



**STATE OF HAWAII
OFFICE OF HAWAIIAN AFFAIRS
560 NORTH NIMITZ HIGHWAY, SUITE 200
HONOLULU, HAWAII 96817**

December 20, 2018

REQUEST FOR QUOTES – RFQ NHRLF 2018-11

ADVERTISING AGENT FOR MARKETING CAMPAIGN AND MEDIA BUYS

To all Interested Parties:

Notice is hereby given that the Office of Hawaiian Affairs (“OHA”) will be accepting quotes from interested Offerors to provide advertising agent services to develop a statewide marketing campaign and negotiate and execute media advertisements for radio, television, and print that promote awareness of the Native Hawaiian Revolving Loan Fund (NHRLF) that will lead to increased loan disbursements.

The quote shall itemize all costs associated with providing the services as described in the scope of services below including, but not limited to General Excise Tax. Relevant samples of work and materials produced for similar agencies shall also be uploaded as attachments when submitting your quote.

The successful Offeror will have SIX (6) months from the contract start date to complete the scope of services. Maximum length of contract is TWELVE (12) months.

Only a single award will be made to the lowest and responsive quote. All interested Offeror’s are to provide a price quote on the State of Hawai‘i eProcurement system (HiePRO).

Quote Due Date: December 28, 2017, 12:00 p.m. HST

Hand-delivered, emailed and/or Facsimile transmission shall NOT be accepted. The RFQ may be canceled when it is determined to be in the best interest of the OHA.

If you have any questions, you may contact Miki Lene, ‘Aho Pueo Kū‘ai, Procurement Specialist, by email mikic@oha.org or by phone (808) 594-1993.

I. Background

The OHA Native Hawaiian Revolving Loan Fund (NHRLF) offers business and consumer loan products for one hundred percent (100%) Native Hawaiian owned businesses and to qualified Native Hawaiian individuals. The media campaign shall be designed to build awareness of the OHA's loan programs in order to increase state wide loan disbursements.

II. Scope of Services

- A. The successful Offeror shall develop a statewide marketing campaign for the NHRLF to increase awareness of their loan programs and help meet their goal of increased loan disbursements for NHRLF's higher end business loans (Hua Kanu), traditional business loans (Mālama), and Home Improvement and Debt Consolidation loan products.
- B. The successful Offeror shall design and execute a research strategy to quantify the effectiveness of the campaign, specifically: increase in awareness of and inquiries regarding the NHRLF loan programs, increase in loan applications, and increase in loan disbursements.
- C. The successful Offeror shall produce all creative marketing materials and advertisements that shall be used in the campaign.
- D. The successful Offeror shall negotiate and execute radio, television, and print ad buys on behalf of the OHA.
- E. The successful Offeror shall purchase airtime for new NHRLF commercials on behalf of the OHA.
- F. The successful Offeror shall handle all purchases on behalf of the OHA.
- G. The successful Offeror shall invoice the OHA for reimbursement of media purchases.
- H. The successful Offeror shall be responsible to procure all necessary permits, licenses, goods, services, and materials as required to complete the Scope of Services.

III. Other Responsibilities of the Successful Offeror

- A. Reporting. The successful Offeror shall provide quarterly updates to the NHRLF, which shall include but may not be limited to: the status of marketing materials and advertisements, current negotiations, and statistics such as listener impressions and viewership ratings.
- B. Meetings. The successful Offeror shall be available to meet with or present to the OHA, its Board of Trustees, the NHRLF Board of Directors, and OHA staff as is necessary to complete this Scope of Services, and at a frequency determined by the OHA.

III. General Contract Requirements for Successful Offeror

A. The successful Offeror shall comply with HRS, Chapter 103D and all State, Federal, and County requirements.

B. License and Compliance

1. Within ten (10) days of the award for a contract, the successful Offeror must be registered as a business in the State of Hawai‘i, be compliant with Hawai‘i Compliance Express, complete the OHA W-9 form and submit a current copy of a Certificate of Liability Insurance with the following:

The minimum insurance coverage and limits below, which shall also apply to subcontractor(s) where appropriate:

<u>Coverage</u>	<u>Limits</u>
General Liability	\$2,000,000 general aggregate \$1,000,000 each occurrence
Automobile Liability	\$1,000,000 Combine Single Limit (each accident)
Worker’s Compensation/ Employer’s Liability	\$100,000 each accident \$500,000 disease policy limit \$100,000 disease policy limit per employee

2. Each insurance policy required by the contract, including a subcontractor’s policy, shall contain the following clauses:
 - a. “This insurance shall not be canceled, limited in scope of coverage or non-renewed until after 30 days written notice has been given to the Office of Hawaiian Affairs, 560 North Nimitz Highway, Suite 200, Honolulu, HI 96817.”
 - b. “The Office of Hawaiian Affairs, its trustees, employees, representatives and agents and the State of Hawai‘i are added as additional insureds as respects to operations performed for the Office of Hawaiian Affairs.”
 - c. “It is agreed that any insurance maintained by the Office of Hawaiian Affairs will apply in excess of, and not contribute with, insurance provided by this policy.”