

**ATTACHMENT C**  
**Agency of Record Marketing Agency Services RFP DBEA 2023-09**  
**PROPOSAL EVALUATION CRITERIA**

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

All Star Talent	Max. Points	Score
<b>1. EXPERIENCE AND QUALIFICATIONS OF KEY STAFF &amp; SUBCONTRACTORS</b> Our evaluation will include an assessment of the history of your company, your company and its key staff members' experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items. RFP Section 5.	<b>30</b>	
<b>2. OVERALL STRATEGY AND APPROACH, METHODOLOGY</b> Our evaluation will include an assessment of the overall approach – strategy and tactics. that will address the items of the Scope of Work in RFP Section 3.	<b>40</b>	
<b>3. CREATIVITY/INNOVATION</b> Our evaluation will include an assessment of the quality of proposed strategies and creativity/innovation of the approach.	<b>15</b>	
<b>4. BUDGET APPROACH / COST EFFECTIVENESS</b> Effective and efficient delivery of quality content and services is demonstrated in relation to the fee and value of overall project. The budget is reasonable and appropriate. Approach to fee structure is balanced and structured to maximize investment.	<b>15</b>	
<b>TOTAL POINTS</b>	<b>100</b>	