State of Maine
RFP / Proposal Master Score Sheet

Instructions: Complete the Master Score Sheet below providing all of the requested information for each bidder that submitted a proposal in response to the RFP. This document is to be included in the Selection Package submitted to the Division of Procurement Services for review/approval.

<table>
<thead>
<tr>
<th>EVALUATION ITEM</th>
<th>POINTS AVAIL.</th>
<th>TideSmart Global</th>
<th>Alliance Sports Marketing LLC</th>
<th>(Insert Bidder’s name)</th>
<th>(Insert Bidder’s name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section I: Organization Qualifications and Experience</td>
<td>35</td>
<td>30</td>
<td>35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section II: Proposed Services</td>
<td>35</td>
<td>30</td>
<td>35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section III: Cost Proposal</td>
<td>30</td>
<td>29.5</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>89.5</strong></td>
<td><strong>100</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVALUATION ITEM</th>
<th>POINTS AVAIL.</th>
<th>(Insert Bidder’s name)</th>
<th>(Insert Bidder’s name)</th>
<th>(Insert Bidder’s name)</th>
<th>(Insert Bidder’s name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section I: Organization Qualifications and Experience</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
</tr>
<tr>
<td>Section II: Proposed Services</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
</tr>
<tr>
<td>Section III: Cost Proposal</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
<td>(xx)</td>
</tr>
</tbody>
</table>

Rev. 2/7/2019
Award Justification Statement  
RFP# Sports Marketing Services

I. Summary
The purpose of this Request for Proposal (RFP) is to establish a vendor to provide full time dedicated marketing in professional sports settings and special events promoting Maine Bureau of Highway Safety behavioral safety programs. The vendor will support educational events and advertising at sporting venues which is the primary method to reach young drivers age 20-24 and those between 25-55. In addition, the vendor will focus on teen and young adult traffic safety education though pledge campaigns and presentations that involving high school and college age students with interactive displays, discussions, speaking events and signage at major school sporting and other events.

II. Evaluation Process
The review team used a consensus approach to evaluate and score sections below. Members of the review team did not score those sections individually but, instead, arrived at a consensus as to assignment of points for each of those sections.

- Organization Qualifications and Experience (35 points)
- Proposed Services (35 points)
- Scoring Weights and Process Cost Proposal (30 points)

The total cost proposed for conducting all the functions specified in this RFP was assigned a score according to a mathematical formula. The lowest bid was awarded 30 points. Proposals with higher bids values were awarded proportionately fewer points calculated in comparison with the lowest bid.

The scoring formula used is:

\[(\text{Lowest submitted cost proposal} / \text{Cost of proposal being scored}) \times 30 = \text{pro-rated score}\]

III. Qualifications & Experience

- Has experience with more than 100 Highway Traffic Safety projects across the United States.
- Has experience working directly with State Highway Safety offices since 2002.
- Gave multiple examples of projects currently working with other State Highway Safety Offices; projects are relevant and show a high level of experience working with traffic safety related issues.
- Active member of GHSA Governors Highway Safety Association
- Attended annual GHSA and Lifesaver conferences for the past 15 years
- Fully staffed office in Maine
- Active relationship with Maine Principals Association (MPA)
- Partnership with USM (University of Maine) system for 11 years Partnership with sports venues throughout the State of Maine
- All projects examples were directly related to Highway Safety and work with State Highway Safety Offices
IV. Proposed Services

- Proposed services were relevant and specific to the seasonal and geographical needs of the State of Maine.
- Proposed services targeted each traffic safety focus area and gave unique specific examples on how each event would be conducted.
- The proposed timeline and plan is acceptable and would work for our current needs for this RFP.

V. Cost Proposal

The selected bidder submitted the lowest cost.

VI. Conclusion

Although both proposals submitted were very well done, the awarded vendor gave multiple examples of projects currently working with other State Highway Safety Offices; projects are relevant and show a high level of experience working with traffic safety related issues. The awarded vendor met all pass/fail requirements identified in the RFP and was determined by the Evaluation Team as providing the best value to the State of Maine for the services requested.
Dear Brandon,

This letter pertains to the Request for Proposals (RFP) issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Sports Marketing Services. The Bureau has evaluated the proposals received using the evaluation criteria identified in the RFP. The Bureau is hereby announcing a conditional contract award to the following bidder:

- **Alliance Sports Marketing LLC**

The bidder listed above received the evaluation team’s highest ranking. The Bureau will be contacting this bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Bureau and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Bureau is executed. The Bureau further reserves the right to cancel a Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Lauren V. Stewart, Director

---

**Ann Wood**  
**Contract Grants Specialist**  
**Maine Department of Public Safety**  
**Maine Bureau Highway Safety**  
**45 Commerce Drive, Suite 1**  
**Augusta, ME 04333**  
**Telephone (207)626-3847**  
**Fax (207)287-3042**  
**ann.wood@maine.gov**
Website http://www.maine.gov/dps/bhs/
8/31/2020

Brandon Vonderharr
401 Church Street Suite 3000
Nashville, TN 37219

SUBJECT: Notice of Conditional Contract Award under RFP # 20206107

Dear Brandon,

This letter pertains to the Request for Proposals (RFP) issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Sports Marketing Services. The Bureau has evaluated the proposals received using the evaluation criteria identified in the RFP. The Bureau is hereby announcing a conditional contract award to the following bidder:

- **Alliance Sports Marketing LLC**

The bidder listed above received the evaluation team’s highest ranking. The Bureau will be contacting this bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Bureau and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Bureau is executed. The Bureau further reserves the right to cancel a Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Lauren V. Stewart, Director

Buckle Up. Drive Safely.
STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).
SUBJECT: Notice of Conditional Contract Award under RFP # 20206107

Dear Mr. Woods:

This letter pertains to the Request for Proposals (RFP) issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Sports Marketing Services. The Bureau has evaluated the proposals received using the evaluation criteria identified in the RFP. The Bureau is hereby announcing a conditional contract award to the following bidder:

- **Alliance Sports Marketing LLC**

The bidder listed above received the evaluation team’s highest ranking. The Bureau will be contacting this bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Bureau and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Bureau is executed. The Bureau further reserves the right to cancel a Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Lauren V. Stewart, Director

---

Ann Wood
Contract Grants Specialist
Maine Department of Public Safety
Maine Bureau Highway Safety
45 Commerce Drive, Suite 1
Augusta, ME 04333
Telephone (207)626-3847
Fax (207)287-3042
ann.wood@maine.gov
Website http://www.maine.gov/dps/bhs/
8/31/2020

Steve Woods
380 U.S. Route 1
Falmouth, ME 04105

SUBJECT: Notice of Conditional Contract Award under RFP # 20206107

Dear Mr. Woods:

This letter pertains to the Request for Proposals (RFP) issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Sports Marketing Services. The Bureau has evaluated the proposals received using the evaluation criteria identified in the RFP. The Bureau is hereby announcing a conditional contract award to the following bidder:

- Alliance Sports Marketing LLC

The bidder listed above received the evaluation team’s highest ranking. The Bureau will be contacting this bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Bureau and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Bureau is executed. The Bureau further reserves the right to cancel a Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

Lauren V. Stewart, Director
STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).
**SUMMARY PAGE**

<table>
<thead>
<tr>
<th>Pass/Fail Criteria</th>
<th>Pass:</th>
<th>Fail:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have experience working with multiple Maine sport teams and sport team venues.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Must have experience and have an active relationship with the Maine Principal's Association (MPA). MeBHS has developed sports marketing programs in conjunction with the MPA and it is essential that the Bidder have a working relationship already established in order to facilitate these projects.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Have experience working with other states Governor's Highway Safety Offices.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Have staff with a Road Safety Professional Certification from the Transportation Professional Certification Board.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Numerical Score:**

| Section I: Organization Qualifications and Experience (Max: 35 Points) | 35 |
| Section II: Proposed Services (Max: 35 Points)                        | 35 |
| Section III: Cost Proposal (Max: 30 Points)                            | 30 |

**TOTAL POINTS** (Max: 100 Points) 100
EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 35  Score: 35

Evaluation Team Comments:

Qualifications and Experience
- Has experience with more than 100 Highway Traffic Safety projects across the United States.
- Has experience working directly with State Highway Safety offices since 2002.
- Gave multiple examples of projects currently working with other State Highway Safety Offices; projects are relevant and show a high level of experience working with traffic safety related issues.
- Active member of GHSA Governors Highway Safety Association
- Attended annual GHSA and Lifesaver conferences for the past 15 years
- Fully staffed office in Maine
- Active relationship with Maine Principals Association (MPA)
- Partnership with USM (University of Maine) system for 11 years
- Partnership with sports venues throughout the State of Maine
- All projects examples were directly related to Highway Safety and work with State Highway Safety Offices
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202006107
RFP TITLE: Sports Marketing
BIDDER: Alliance Sports Marketing
DATE: 8/26/2020

Proposed Services

Total Points Available: 35  Score: 35

Evaluation Team Comments

- Proposed services were relevant and specific to the seasonal and geographical needs of the State of Maine.
- Proposed services targeted each traffic safety focus area and gave unique specific examples on how each event would be conducted.
- The proposed timeline and plan is acceptable and would work for our current needs for this RFP.
RFP #: 202006107
RFP TITLE: Sports Marketing
BIDDER: Alliance Sports Marketing
DATE: 8/26/2020

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

<table>
<thead>
<tr>
<th>Lowest submitted Cost Proposal</th>
<th>÷</th>
<th>Cost Proposal being scored</th>
<th>x</th>
<th>Score Weight</th>
<th>=</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>735,000.00</td>
<td></td>
<td>735,000.00</td>
<td>x</td>
<td>30 points</td>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

Evaluation Team Comments:

Cost proposal was reasonable based on proposed services.
RFP #: 202006107
RFP TITLE: Sports Marketing
BIDDER: TideSmart Global
DATE: 8/26/2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team’s consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Department of Public Safety – Bureau of Highway Safety
NAME OF RFP COORDINATOR: Ann Wood
NAMES OF EVALUATORS: Ann Wood, Jaime Pelotte, Nicholas Brown

SUMMARY PAGE

<table>
<thead>
<tr>
<th>Pass/Fail Criteria</th>
<th>Pass</th>
<th>Fail</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have experience working with multiple Maine sport teams and sport team venues.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Must have experience and have an active relationship with the Maine Principal’s Association (MPA). MeBHS has developed sports marketing programs in conjunction with the MPA and it is essential that the Bidder have a working relationship already established in order to facilitate these projects.</td>
<td>1. P</td>
<td>2. F</td>
</tr>
<tr>
<td>3. Have experience working with other states Governor’s Highway Safety Offices.</td>
<td>3. F</td>
<td></td>
</tr>
<tr>
<td>4. Have staff with a Road Safety Professional Certification from the Transportation Professional Certification Board.</td>
<td>4. F</td>
<td></td>
</tr>
</tbody>
</table>

Points Awarded:

<table>
<thead>
<tr>
<th>Numerical Score:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Section I. Organization Qualifications and Experience (Max: 35 Points)</td>
<td>30</td>
</tr>
<tr>
<td>Section II. Proposed Services (Max: 35 Points)</td>
<td>30</td>
</tr>
<tr>
<td>Section III. Cost Proposal (Max: 30 Points)</td>
<td>29.5</td>
</tr>
<tr>
<td>TOTAL POINTS (Max: 100 Points)</td>
<td>89.5</td>
</tr>
</tbody>
</table>

Rev. 1/3/2020
EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 35     Score: 30

Evaluation Team Comments:

Qualifications and Experience

- Example project #1 gave a good example of a traffic related project with a timeline of 5 years' experience.
- Other example projects did not provide a timeline to determine the length of experience of each of these individual projects. It was hard to determine if they were long standing projects or new (current) and hard to understand if they would provide relevant experience.
- Vendor used multiple acronyms; team was unsure what some of them meant.
- Office is based in Maine.
- Organizational chart gave a good description of the levels of the company, however did not indicate who would be point of contact for this project.
- Vendor indicated all work would be done by them, no sub-contractors to be used.
EVALUATION OF SECTION II
Proposed Services

Total Points Available: 35  Score: 30

Evaluation Team Comments:

- Vendor provided examples that would be relevant to the needs of the State of Maine.
- Vendor did not provide a timeline specific for each proposed project.
- Vendor did provide examples of how target audiences would be addressed for most of the traffic safety programs we identified in this RFP.
RFP #: 202006147
RFP TITLE: Sports Marketing
BIDDER: TideSmart Global
DATE: 8/26/2020

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 30  Score: 29.5

<table>
<thead>
<tr>
<th>Lowest submitted Cost Proposal</th>
<th>÷</th>
<th>Cost Proposal being scored</th>
<th>x</th>
<th>Score Weight</th>
<th>=</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>735,000.00</td>
<td>÷</td>
<td>747,272.00</td>
<td>x</td>
<td>30 points</td>
<td>=</td>
<td>29.5</td>
</tr>
</tbody>
</table>

Evaluation Team Comments:

Cost proposal was reasonable based on the proposed services.
Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Eligibility to Submit Bids
1. Pass
2. Pass
3. Pass
4. Pass

Organization Qualifications and Experience
Overview of Organization
- Experience with more than 22 State Highway Safety Offices
- Experience with more than 100 specific traffic safety projects throughout the US
- More than 18 years direct experience with traffic safety
- Partnership with MPA/University of Maine Systems and various Maine sports programs
- Active member of GHSA
- Attends annual GHSA and LifeSavers

Subcontractors
- None Noted

Organizational Chart
- Provided a narrative format
- Fully staffed office in Maine

Proposed Services
Services to be Provided
- Sports Marketing events cover a wide variety of venues to cover all focus areas
- High School Athletic Campaign, examples of how to engage teens, evaluation of project and the partnership with the MPA and annual basketball tournaments
- Influencer speaking events, explained specific “choices matter” program and how it would work with the schools in Maine through different channels within the schools
- Interactive Event Display, a good way to interact with other target audiences that may not be attending sporting events/high school activities

Implementation – Work Plan
- Timeline provided is very specific to the proposed services and is acceptable
RFP #: 202006107
RFP TITLE: Sports Marketing Services
BIDDER NAME: TideSmart Global
DATE: 8/12/2020
EVALUATOR NAME: Jaime Pelotte
EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Eligibility to Submit Bids
1. Pass
2. Fail
3. Fail
4. Fail

Organization Qualifications and Experience
Overview of Organization
- Project # 1 gave a good example of 5 years of experience working with a traffic safety partner.
- Two other project examples could be related to marketing experience however there was not a timeline to understand the length of experience with each project.
- Two other projects were unrelatable without a timeline to determine how these projects would relate to the services seeking in this RFP.
- This vendor used a lot of acronyms without a key, some were unknown making it difficult to understand what they were telling me.
- Vendor did provide multiple certifications from staff and willingness to expand on the training and certifications.
- State experience with multiple venues

Subcontractors
- None Noted

Organizational Chart
- Provided an org chart that explained positions-did not identify a point of contact for this RFP.
- Fully staffed office in Maine

Proposed Services
Services to be Provided
- Power point was nicely done; it did show the variety of work currently being done by vendor.
- Some of the programs identified in the RFP were missing from the proposed services.
- Vendor used the word “accidents” in the proposed services, understanding the difference between accidents and crashes is very important in traffic safety.
- Vendors focus seemed heavy on COVID and how they would respond.

Implementation – Work Plan
- Power point presentation covered various examples of how the work would be reported and evaluated
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202006107
RFP TITLE: Sports Marketing Services
BIDDER NAME: Alliance Sports Marketing
DATE: 8/24/2020
EVALUATOR NAME: Nicholas Brown
EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

************************************************************************************************************************

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

************************************************************************************************************************

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience
   1. Overview of Organization
      • Reported on over 100+ highway safety projects across the country
      • Large Nationwide Organization, may not receive as much attention.
      • What type of events do you run for non-state agency’s?
      • Active member and participant in Governors Highways Safety Association.

   2. Subcontractors
      • None

   3. Organizational Chart
      • Regularly trains all levels of staff in new highway safety-related issues and laws.
      • Long running relationship with AAA, Mothers Against Distracted Driving, and Students Against Destructive Decisions
      • Is there a flow chart of who reports to who, and who oversees training?

II. Proposed Services
   1. Services to be Provided
      • Multiple racing venues, and a variety of sports involvement
      • Signage, Announcements, themed nights, and web-site ads reach Mainers in different ways.
      • Great focus on high schools with campaign Resource kit
      • How will influencers speaking events be handled with Covid-19?
      • Great focus on people at events, but not much for how to reach people outside of events.

   2. Implementation – Work Plan
      • Has detailed by date work plan
      • When do they research and reach out to new events? New concert venues for example? Is there a set time or just as they appear?
      • Is there a rough time line of event for how to prepare for major changes to the schedule?
Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience
   1. Overview of Organization
      • Locally owned in Falmouth Maine.
      • Experience in health engagement practice,
      • What challenges have you overcome, went running events?
   2. Subcontractors
      • None
   3. Organizational Chart
      • Easy to read and see who falls where
      • Who would be the lead on our account?

II. Proposed Services
   1. Services to be Provided
      • Highway Safety Nights, Mobile Apps, simulator activities, tech driven engagement
      • Considerations take pandemic, public perception of law enforcement into play.
      • How does no download work? What keeps them coming back?
   2. Implementation – Work Plan
      • Weekly status calls, with single Point of Contact to streamline daily communication
      • How long does it take to plan out multiple events?
      • What type of events would be held for school presentations? Any type of public speakers?
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202006107
RFP TITLE: Sports Marketing Services
BIDDER NAME: TideSmart Global
DATE: August 10, 2020
EVALUATOR NAME: Ann Wood
EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience
   1. Overview of Organization
      AppC: Well Qualified / Experience
      p9.3-5 Project Description
   2. Services to be Provided
   3. Organizational Chart
   4. Influencer Presentation
      (Were is there office in Maine?)
      P96 ORG = good description
      P97 Impressive

Proposed Services:

ALL good & familiar but insight into how will do this effectively w/ covid19 going - will this be possible + on what scale of participation (unseen) have a plan?
Overall very good.
But what changes that will be made w/ COVID no reference to anywhere obviously not going to look like what has in the past? Plan?
STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES  

RFP #: 202006107  
RFP TITLE: Sports Marketing Services  
BIDDER NAME: Tidesmart  
DATE: August 10, 2020  
EVALUATOR NAME: Ann Wood  
EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety  

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP:

I. Organization Qualifications and Experience
   1. Overview of Organization
      - Positive, licensed, not op. train monitor
      - 2. Quijfield, many ways
      - 3. President, help dev. fields
   2. Subcontractors
      - Driving skills for life program
      - Experience 30 years of similar
      - Director

II. Proposed Services
   1. Services to be Provided
      - Camp manager served for Maine Red Claws
      - Familiar with all Venues (pg. 5)
   2. Implementation – Work Plan
      - Recognized Leader HS Sports
      - Director Beh Safety
      - See page 5 Q. Qualifications?
      - Use available assets, no materials
      - Local
      - Protect Staff Covid-19
Pulse: L
Location analytics (measurement of events, attendance, engagement)
* Skilled, experience (innovated Local Resources)
  Nitted Interest
  Pulse: No sub contractors

Descriptions Projects
These are both Positive + Interesting

#1 Ford Motor Co. Experience
100 events, 5 years
Programming, fan engagement, Announcements
Presentations, Signage, broadcast coordination,
Rideshare opportunities.

#2 Sylvania Auto. "Enlightenment Tour"
Interesting, show innovation.

#3 COVID Test Sites
exp. w/ state to me.

4+5 Experience Interaction SP. Med able reach all populations!

Org Chart
Detailed

File #3
Duties
Interesting (Well Done) Detailed
AGREEMENT AND DISCLOSURE STATEMENT

RFP #: 202006107
RFP TITLE: SPORTS MARKETING SERVICES

I, Ann Wood, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety – Bureau of Highway Safety. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. “Interest” may include, but is not limited to: current or former ownership in the bidder’s company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder’s official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

Signature: Ann Wood
Date: 8/10/20
STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HIGHWAY SAFETY

Janet T. Mills
Governor

STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HIGHWAY SAFETY

Michael J. Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202006107
RFP TITLE: SPORTS MARKETING SERVICES

I, Jaime Pelotte, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety – Bureau of Highway Safety. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder’s company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder’s official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

Jaime Pelotte 8/14/2020
Signature Date

Rev. 7/15/2019
AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202006107
RFP TITLE: SPORTS MARKETING SERVICES

I, Nicholas Brown, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety – Bureau of Highway Safety. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. “Interest” may include, but is not limited to: current or former ownership in the bidder’s company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder’s official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.