

**B. SCORING PROCESS**

The following information must be provided by the bidder for the RFP to be secured

**SCORING CRITERIA AND ITEMS TO BE SCORED**

**TOTAL SCORE IS 100 POINTS**

	<b><u>SCORE</u></b>
<b>1. Experience and Previous Performance.....</b>	<b>(35 points)</b>
a. Summary of experience in the same or similar operation	20 _____
b. List of 3-5 references with letters of recommendation pertaining to public relations experience.	5 _____
c. Summary of experience in overseeing the development and execution of a strategic advertising campaign, including TV, Print, Radio, Outdoor, Transit and web-based mediums	5 _____
d. List of 1-2 references with letters of recommendation pertaining to advertising management experience	5 _____

**Experience and Previous Performance Total Score:** \_\_\_\_\_

<b>2. Corporate Internal and External Public Relations.....</b>	<b>(25 points)</b>
a. Describe plan to promote Fair's image to Monterey County throughout the year.	20 _____
b. Provide sample promotional materials, press kit, corporate background bios, etc.	5 _____

**Corporate Internal and External Public Relation Total Score:** \_\_\_\_\_

<b>3. Financial.....</b>	<b>(35 points)</b>
a. Submit the Financial Proposal Bid Form - Lowest Price overall will receive maximum points. Each subsequent offer will receive a proportionate percentage of points.	

**Financial Total Score:** \_\_\_\_\_

- 4. Staff Experience..... (5 points)**
- a. Provide information on all full time, in-house staff members including years of service with your company, experience working with large fairs or festivals, public relations, media and marketing. 5 \_\_\_\_\_

**Staff Experience Total Score: \_\_\_\_\_**

**TOTAL SCORE: \_\_\_\_\_**

**Revised: January 10, 2023**