

**FORT THOMAS INDEPENDENT SCHOOLS**  
28 North Fort Thomas Avenue  
Fort Thomas, Kentucky 41075

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**REQUEST FOR BIDS**

**PUBLIC RELATIONS AND MARKETING SERVICES**

Bid Deadline: July 9, 2021, at 1:00pm, local time  
Fort Thomas Independent Schools  
28 North Fort Thomas Avenue  
Fort Thomas, Kentucky 41075

Contact: Peggie Hughes  
Phone: 859.815.2021  
Fax: 859.442.4016  
Email: [Peggie.Hughes@fortthomas.kyschools.us](mailto:Peggie.Hughes@fortthomas.kyschools.us)  
\*Reference "Bid for Public Relations/Marketing Services" in subject line.

**BID DESCRIPTION:**

The Board of Education of Fort Thomas, Kentucky (herein after called The Board of Education) will receive sealed bids to provide publishing services to develop and implement a public relations/marketing plan.

You are invited to submit a sealed bid, subject to the specifications, terms and conditions of this solicitation. Please read the instructions and specifications carefully. Failure to comply with these instructions and specifications will disqualify your bid.

Copies of this solicitation and any issued Addenda may be obtained in the Office of the Superintendent at 28 North Fort Thomas Avenue, Fort Thomas, Kentucky, between 8am and 4pm, Monday through Friday, prior to the time and date specified for bid deadline.

**All bids must be received by 1:00pm, local time, Friday, July 9, 2021, and none will be considered thereafter.** Receipt of a bid after the 1:00pm deadline will automatically disqualify that bid and it will be returned unopened. The Board of Education cannot assume the responsibility for any delay as a result of failure of the mails to deliver bids on time.

## Notice To Bidders

Sealed bids will be received by Fort Thomas Independent Schools, 28 North Fort Thomas Avenue, Fort Thomas, KY 41075, at the office of the Superintendent, during normal business hours until 1:00pm, local time, Friday, July 9, 2021, for public relations/communications services. Specifications, if not received, may be obtained at the Office of the Superintendent of Fort Thomas Independent Schools.

Bids shall be sealed and addressed to Fort Thomas Independent Schools, to Peggie Hughes, 28 Fort Thomas Avenue, Fort Thomas, KY 41075. Envelopes shall be clearly marked in the lower left-hand corner "Bid for Public Relations/Communication Services". Bids shall be opened and acknowledged immediately after the time for filing such bid has expired.

All questions concerning specifications are to be submitted in writing to Peggie Hughes, 28 North Fort Thomas Avenue, Fort Thomas, KY 41075.

No bidder may withdraw his bid within sixty (60) days after the actual date of the opening thereof, unless mutually agreed to by the owner and vendor.

The owner reserves the right to reject any and all bids and to waive any informality or irregularity in any bid received.

By order of the Board of Education, Fort Thomas Independent Schools.

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## CONFLICT OF INTEREST

It shall be a breach of ethical standards for any employee with procurement authority to participate directly in any proceeding or application; request for ruling or other determination; claim or controversy; or other particular matter pertaining to any contract or subcontract, and any solicitation or bid therefore, in which to his knowledge:

- a. He, or any member of his immediate family, has a financial interest herein: or
- b. a business or organization which he or any member of his immediate family has a financial interest as an officer, director, trustee, partner or employee, is a party; or
- c. any other person, business, or organization with whom he or any member of his immediate family is negotiating or had an arrangement concerning prospective employment is a party. Direct or indirect participation shall include, but not limited to, involvement through decision, approval, disapproval, recommendation, preparation of any part of a purchase request, influencing the content of an specification or purchase standard, rendering of advice, investigation, auditing or in any other advisory capacity.

It is a violation of Kentucky Law for any board member or employee with procurement authority, or a member of their immediate family, to have a pecuniary interest either directly or indirectly in an amount exceeding \$25.00 per year in any purchase of goods or services by the Board of Education or any school thereof. Violation of this provision subjects the board member or employee to forfeiture of their position and/or employment with the school system.

I, hereby, certify that no member of my immediate family is an employee with procurement authority or board member of the Fort Thomas Independent Schools.

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Signature

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Date

References: KRS 156.480  
OAG 80-32  
Model Procurement Code 45A.455

**Fort Thomas Independent Schools  
28 North Fort Thomas Avenue, Fort Thomas, KY 41075**

**"PROHIBITION AGAINST CONFLICTS OF INTEREST,  
GRATUITIES AND KICKBACKS"**

ANY EMPLOYEE OR ANY OFFICIAL OF THE BOARD OF EDUCATION OF FORT THOMAS, KENTUCKY, ELECTIVE OR APPOINTIVE, WHO SHALL TAKE, RECEIVE, OR OFFER TO TAKE OR RECEIVE, EITHER DIRECTLY OR INDIRECTLY, ANY REBATE, PERCENTAGE OF CONTRACT, MONEY, OR OTHER THINGS OF VALUE, AS AN INDUCEMENT OR INTENDED INDUCEMENT, IN THE PROCUREMENT OF BUSINESS, OR THE GIVING OF BUSINESS, FOR OR TO, OR FROM, ANY PERSON, PARTNERSHIP, FIRM OR CORPORATION, OFFERING, BIDDING FOR, OR IN OPEN MARKET SEEKING TO MAKE SALES TO THE BOARD OF EDUCATION OF FORT THOMAS, KENTUCKY, SHALL BE DEEMED GUILTY OF A FELONY AND UPON CONVICTION SUCH PERSON OR PERSONS SHALL BE PUNISHED BY A FINE NOT TO EXCEED FIVE THOUSAND DOLLARS (\$5,000) OR BY IMPRISONMENT IN THE PENITENTIARY FOR NOT LESS THAN ONE (1) YEAR NO MORE THAN TEN (10) YEARS, OR BOTH SO FINED AND IMPRISONED IN THE DISCRETION OF THE JURY.

EVERY PERSON, FIRM, OR CORPORATION TO MAKE, OR PAY, OR GIVE, ANY REBATE, PERCENTAGE OF CONTRACT, MONEY OR ANY OTHER THING OF VALUE, AS AN INDUCEMENT OR INTENDED INDUCEMENT, IN THE PROCUREMENT OF BUSINESS, OR THE GIVING OF BUSINESS, TO ANY EMPLOYEE OR TO ANY OFFICIAL OF THE BOARD OF EDUCATION OF FORT THOMAS, KENTUCKY, ELECTIVE OR APPOINTIVE, IN HIS EFFORTS TO BID FOR, OR OFFER FOR SALE, OR TO SEEK IN THE OPEN MARKET, SHALL BE DEEMED GUILTY OF A FELONY AND SHALL BE PUNISHED BY A FINE NOT TO EXCEED FIVE THOUSAND DOLLARS (\$5,000) OR BY IMPRISONMENT IN THE PENITENTIARY FOR NOT LESS THAN ONE (1) YEAR NOR MORE THAN TEN (10) YEARS, OR BOTH SO FINED AND IMPRISONED IN THE DISCRETION OF THE JURY.

**NOTE: IT IS A MISDEMEANOR NOT TO HAVE THIS PROHIBITION ON EVERY SOLICITATION OR CONTRACT DOCUMENT. THE PENALTY IS A \$5,000 FINE OR ONE (1) YEAR IMPRISONMENT OR BOTH ON CONVICTION.**

**I hereby certify that I have read and understand the above  
"Prohibition against Conflicts of Interest, Gratuities and Kickbacks."**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# INSTRUCTIONS

## 1. BID SUBMISSION:

- a) Bids must be submitted in a sealed envelope or other sealed container, marked **"Bid for Public Relations/Marketing Services"** in the bottom left hand corner and the name and address of the vendor in the upper left-hand corner.
- b) Bids must include samples of comparable and similar works published by the bidder.
- c) Bids must include a list of any and all subcontractor or companies that will be used to produce the publications.
- d) Upon submittal vendor shall include the following in this order:
  - ☐ Signed Bid Response Cover Sheet
  - ☐ Signed Prohibition Against Conflicts of Interest, Gratuities, and Kickbacks Statement
  - ☐ Submit one (1) signed original bid.
  - ☐ Submit samples of comparable publications that show writing as well as layout/design
  - ☐ List of all companies/subcontractors used for production of publications

The submission deadline is Friday, July 9, 2021, at 1:00pm local time. Receipt of a bid after the deadline will automatically disqualify that bid and it will be returned unopened. We do not accept FAX bids. The Board of Education cannot assume the responsibility for any delay as a result of failure of the mails to deliver bids on time. The opening and reading of a bid does not constitute The Board of Education's acceptance of the Proposer as a responsible and responsive Proposer.

- e) Bids must be delivered to:  
**Office of the Superintendent  
Fort Thomas Independent Schools  
28 North Fort Thomas Avenue  
Fort Thomas, KY 41075**

## BID CONTENT REQUIREMENTS

Submit a complete response to each of the following items which are specific to the evaluation criteria. In your bid, include each item followed by your response in the order listed below. Unless otherwise requested, do not include attachments as a response to an item as the Evaluation Committee will not try to derive an answer from them.

## GENERAL TERMS & CONDITIONS

### 1. BIDS

All regular bids must be submitted in accordance with specifications and terms and conditions herein. The submission of a bid certifies that the service meets any and all specifications, except as noted.

#### a) Bid Signatures

Bids must be signed by an authorized official of the Proposer. Each signature represents binding commitment upon the Proposer to provide the goods and/or services offered to the Fort Thomas Independent Schools if the Proposer is determined to be a responsive and responsible Proposer.

#### b) No RFP Response

Businesses that fail to respond to requests for bids or notices of availability on two (2) consecutive occasions of similar items shall be removed from the applicable vendor mailing list.

#### c) Corrections and Errors

No penciled information will be permitted. Mistakes are to be crossed out and corrections inserted adjacent thereto and initialed by the person signing the bid. Also, corrections made with correction tape or fluids are to be initialed. No bid can be corrected or altered or signed after being opened. The Board of Education will not be responsible for errors or omissions on the part of vendors in making up their bids. Any bids received unsigned will be rejected. Bids that have clerical errors or irregularities are subject to correction only with concurrence with the Payroll Officer.

#### d) Clarifications

For any clarification relative to this request for bid, contact Peggie Hughes, Fort Thomas Independent Schools, 28 North Fort Thomas Avenue, Fort Thomas, Kentucky 41075, 859.815.2021.

### 2. ACCEPTANCE OF BIDS

The Board of Education reserves the right to accept any bid, to reject any or all bids, to waive any irregularities or informalities in bids received where such acceptance, rejection or waiver is considered to be in its best interest. The Board of Education also reserves the right to reject any bid where evidence or information submitted by the vendor does not provide satisfactory proof that the vendor is qualified to carry out the details of the contract.

#### a) Duplicate Bids

No more than one (1) bid from any Vendor, including its subsidiaries, affiliated companies and franchises will be considered. In the event

multiple bids are submitted in violation of this provision, the Fort Thomas Independent Schools will have the right to determine which bid will be considered, or at its sole option, reject all such multiple bids.

**3. MODEL PROCUREMENT REGULATIONS**

The Model Procurement Regulations adopted by the Board of Education shall be deemed incorporated by reference in these specifications as though quoted fully herein. In the event of any conflict between this request for bid and the Model Procurement Regulations, the Regulations shall control.

# BID RESPONSE COVER SHEET

## PUBLIC RELATIONS/COMMUNICATION SERVICES

To: Office of the Superintendent  
Fort Thomas Independent Schools  
28 North Fort Thomas Avenue  
Fort Thomas, Kentucky 41075

The undersigned, having carefully read and considered the Request for Bids to provide Publishing Services for The Fort Thomas Independent Schools, does hereby offer to perform such services on behalf of The Board of Education, in the manner described and subject to the terms and conditions set forth in the attached bid.

### PROPOSER

COMPANY\_\_\_\_\_

Mark Appropriately:

Doing business as: ☐ an individual ☐ a partnership ☐ a corporation ☐ a limited liability company, duly organized under the laws of the State

BY\_\_\_\_\_

(SIGNATURE)

\_\_\_\_\_  
(PLEASE PRINT OR TYPE NAME)

TITLE\_\_\_\_\_

DATE\_\_\_\_\_



Fort Thomas Independent Schools  
28 North Fort Thomas Avenue, Fort Thomas, Kentucky 41075

**CERTIFICATION OF COMPLIANCE WITH SPECIFICATIONS**

**Certification of Compliance with Specifications:**

In compliance with the INVITATION TO BID, and subject to all the conditions thereof, the undersigned hereby certifies to the Fort Thomas Independent Schools that all items and/or services included in the bid shall be in compliance with all requirements and technical specifications included in this invitation to bid, except as noted below:

**EXCEPTIONS:**

COMPANY\_\_\_\_\_

BY\_\_\_\_\_  
(SIGNATURE)

\_\_\_\_\_  
(PLEASE PRINT OR TYPE NAME)

TITLE\_\_\_\_\_

DATE\_\_\_\_\_

## DESCRIPTION OF PRODUCTS AND SERVICES

Fort Thomas Independent Schools wishes to improve communication with all constituents through more effective and frequent use of a wide variety of publishing outlets, including—but not limited to—the more effective use of social media.

### **Bids must include the following services**

#### **1. Consultation/Strategic Planning**

The public relations company will initially consult with District personnel in order to develop an overall strategic plan and then throughout the year to determine short-term communication goals and content topics.

#### **2. Project Management**

The publisher will coordinate with District Personnel to ensure that important events/topics are covered through the appropriate publication venues.

#### **3. Content Development/Writing**

Press Releases will be written by the Publisher. Press Releases must be written following the District's style and voice as identified in the District's Communications Style Guide. All Press Releases are to be approved by the District prior to publication. Social media content will be developed and published by the Publisher, as well as by representatives of the District.

#### **4. Photography Services**

Photography services are to be provided by the Publisher and must be coordinated with the District. The District has total authority on the selection of photographs used in any publication. Photographs become the property of the District and may, at the District's discretion, be used in other materials.

#### **5. Social Media**

The public relations company will increase the District's social media presence by utilizing a variety of platforms including (but not necessarily limited to) Facebook, Twitter, Instagram, Snapchat, and YouTube. The public relations company will create and share content.

#### **6. Videos**

The public relations company will promote the District's mission and vision through the production and sharing of videos on a regular basis. These videos will be shared on the District website and via a variety of social media platforms.

#### **7. Period of Contract**

The period of the contract will be from August 15, 2021, through August 14, 2022. If agreed upon by both parties in June of each year, this agreement may be extended up to an additional two (2) annual renewals.