COST OF PREPARING PROPOSALS:

- 9.1. All costs incurred for preparing the proposal and for other procurement related activities are solely the proposer's responsibility. The State of Wyoming will not provide reimbursement of these costs.

10. RISKS AND LIABILITIES:

- 10.1. By submitting a proposal, a proposer assumes any and all risks and liability associated with information in the proposal and its release.

11. AMENDMENTS:

- 11.1. The State reserves the right to amend this Request for Proposal before the proposal submission date. Amendments shall be uploaded to the Public Purchase online bidding system. It is the proposer's responsibility to check the Public Purchase online bidding system for amendments.

12. PROPERTY DAMAGE AND LIABILITY INSURANCE:

- 12.1. The proposer may be required to furnish proof of property damage liability insurance in the amount deemed necessary by the Agency for this project, if applicable.

12.2. Questions regarding required insurance coverage and limits for this project should be submitted in writing, in accordance with instructions outlined in the special provisions.

### 13. MISREPRESENTATION OF INFORMATION:

13.1. Misrepresentation of a proposer's status, experience, or capability in the proposal may result in disqualification of that proposer from the selection process. Discovery of litigation or investigations in a similar area of endeavor may, at the discretion of the Agency and after consultation with Procurement, preclude the proposer from the selection process.

### 14. DISPOSITION OF PROPOSALS:

14.1. All material submitted becomes property of the State of Wyoming, which is under no obligation to return any of the material submitted.

### 15. LEGAL CONSIDERATIONS:

15.1. This Request for Proposal is issued under Wyoming Statute §9-2-3204.

### 16. PROPOSER RELATIONS WITH STATE:

16.1. The proposer and its staff will have an ongoing relationship with the State that is based on trust, confidentiality, objectivity and integrity. The proposer will operate at all times in the State's best interests and in a straightforward, trustworthy and professional manner. The proposer shall:

16.1.1. Work cooperatively with the State's staff and business partners whenever required.

16.1.2. Work cooperatively with the staff of other proposers whenever required.

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## SECTION 4: KEY DATES

Event Description	Date	Time (Mountain Time)
RFP Release Date	June 5, 2026	
Closing Date for Questions	June 12, 2026	2:00 P.M.
Response to Questions Returned	June 18, 2026	2:00 P.M.
RFP Submission Due Date	July 6, 2026	2:00:00 P.M.
Oral Presentations/ Interviews (In person or Virtual)	July 9, 2026	
Tentative Award Date	July 2026	N/A
Tentative Work Begins Date	Immediate Upon Awarded	N/A

## SECTION 5: ADMINISTRATIVE BACKGROUND

### 1. INTRODUCTION AND BACKGROUND:

- 1.1. The Wyoming Military Department provides day to day command and control, guidance, policies, and administrative and logistics support to the Wyoming National Guard and Wyoming Civil Air Patrol.
  - 1.1.1. Provide ready and professional personnel and formations capable of winning the fight, enabling competition across all domains, saving lives, alleviating suffering and protecting property in support of civilian authority whenever the Governor or President may designate.
  - 1.1.2. By statute, support also includes safekeeping, repair and disposition of Wyoming Military Department real estate, equipment, facilities and buildings; publishing necessary regulations, orders and reports; maintaining records; and hiring personnel to carry out that support.

### 2. PURPOSE AND INTENT:

- 2.1. The purpose of this Request for Proposal (RFP) is to solicit competitive proposals from proposers who can offer provide comprehensive digital marketing services to support recruitment and public awareness efforts for the Wyoming Army National Guard and the Wyoming Air National Guard, to meet the Agency's needs and expectations, as described within this RFP.

### 3. STAKEHOLDERS:

- 3.1. The Wyoming Military Department, military personnel, civilian personnel, residents of Wyoming.

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## SECTION 6: REQUIREMENTS/SPECIFICATIONS

### 1. SCOPE OF PROJECT:

The Wyoming Military Department is seeking a qualified Contractor to provide comprehensive, performance-driven digital marketing services to support recruitment and public awareness efforts for the Wyoming Military Department, Wyoming Army National Guard, and Wyoming Air National Guard. The primary objective of this contract is to maximize qualified lead generation for recruiting and increase participation in Agency campaigns, programs, and events. The Contractor shall execute and manage paid digital marketing efforts, develop campaign strategies, and implement full-funnel lead generation systems that directly support recruiter operations. The Contractor will function as a performance-focused marketing partner responsible for paid media execution, campaign optimization, and measurable results. Organic social media management, community engagement, and day-to-day channel management will remain the responsibility of Agency personnel.

### 2. GENERAL REQUIREMENTS:

The Contractor shall provide services that directly support recruitment, retention, and public awareness objectives through targeted, data-driven marketing strategies. Services shall emphasize measurable performance outcomes, including lead generation, conversion efficiency, and campaign engagement.

#### **2.1. Scope of Activity – The Contractor shall perform the following activities:**

- 2.1.1. The Contractor shall plan, develop, execute, and continuously optimize integrated digital marketing campaigns aligned with Agency recruitment and outreach objectives.
- 2.1.2. The Contractor shall manage all paid digital advertising campaigns across platforms including Facebook, Instagram, LinkedIn, Google, YouTube, and X. Responsibilities shall include media buying, audience targeting, A/B testing, budget allocation, and continuous optimization.
- 2.1.3. The Contractor shall include a detailed monthly marketing spend plan within the proposal. All advertising spend shall be incorporated into the total contract cost and shall not be billed as a separate or pass-through expense.
- 2.1.4. The Contractor shall design, implement, and manage full-funnel lead generation systems, including landing pages, forms, and integrations that deliver qualified leads directly to recruiters.
- 2.1.5. The Contractor shall implement processes to ensure lead quality, including validation methods, filtering strategies, and continuous optimization based on recruiter feedback to improve conversion from lead to qualified applicant.
- 2.1.6. The Contractor shall develop, deploy, and optimize paid advertising campaigns across social media platforms including LinkedIn, Facebook, Instagram, X, and YouTube in support of Agency campaigns. The Contractor shall not be responsible for organic social media account management, posting, or community engagement, which will remain the responsibility of Agency personnel. The Contractor shall provide creative assets, ad copy, and campaign-specific content required for paid advertising and may provide recommendations to support organic efforts.

- 2.1.7. The Contractor shall develop and execute strategies designed to increase participation and engagement in recruiting events, campaigns, and outreach initiatives, with a focus on measurable outcomes such as attendance, registrations, and engagement.
- 2.1.8. The Contractor shall create all necessary marketing and advertising assets required to execute campaigns, including ad copy, graphic design, video content, and landing pages, ensuring alignment with Agency branding and messaging.
- 2.1.9. The Contractor shall provide campaign reports, monthly performance reports, and quarterly presentations that include key performance metrics such as cost per lead, conversion rates, campaign performance, and actionable recommendations.
- 2.1.10. The Contractor shall continuously analyze campaign performance and provide data-driven recommendations to improve effectiveness, including adjustments to targeting, messaging, platform utilization, and future campaign planning.
- 2.1.11. All data, analytics, audiences, leads, and digital assets developed under this contract shall remain the sole property of the State of Wyoming.
- 2.1.12. The Contractor shall assume primary responsibility for execution and management of paid marketing campaigns to reduce the operational burden on Agency marketing personnel.

### 3. SYSTEM AND WYOMING INFORMATIONAL TECHNOLOGY STANDARDS:

The services, work products and final deliverables provided by the proposer shall be in compliance with the State Statutes, CIO Promulgated Rules, State IT policies and standards and the Agency standards for required system hardware, software and development components, when completed and accepted by the Agency.

- 3.1. Data Breach – Venue of Law: If the proposer’s solution were to be selected, provide discussion on what state law would have jurisdiction in regards to data security breach notification.
- 3.2. Certification and Audits: Provide a discussion on certification/audits, as applicable to these RFP requirements, the proposer may have achieved (i.e., SAS 70 Audit, HIPPA, SOX, GLB, etc.)
  - 3.2.1. Provide a copy of these certifications/audits, including the dates these were conducted.
- 3.3. Website Archiving: Provide a brief description of the proposer’s website archiving practices and how their practices will meet the requirements of the Wyoming Public Records Act (Wyoming Statute §16-4-201 through 16-4-205).
- 3.4. System Availability: The system should be available 24/7. Any maintenance outages will be coordinated in advance with the Agency designated personnel.

### 4. REPORTING:

- 4.1.1. The Contractor shall provide monthly performance reports to include, at a minimum: Total advertising spend by platform and campaign;
- 4.1.2. Number of leads generated;
- 4.1.3. Cost per lead;
- 4.1.4. Lead quality and qualification metrics;
- 4.1.5. Conversion rates throughout the recruitment funnel;
- 4.1.6. Campaign reach, impressions, clicks, click-through rates, and engagement metrics;

- 4.1.7. Landing page performance metrics; and
  - 4.1.8. Recommendations for campaign improvements and optimization.
  - 4.2. The Contractor shall provide campaign-specific reports upon request for major recruitment initiatives, events, or targeted outreach efforts.
  - 4.3. The Contractor shall conduct quarterly performance reviews and presentations with Agency personnel. These reviews shall summarize campaign performance, recruitment outcomes, return on investment, trends, lessons learned, and strategic recommendations for future efforts.
  - 4.4. The Contractor shall maintain access to real-time campaign analytics and performance dashboards for Agency personnel throughout the term of the Contract.
  - 4.5. All reports, analytics, lead data, audience data, campaign performance information, and related digital assets generated under this Contract shall be provided to the Agency in an editable electronic format and shall remain the sole property of the State of Wyoming.
5. CHANGE CONTROL MANAGEMENT:
- 5.1. The proposer shall maintain a control change process with all changes approved through the Agency. The control change process should include the reason for the change, complete description of the work to be performed, estimate of time and cost to complete the task, completion date for the change and an impact analysis indicating ramifications or impact to the project.
  - 5.2. If unforeseen circumstances arise where a dispute resolution may be needed, the proposer will submit (in writing) a description of the problem and proposer resolution to the project manager and Agency primary point of contact. If changes requests are needed, the proposer agrees to continue at the hourly rate specified in the proposal.
  - 5.3. In the event it is determined that a change to the Statement of Work is required, a contract amendment shall be made to the contract in accordance with the Contract.
6. DELIVERABLES AND MILESTONES:
- 6.1. Within thirty (30) calendar days of Contract execution, the Contractor shall deliver an updated and finalized comprehensive marketing strategy and implementation plan that includes campaign objectives, target audiences, platform recommendations, lead generation processes, performance metrics, and a proposed advertising schedule.
  - 6.2. Within forty-five (45) calendar days of Contract execution, the Contractor shall implement all required campaign infrastructure, including advertising accounts, tracking systems, lead capture forms, landing pages, analytics integrations, and reporting dashboards.
  - 6.3. Within sixty (60) calendar days of Contract execution, the Contractor shall launch initial paid advertising campaigns and begin lead generation activities in accordance with the approved marketing strategy.
  - 6.4. Throughout the Contract term, the Contractor shall continuously manage, monitor, and optimize active campaigns to improve lead quality, conversion rates, and overall campaign performance.
  - 6.5. The Contractor shall provide monthly performance reports in accordance with the REPORTING Section above and shall submit recommendations for campaign optimization based on performance data and recruiter feedback.

- 6.6. The Contractor shall conduct quarterly performance reviews and strategic planning sessions with Agency personnel and provide a written summary of findings and recommendations.
- 6.7. Upon Contract completion or termination, the Contractor shall provide a final performance report and transfer all campaign assets, advertising account information, lead data, audience data, analytics, creative materials, and related documentation to the Agency within thirty (30) calendar days.

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# SECTION 7: PROPOSAL SUBMISSION REQUIREMENTS

## 1. TECHNICAL PROPOSAL, FORMAT AND CONTENTS:

1.1. Proposals should be submitted in two major sections: the Technical Proposal and the Cost Proposal. Omission of this section or any item within this section may result in the proposal being eliminated. The proposer should, at a minimum, address the following points:

1.1.1. Table of Contents: The table of contents should include all items listed in this section.

1.1.2. Executive Summary: The executive summary will condense and highlight the contents of the technical proposal in such a way as to provide the State with a broad understanding of the proposer's qualifications and approach to meeting the requirements of the RFP.

1.1.3. Proposer's Background and Experience: The proposer should include a company summary including the company history, location, office location(s), company size, financial statements (if applicable), and the statement of technical areas of expertise. The proposer should be able to substantiate to the satisfaction of the Agency that the proposer has sufficient resources to complete the project successfully within the time requirements.

1.1.4. Resumes: The proposer should include brief resumes for personnel that will be working on the project, if awarded the contract. The resumes should clearly identify expertise in the functional areas listed in Section 6. Specialized training courses will not be acceptable for demonstration of expertise in the required areas. Proven work experience combined with related education will be the means of substantiating expertise.

1.1.4.1. Resume Format: Each project reference in a resume should include both the customer's name and the time period the person worked on the project, as well as a brief description of the scope of work for that project. In addition, resumes should explain the role and responsibility of each person participating in the project. The State expects that personnel associated with these resumes will be the personnel working on the project, should the proposer be awarded the contract.

1.1.5. References: Corporate references are required from at least three (3) prior clients. In addition, two (2) references are required for each of the staff members being proposed for the project. Whenever possible, an alternative point of contact for each reference should be listed with a phone number and email address. Each reference should depict relevant experience that can be brought to bear during the term of this RFP. In order to ensure current expertise, all work for client references provided should have been completed no more than three years prior to the release date of this RFP.

1.1.5.1. References may be verified during the proposal evaluation by telephone calls made by members of the Evaluation Committee or through e-mail or the United States Postal Service.

1.1.5.2. If contact with the referenced contact person or an alternative that has knowledge of the proposer is not made after reasonable attempts during the designated evaluation period, the reference will be classified as unsatisfactory. All attempts to contact a referenced client will be documented, including the date and time of the attempt.

1.1.5.3. The Agency reserves the right to contact other State of Wyoming agencies regarding engagements they may have had with the proposer's company in the past, in addition to the references provided in the proposal.

- 1.1.6. Single Point of Contact: The proposer should identify a single point of contact for all contract management activities. The proposer's Project Manager's name and resume should be submitted with the proposal. The successful proposer should not change the Project Manager without written Agency approval.
- 1.1.7. Proposer's Project Marketing Plan: The proposer should submit a marketing plan that meets the needs of the RFP and indicates a thorough understanding of the scope of work as outlined in Section 6. The proposer should identify realistic person hours of effort and responsibilities for the deliverables and each work activity.
- 1.1.8. Project Management Plan: The proposal should contain a comprehensive and practical description of the proposer's plans for project management and control, including staff organization structure, progress reporting, major decision making, sign-off procedures and internal control procedures. The proposer should also indicate flexibility in meeting changes in program requirements and coping with problems.
- 1.1.9. Project Delays: Proposer should also describe how project delays will be addressed should they occur. This should include assurances that sufficient resources and knowledgeable, experienced staff are available to meet any project schedule.
- 1.1.10. Contract Exceptions: Proposers should state agreement with all General Provisions and should furnish any exceptions to these provisions.
- 1.1.11. Staffing and Project Organization: An organization chart should be included with all proposed personnel, including the supervisor level, functional responsibilities, key personnel, and other staff members who will be involved in the project.
- 1.1.12. Proposer Checklist: The proposer should submit a checklist in which the proposer should evaluate their existing offering compared with the RFP mandatory/optional requirements.

## 2. COST PROPOSAL FORMAT AND CONTENT:

- 2.1. Cost Proposal Price Sheets: Each applicable proposer should upload the Technical Proposal and the Cost Proposal Sheets as separate documents, and identify them as such, using the Public Purchase online bidding system. The price to be entered on this page is the total fixed. In case of error in the extension of prices in the proposal, unit prices will govern. Cost breakdowns are not included on this page. The proposer should ensure all signatures and identifying numbers are properly affixed to this page in order for the Cost Proposal to be accepted.
  - 2.1.1. Pricing Schedule 3 should itemize the all-inclusive base hourly rate for any required software changes related to the scope of work. The proposer should submit in this cost proposal its hourly rate for performing any change orders requested by the State. This rate should be a clear hourly rate, and should include all travel and per diem charges.

## 3. ORAL PRESENTATIONS / INTERVIEWS:

- 3.1. Oral Presentations may be conducted in relation to this RFP.
  - 3.1.1. Proposers may be requested to make an oral presentation (or interview) to clarify and/or demonstrate any particular points about their proposals. Section 4 will indicate when oral presentations may be requested. If so requested, the Agency will provide a minimum of one week notification of the time scheduled for the presentation. The evaluation team members will address questions to the proposers pertaining to their ability to complete this project. The proposer is responsible for payment of all costs involved in any oral presentation and shall not be reimbursed by the State for these costs. The oral presentation will be considered part of the proposal, unless specifically stated otherwise.

3.1.2. Such presentations are for the purpose of explaining or clarifying any significant elements of the proposal (see Section 8) to assist the Evaluation Team in further evaluating the proposal. At the option of the State, presentations may be attended by others in addition to the Evaluation Team Members.

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## SECTION 8: EVALUATION METHODOLOGY

### 1. OVERVIEW:

- 1.1. The Agency will conduct a comprehensive, fair, objective, and impartial evaluation of proposals. Proposals will be evaluated based on the proposer's demonstrated ability to deliver measurable, performance-driven digital marketing outcomes that support recruitment and campaign participation objectives. Emphasis will be placed on lead generation capability, paid media performance, strategic approach, and the ability to execute and optimize campaigns effectively.

### 2. COMPLIANCE WITH MANDATORY REQUIREMENTS:

- 2.1. To be considered responsive, a proposal must meet all minimum requirements defined in this RFP. Proposals that fail to demonstrate the ability to perform the required scope of work may be rejected.

### 3. TECHNICAL SCORING AND RANKING:

- 3.1. **PROPOSER BACKGROUND AND EXPERIENCE: 20 Points.** The proposer shall demonstrate experience in delivering performance-based digital marketing services, specifically:
  - 3.1.1. Lead generation campaigns with measurable outcomes
  - 3.1.2. Paid media management across multiple platforms
  - 3.1.3. Experience supporting recruitment, government, or similar mission-driven organizations
  - 3.1.4. Proposers should provide examples that include performance metrics such as cost per lead, conversion rates, and campaign results.
- 3.2. **PAID MEDIA AND LEAD GENERATION APPROACH – 25 Points.** The proposer shall describe their approach to:
  - 3.2.1. Audience targeting and segmentation
  - 3.2.2. Campaign structure and execution
  - 3.2.3. Lead generation strategy and funnel design
  - 3.2.4. Methods for optimizing cost per lead and conversion rates
  - 3.2.5. Evaluation will prioritize clear, actionable strategies over general marketing language.
- 3.3. **CAMPAIGN EXECUTION AND OPTIMIZATION STRATEGY: 20 Points.** The proposer shall demonstrate their ability to:
  - 3.3.1. Continuously monitor and optimize campaign performance
  - 3.3.2. Conduct A/B testing and adjust campaigns based on data
  - 3.3.3. Improve performance over time through iterative optimization
  - 3.3.4. Preference will be given to proposers who demonstrate a structured, data-driven optimization process.
- 3.4. **LEAD QUALITY AND CONVERSION STRATEGY: 10 Points.** The proposer shall describe how they will ensure lead quality, including:
  - 3.4.1. Lead validation methods

- 3.4.2.Integration with recruiter workflows
- 3.4.3.Strategies to improve lead-to-contact and lead-to-conversion rates
- 3.5. CREATIVE DEVELOPMENT AND MESSAGING APPROACH: **10 Points**. The proposer shall demonstrate their ability to develop effective creative assets, including:
  - 3.5.1.Ad copy and messaging strategy
  - 3.5.2.Visual and video content development
  - 3.5.3.Alignment with target audience and campaign objectives
- 3.6. REPORTING, ANALYTICS, AND STRATEGIC INSIGHT: **5 Points**. The proposer shall describe:
  - 3.6.1.Reporting structure and frequency
  - 3.6.2.Key performance indicators tracked
  - 3.6.3.How insights will be translated into actionable recommendations
- 3.7. TOOLS IMPROVING CAMPAIGN PERFORMANCE: **5 Points**. The proposer may include additional capabilities or services that provide enhanced value to the Agency, such as innovative tools, technologies, or unique approaches that improve campaign performance.
- 4. COST SCORING AND RANKING:

- 4.1. Cost Proposal – **5 Points**. The cost proposal will be evaluated based on overall value, including:
  - 4.1.1.Inclusion of advertising spend within the total contract cost
  - 4.1.2.Alignment of cost with proposed level of effort and performance expectations
  - 4.1.3.Clarity and transparency of pricing structure
  - 4.1.4.The lowest cost proposal will not automatically receive the highest score. Cost will be evaluated in conjunction with the proposer’s ability to deliver results.

5. EVALUATION POINT SUMMARY:

Proposer Experience and Past Performance	20 Points
Paid Media and Lead Generation Approach	25 Points
Campaign Execution and Optimization Strategy	20 Points
Lead Quality and Conversion Strategy	10 Points
Creative Development and Messaging Approach	10 Points
Reporting, Analytics, and Strategic Insight	5 Points
Tools Improving Campaign Performance	5 Points
Cost Proposal	5 Points
<hr/>	
<b>Total</b>	<b>100 Points</b>

6. FINAL RANKING OF PROPOSALS:

The State of Wyoming will be the sole authority of evaluating proposals. The firm that best meets the conditions of each of the criterion will be awarded the highest (not necessarily maximum) points for that criterion. The balance of the proposals will be rated based on their evaluated points. After each criterion is evaluated, the proposer with the highest number of points will be notified. The State of Wyoming reserves the right to reject any or all proposals, to waive any informality of technical defect in the proposals, or to award the contract in whole or in part, if deemed in the best interest of the State to do so.

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## SECTION 9: PROPOSAL PRICE SHEET AND SIGNATURE PAGE

The undersigned agrees to provide Digital Marketing to the Wyoming Military Department accordance with the Request for Proposal, General Provisions, Special Provisions and Proposal Price Sheet for Request for Proposal Number 0300-M.

**Total Evaluated all-inclusive price for contract** \$ \_\_\_\_\_

### 1. BY SUBMISSION OF A PROPOSAL, THE PROPOSER CERTIFIES:

- 1.1. Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- 1.2. The Proposer has not and will not attempt to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- 1.3. The person signing this proposal certifies they are authorized to represent the company and are legally responsible for the price and supporting documentation provided as a result of this advertisement.
- 1.4. Proposer will comply with all applicable state and federal regulations, policies, guidelines and requirements.

Prices in this proposal have not been knowingly disclosed by the proposer nor will they be disclosed prior to award.

### 2. GENERAL INFORMATION:

Proposer Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Employer Identification Number (EIN): \_\_\_\_\_

### 3. OWNERSHIP AND CONTROL:

Proposer's Legal Structure

\_\_\_\_\_ Sole Proprietorship    \_\_\_\_\_ General Partnership    \_\_\_\_\_ Corporation

\_\_\_\_\_ Limited Partnership    \_\_\_\_\_ Other \_\_\_\_\_

The proposer shall provide to the Agency a certificate of good standing from the Wyoming Secretary of State or other proof that proposer is authorized to conduct business in the State of Wyoming before performing work under this Contract. The proposer shall ensure all annual filing and corporate taxes due and owing to the Wyoming Secretary of State's office are up-to-date before signing the contract. Proposers may contact the Wyoming Secretary of State's office, Corporate Division at (307) 777-7311 for assistance.

#### 4. VENDOR VERIFICATION

I certify under penalty of perjury, that I am a responsible official (as identified above) for the business entity described above as the proposer, that I have personally examined and am familiar with the information submitted in this disclosure and all attachments, and that the information is true, accurate and complete. I may be charged significant penalties for submitting false information, including criminal sanctions, which can lead to fines and/or imprisonment.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

Pricing Schedule 3  
Wyoming Military Department  
Digital Marketing

ALL INCLUSIVE HOURLY RATE

Provide the all-inclusive base hourly rate for any required software changes related to the scope of work. The proposer should submit in this cost proposal its hourly rate for performing any change orders requested by the Agency. The cost is separate from the total lump sum shown on the Proposal Price Sheet. This rate should be a clear hourly rate, and should include all travel and per diem charges.

All-inclusive hourly rate for performing system changes: \$ \_\_\_\_\_/hour

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

The State will negotiate payment terms based upon a schedule to be determined by the proposer and the State. Payment of invoices will be based upon the proposer meeting stated deadlines for deliverables and upon the Agency's written acceptance of the deliverables.

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