

**CC2020-02 ON-AIR HEALTH EDUCATION MARKETING RE-LEAD CONDITIONS FOR THE CITY OF TRENTON, DEPARTMENT OF HEALTH AND HUMAN SERVICES PROPOSALS OPENED 2/11/2020 AT 11:00AM**

CC2020-02 ON-AIR HEALTH EDUCATION MARKETING RE-LEAD CONDITIONS FOR THE CITY OF TRENTON, DEPARTMENT OF HEALTH AND HUMAN SERVICES		
NUMBER OF RESPONDENTS:	<b>2</b>	
NAME OF BIDDER	<b>FUERZA STRATEGY GROUP</b>	<b>TOWNSQUARE MEDIA-PRINCETON</b>
ADDRESS	2 KIEL AVENUE, UITE 195	1 MANHATTAVILLE ROAD
CITY, STATE, ZIP	KINNELON, NJ 07405	PRINCETON, NJ 10577
CONTACT NAME	<b>JASON DEALESSI</b>	<b>LINOLITA DURAY, BUSINESS MANAGER</b>
TELEPHONE	973-767-9695	609-454-4109
FAX	N/A	609-419-4312
E-MAIL	<a href="mailto:JASON@FUERZASTRATGEY.COM">JASON@FUERZASTRATGEY.COM</a>	<a href="mailto:LINDITA.DURAL@TOWNSQUAREMEDIA.COM">LINDITA.DURAL@TOWNSQUAREMEDIA.COM</a>
OWNERSHIP DISCLOSURE STATEMENT	INCLUDED	<b>VENDOR DID NOT SUBMIT, THIS IS MANDATORY</b>
REQUIRED EVIDENCE EEO/AFFIRMATIVE ACTION REGULATIONS QUESTIONAIRE	INCLUDED	<b>VENDOR DID NOT SUBMIT A COMPLETED PROPOSAL</b>
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA AND POSTPONEMENT NOTICE	N/A	N/A
EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE - MANDATORY	INCLUDED	<b>VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD</b>
NJ BUSINESS REGISTRATION CERTIFICATE	INCLUDED	<b>VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD</b>
NON-COLLUSION AFFIDAVIT	INCLUDED	<b>VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD</b>
EIC	CERT.#60112 EXP. 11/15/2025	<b>VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD</b>
AMERICANS WITH DISABILITIES ACT OF 1990 LANGUAGE	INCLUDED	<b>VENDOR DID NOT SUBMIT ,REQUIRED PRIOR TO AWARD</b>
DEBARMENT NOTICE	INCLUDED	INCLUDED
DISCLOSURE OF INVESTED ACTIVITIES IN IRAN - MANDATORY	INCLUDED	<b>VENDOR DID NOT SUBMIT, THIS IS MANDATORY</b>
ETHICS COMPLAINT DISCLOSURE	INCLUDED	INCLUDED
CITY OF TRENTON RESIDENT EMPLOYMENT POLICY	INCLUDED	N/A
POLITICAL CONTRIBUTION DISCLOSURE FORM	INCLUDED	<b>VENDOR DID NOT SUBMIT</b>
CERTIFICATE OF INSURANCE	<b>REQUIRED FROM AWARDED VENDOR WITH SIGNED CONTRACTS</b>	<b>REQUIRED FROM AWARDED VENDOR WITH SIGNED CONTRACTS</b>
W-9	INCLUDED	<b>N/A</b>
HOLDING PRICE FOR SIXTY (60) DAYS	YES	<b>N/A</b>
COMPLIANCE WITH EMERGENCY SERVICES	YES	<b>N/A</b>
TOTAL AMOUNT FOR THE SERVICES	<b>\$61,000.00 (SEE ATTACHED BREAKDOWN OF PRICING)</b>	<b>\$61,070.00 (SEE ATTACHED BREAKDOWN OF PRICING)</b>
REFERENCES	N/A	<b>N/A</b>
EXCEPTIONS	<b>NONE</b>	<b>NONE</b>
FATAL FLAW	<b>NONE</b>	<b>FATAL DEFECT-FAILURE TO SUBMIT OWNERSHIP DISCLOSURE STATEMENT AND DISCLOSURE OF INVESTED ACTIVITIES IN IRAN-BOTH MANDATORY</b>

**PROPOSAL  
VENDOR MUST COMPLETE**

The undersigned respondent declares that he/she has read the Notice of Request for Proposal, Instructions to Respondents, Affidavits and Scope of Services, Requirements, Evaluation Criteria attached, that he/she has determined the conditions affecting the proposal agrees, if this proposal is accepted, to furnish and deliver the following:  
**FROM DATE OF AWARD TO JUNE 30, 2020**

**TOTAL AMOUNT FOR THE SERVICES** \$ 61,000.00

\_\_\_\_\_  
**(SIGNATURE BY AUTHORIZED REPRESENTATIVE)**

The undersigned is a Corporation, Partnership or Individual under the laws of the State of New Jersey having its principal office

at 2 Kiel Ave, Unit 195

COMPANY Fuerza Strategy Group

ADDRESS 2 Kiel Ave, Unit 195

ADDRESS Kinnelon, NJ 07405

FED. ID # \_\_\_\_\_

NAME Jason DeAlessi

TELEPHONE (973) 767-9695

FAX \_\_\_\_\_

E-MAIL jason@fuerzastategy.com

DATE 2/10/20

## Scope of Work

As a boutique firm, Fuerza is able to provide an unparalleled level of service and expertise to the City of Trenton. Our Managing Director's background in public health provides us with an understanding of the message, uniquely positioning us to deliver a superior product.

### **Marketing Commercials - \$42,500**

We propose a series of 30-second spots for television, as well as a series of 15- and 6-second bumpers that can be used digitally. All live action footage will be shot on one day amenable to both the City and Fuerza. We'll work in collaboration with the Department of Health throughout the entire production process - from script writing to ad delivery. We propose the following breakdown:

- Production - \$4,000
- Media Time - \$36,000
- Media Buying Commission - \$2,500

### **Mercer County Event - \$2,000**

We concur with the City's request for a Sponsorship role at the Mercer County Event. We will staff the booth and provide collateral materials aligned with the marketing commercials, website, and social media.

### **Community Event - \$4,500**

We concur with the City's idea of developing a community event around this campaign. We will work in tandem with the Department of Health to not only develop ads promoting the event, but incorporate these ads within the overall marketing campaign.

### **Website - \$2,500**

We will develop a simple, sleek website to house the information necessary. This site will have the same branding as the remainder of the campaign and feature assets as created.

### **Social Media - \$9,500**

We propose both an organic and paid advertising approach to social media. Utilizing the same, yet somewhat different, assets for television, as well as other custom graphics we will manage social media accounts on Facebook, Instagram, and Medium. These accounts will integrate with the website and branding will be seamless across the entire campaign. For paid advertising, we propose a budget of \$5,000, which is included in the overall \$9,500.

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## Sample Creative Content

A sample website similar to what we have proposed is available at [FairDistrictsNJ.org](http://FairDistrictsNJ.org).

Sample videos are available at [Vimeo.com/FuerzaStrategy](http://Vimeo.com/FuerzaStrategy).

The following page has additional content created for digital assets. More assets are available on our website at [FuerzaStrategy.com/Trenton](http://FuerzaStrategy.com/Trenton).

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The undersigned is a Corporation, Partnership or Individual under the laws of the State of New Jersey having its principal office

at 1 Manhattanville Rd. Purchase, NY 10577

COMPANY Townsquare Media - Princeton

ADDRESS 619 Alexander Rd Ste 300

ADDRESS Princeton, NJ 08540

FED. ID # \_\_\_\_\_

NAME Linda Duraj Business Mgr.

TELEPHONE 609 454 4109

FAX 609 419 4312

E-MAIL linda.duraj@townsquaremedia.com

DATE 2/6/2020