

Southeast Alabama Regional Planning and Development Commission

Request for Proposals for Advertising Services

The Southeast Alabama Regional Planning and Development Commission (SEARPDC) is soliciting proposals to market advertising space on approximately 14 vehicles utilized by the Wiregrass Transit Authority. The selected company will be responsible for marketing space, developing advertisements, and overseeing the production, installation and maintenance of advertising materials for a fleet of approximately 14 transit buses.

Contractor Responsibilities

Proposer will assume responsibility for delivery of services and application performance, regardless if Proposer subcontracts any of these items and services. The Proposer will be the sole point of contact regarding contractual matters, including performance of services and the payment of any and all charges resulting from contract obligations. Proposer will be totally responsible for all obligations outlined under this RFP.

Proposer Qualifications

All bidders, to the best of their knowledge and belief, must be in, and remain in compliance with all applicable Federal, State, and local laws, ordinances, resolutions and regulations. All bidders should be prepared to timely submit to the SEARPDC, non-confidential evidence or documentation demonstrating they are presently licensed and permitted by law to do business in Alabama. Such non-confidential evidence or documentation is encouraged to be submitted with the Bid Package. All vendors, contractors and grantees are required to comply with the Alabama Immigration Law under Sections 31-13-9 (a) and (b) of the Code of Alabama. Forms and documents will be included with award documents.

Factors to be considered in the award of these services include: 1) Firm experience and existing client base; 2) Qualifications of key personnel; 3) Marketing strategy; 4) Revenue and benefits to SEARPDC expressed in terms of A) proceeds earned from sale of advertisement per vehicle and B) if based on percentage net share of the proceeds and/or negotiated flat rate to be provided to SEARPDC.

Bidders wishing to be considered for this proposal should submit a proposal covering the above factors. SEARPDC will select bidder based upon an assessment of each proposal and the reasonableness of each proposal with respect to the above factors. The public will be notified of advertising opportunity on our website so that it is an equal opportunity for all possible advertisers. Proposals must be submitted no later than 10:00 AM, September 6, 2024. Submittals received after this time and date shall not be considered.

Sealed packages may be mailed or hand delivered to Attn: Demetrus (Mike) Crittenden, Transportation Director, at 462 North Oates Street, 4th Floor, Dothan, AL 36303.

Questions concerning this solicitation should be directed to Demetrus (Mike) Crittenden at (334) 794-4093, ext. 1431 or dcrittenden@searpc.org.