Eastern Shore of Virginia Broadband Authority
4174 Lankford Highway
Exmore, VA 23350

REQUEST FOR PROPOSAL No. 2026-006
Project: Public Relations and Marketing Services

Proposal Submission Deadline: December 8, 2026 at 2:00 PM EST

Issue Date: November 2, 2026
Proposal Submission Deadline: December 8, 2026 at 2:00 PM EST
Submission Method: Electronic Proposal Submissions Exclusively via Virginia eVA (eva.virginia.gov)
(Submissions via email or physical hard copy will NOT be accepted)
Pre-Proposal Conference (Optional): November 12, 2026 at 2:00 PM EST (ESVBA Offices, Exmore, VA)
Deadline for Written Inquiries: November 19, 2026 at 2:00 PM EST (via email to rbridgham@esvba.com)
Contract Term: Three (3) Years, Commencing Upon Full Contract Execution, with Two (2) 1-Year Renewals

---------- Offeror's Signature ----------

The Offeror shall sign and date the section below to attest that the Offeror has read, understands, and agrees to all scope of services, specifications, terms, conditions, and attachments set forth in this Request for Proposal, unless otherwise stated in writing and submitted with the proposal package.

Offeror's Name: _____

By: Signature: _____

Printed Name & Title: _____ Date: _____

Virginia State Corporation Commission (SCC) ID Number: _____

Principal Address: _____

Telephone No.: _____ Email: _____

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PUBLIC NOTICE

The Eastern Shore of Virginia Broadband Authority (ESVBA) is soliciting competitive, electronic proposals through the Commonwealth of Virginia's e-procurement portal (eVA) at eva.virginia.gov until: 2:00 PM EST, December 8, 2026, for the purpose of selecting a qualified consultant to provide comprehensive public relations, marketing, web development, and graphic design services. The selected firm will assist the ESVBA to broaden community awareness, develop consistent branding messages, manage strategic marketing campaigns, and advance public understanding of the ESVBA's mission, accomplishments, and residential Fiber-to-the-Home (FTTH) and commercial broadband expansion.

An optional, non-mandatory in-person pre-proposal conference will be held at 4174 Lankford Highway, Exmore, Virginia 23350 at 2:00 PM EST, November 12, 2026. Attendance at this conference is entirely optional and is not a prerequisite for submitting a proposal. Proposals must be submitted electronically through the Commonwealth of Virginia's electronic procurement portal (eVA) at eva.virginia.gov before 2:00 PM EST on December 8, 2026. Proposals submitted via email directly to ESVBA personnel or delivered in physical hard-copy format will NOT be accepted and will be disqualified.

Offerors shall provide evidence of proper registration with the Virginia State Corporation Commission (SCC) and authority to transact business in the Commonwealth of Virginia before their proposal may be received and considered. This procurement has been determined to be for non-professional services as defined in Va. Code § 2.2-4301, and will be procured using competitive negotiation in accordance with Va. Code § 2.2-4302.2(A)(3). Under competitive negotiation, proposals are not publicly opened or read aloud at the closing date; contents remain confidential during evaluation and negotiations pursuant to Va. Code § 2.2-4342.

The initial contract term shall be for three (3) years, commencing immediately upon full execution of the contract by both parties, with up to two (2) optional one-year renewal periods upon mutual agreement.

NOTE: The ESVBA does not discriminate against faith-based organizations in accordance with the Code of Virginia, § 2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment. The ESVBA is committed to increasing procurement opportunities for small and micro businesses, including small or micro businesses that are owned by minorities, women, or disabled veterans, strengthening the Commonwealth's overall economic growth through the development of its suppliers.

REQUEST FOR PROPOSALS (SOLICITATION SUMMARY)

Project Owner:	Eastern Shore of Virginia Broadband Authority (ESVBA) 4174 Lankford Highway, Exmore, VA 23350 (757) 414-0304 | info@esvba.com
Project Description:	Public Relations and Marketing Services (RFP No. 2026-006)
Pre-Proposal Conference (Optional / Non-Mandatory):	November 12, 2026 at 2:00 PM EST 4174 Lankford Highway, Exmore, VA 23350 (Attendance Optional)
Deadline for Written Inquiries / Questions:	No later than November 19, 2026 at 2:00 PM EST Submit to: rbridgham@esvba.com
ESVBA Addendum Issuance:	November 24, 2026 at 2:00 PM EST
Proposal Submission Deadline:	December 8, 2026 at 2:00 PM EST Electronic submission exclusively through Virginia eVA (eva.virginia.gov)

	(Proposals submitted via email or physical hard copy will not be accepted)
Contract Term & Effective Date:	Three (3) Year Initial Term, commencing immediately upon full execution of contract, with up to two (2) optional one-year renewals.

INSTRUCTIONS TO OFFERORS

1. MANDATORY ELECTRONIC SUBMISSION VIA eVA

In accordance with Commonwealth of Virginia public procurement policies, all proposals must be submitted electronically through the state e-procurement portal, eVA, at eva.virginia.gov prior to the closing deadline of December 8, 2026 at 2:00 PM EST.

IMPORTANT NOTICE REGARDING EMAIL SUBMISSIONS:
Proposals transmitted via email directly to ESVBA personnel or staff email inboxes will NOT be accepted under any circumstances. Email transmissions are susceptible to email security filters, attachment size limitations, server latency, and inadvertent misplacement. To guarantee secure, auditable, equitable, and timely receipt, all Offerors must upload their proposal packages directly to eVA. Hard-copy paper submissions are also discontinued and will not be accepted.

Offerors must be registered with eVA to submit a proposal. Offerors are strongly advised to complete registration and ensure familiarity with the eVA electronic proposal submission process well in advance of the deadline. The ESVBA is not responsible for any delays or technical difficulties experienced by the Offeror during the submission process.

Submissions on eVA must be organized and uploaded as two (2) separate PDF files:
1) Technical Proposal: RFP-2026-006_[Offeror_Name]_Technical_Proposal.pdf
2) Fee Proposal: RFP-2026-006_[Offeror_Name]_Fee_Proposal.pdf

2. PROPOSAL PREPARATION AND 25-PAGE LIMITATION

A. Page Limitation: The core narrative of Volume 1 (Technical Proposal) shall not exceed twenty-five (25) numbered pages. The 25-page limit applies to the narrative sections addressing: Transmittal Letter / Executive Summary, Firm Profile, Demonstrated Past Experience & Track Record, Technical Approach & Scope Methodology, and Project Management/Quality Control.

The following items are specifically EXCLUDED from the 25-page limitation:
• RFP Cover Sheet / Signature Block
• Table of Contents
• Key Personnel Resumes / Detailed Bios
• Creative Portfolio & Work Sample Exhibits
• Client Reference Contact Verification Sheets
• Executed Compliance Forms (Attachments C, D, E, H, I)

B. Page Formatting: Proposals must be formatted for standard 8.5" x 11" letter-size pages with standard margins set to a minimum of 0.5 inches on all sides. Typography must use a legible standard font (such as Times New Roman, Arial, or Calibri) with a minimum 11-point font size. Standard 11" x 17" foldouts are permitted solely for complex project work schedules, network illustrations, or graphic portfolio exhibits, and each 11" x 17" sheet will count as one (1) page toward any applicable section.

C. Text-Searchable PDF: All documents uploaded to eVA must be text-searchable PDF files.

D. Deadline & Right to Cancel: Proposals must be received on eVA no later than December 8, 2026 at 2:00 PM

EST. Any proposal submitted after this deadline will be rejected by the system. The ESVBA reserves the right to amend or cancel this RFP at any time, in the best interests of the Authority.

3. SUBMISSION REQUIREMENTS & TWO-VOLUME PDF FORMAT

To be considered responsive, an Offeror's proposal must contain the following, referenced by number and in the order below:

1. RFP Response & Cover Attestation: One (1) complete signed copy of the RFP Cover Signature Page executed by an authorized corporate official.
2. Proposal Preparation & Responsiveness: Proposals shall be prepared simply and economically, providing a straightforward, concise description of capabilities. Emphasis should be on completeness, clarity, and adherence to standard 8.5" x 11" formatting with minimum 0.5" margins.
3. Organization: Proposals should be organized in the order presented herein, with numbered pages and a comprehensive Table of Contents cross-referencing all requirements.
4. Criticality of Requirements: The terms 'must' and 'shall' identify critical requirements whose absence will have a major negative impact on suitability. Items labeled 'should' or 'may' are desirable.
5. Ownership of Materials: Ownership of all data, materials, and documentation prepared for the ESVBA pursuant to this RFP shall belong exclusively to the ESVBA and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information must be specifically identified pursuant to Va. Code § 2.2-4342(F).
6. Firm History & Qualifications: Brief history of the organization, general purpose, goals, and objectives as they relate to public relations, marketing, web development, and graphic production services.
7. Years in Business: Total number of years the Offeror has been in business under its current legal name and any prior operating names.
8. Key Personnel & Resumes: Names, titles, resumes, and availability of all key personnel assigned to the ESVBA account (including Account Director, Public Relations Strategist, Senior Web Developer, and Graphic Designer), detailing their backgrounds, certifications, and past successes.
9. Public & Private Entity Client List: List of public and private entities, preferably within the Commonwealth of Virginia, that the Offeror has assisted with PR and marketing services over the past 5 years.
10. Telecommunications & Broadband Experience: Documentation of successful past experience in marketing, copywriting, web design, and public relations within the telecommunications, public utility, or municipal broadband sector.
11. Specific Eastern Shore Familiarity: Demonstrated knowledge, operational familiarity, and understanding of the Eastern Shore of Virginia geographic footprint, rural demographics, and regional community and media dynamics.
12. References: A minimum of three (3) references from public and private institutions and/or broadband entities that the Offeror has assisted within the last three (3) years, including entity name, description of service, contact person, and telephone number.
13. Virginia Registration & Licensure: Copies of business licenses, Virginia State Corporation Commission (SCC) certificate of good standing, and credentials to conduct business in Virginia.
14. Completed Attachments: Duly executed Fee Proposal Form (Attachment B), Proposer's Acknowledgment (Attachment C), Offeror Questionnaire (Attachment D), Anti-Collusion Certification (Attachment E), Offeror Compliance Statement (Attachment H), and Certification Regarding Debarment (Attachment I).
15. Addenda Acknowledgment: Written acknowledgment of receipt of all official Addenda (Attachment C).

4. Intentionally Omitted

Intentionally omitted.

5. PRE-PROPOSAL CONFERENCE (OPTIONAL) AND QUESTIONS REGARDING THE RFP

An optional, non-mandatory in-person pre-proposal conference will be held on November 12, 2026 at 2:00 PM EST at 4174 Lankford Highway, Exmore, Virginia 23350. Attendance at this conference is entirely optional and is not a condition for proposal submission or contract award. Offerors unable to attend in person may submit written inquiries.

Questions regarding the RFP, specifications, or solicitation documents may be addressed in person at the optional pre-proposal conference. Questions after the pre-proposal conference must be submitted via email to rbridgham@esvba.com no later than November 19, 2026 at 2:00 PM EST. Formal written responses and addenda will be published on November 24, 2026 at 2:00 PM EST. Questions and answers will be shared with all known prospective Offerors.

An Offeror who believes that one or more requirements is onerous, unfair, or unnecessarily precludes competition may submit a written request for modification no later than five (5) business days prior to the proposal submission deadline.

6. PROPOSAL RECEIPT & EVALUATION CONFIDENTIALITY

In accordance with Va. Code § 2.2-4342(D), proposals received in competitive negotiation solicitations shall not be publicly opened or read aloud. Proposal contents, evaluations, and price discussions remain confidential during evaluation and negotiations to preserve competitive negotiations. A register of proposals shall be open to public inspection only after the announcement of the award or posting of the Notice of Award.

7. MISTAKES IN PROPOSALS

A. Mistakes Discovered Before Deadline: An Offeror may correct mistakes discovered prior to the closing deadline by withdrawing and resubmitting its proposal in writing.
B. Informalities: The ESVBA may, in its sole discretion, waive informalities or permit the Offeror to correct minor defects or variations that do not affect price, quality, quantity, or delivery schedule.
C. Judgment Errors: Proposals may not be withdrawn if mistakes are attributable to errors in judgment.

8. PRICING ERRORS

In the event of an error in mathematical price extension on the Fee Proposal Form, the firm monthly retainer rate or hourly rate shall govern.

9. Intentionally Omitted

Intentionally omitted.

10. STATE CORPORATION COMMISSION

All Offerors organized as corporations, limited liability companies, or partnerships must be properly registered with the Virginia State Corporation Commission and authorized to transact business in the Commonwealth of Virginia.

11. AWARD CRITERIA & EVALUATION RUBRIC

In accordance with Va. Code § 2.2-4302.2(A)(3), award will not be made solely on the basis of lowest price. Proposals will be evaluated by an Evaluation Committee based upon the criteria set forth in the rubric below. A heavy weighting is placed upon demonstrated past performance, organizational stability, and proven familiarity with broadband accounts and the Eastern Shore community footprint:

CRITERIA / EVALUATION FACTOR	POINTS
1. Demonstrated Past Experience, Track Record & Qualifications	40

• Firm stability, history, and successful performance in providing PR, marketing, and web services. • Proven track record supporting telecommunications, municipal broadband, or public authorities. • Direct knowledge, operational familiarity, and demonstrated performance within the Eastern Shore of Virginia geographic footprint, rural community demographics, and local stakeholder/media landscape. • Verified client satisfaction and positive past performance references.	
2. Functionality, Scope of Services & Technical Work Plan • Comprehensiveness, feasibility, and quality of proposed approach across Web Development, Print/Digital Marketing, Strategic PR Analysis, and Graphic Production. • Understanding of ESVBA's open-access mission and residential FTTH expansion goals. • Turnaround commitments, project management workflows, and quality assurance procedures.	25
3. Creative Portfolio & Work Sample Quality • Aesthetic excellence, messaging clarity, visual impact, and technical sophistication of submitted work samples (live website designs, digital ads, print collateral, PR campaigns).	15
4. Key Personnel & Professional Qualifications • Credentials, expertise, stability, and direct relevant experience of assigned project staff (Account Lead, Web Architect, Graphic Designer, PR Strategist).	10
5. Fee Proposal, Retainer Bundles & Hourly Rate Reasonableness • Competitiveness, transparency, and value of proposed Monthly Retainer Bundles (blocks of hours), effective blended hourly rates, and supplemental labor rates.	10
TOTAL SCORE	**100**

AWARD OF CONTRACT (COMPETITIVE NEGOTIATION):
Selection shall be made of two or more Offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors set forth above. Negotiations shall be conducted with the Offerors so selected. Price shall be considered, but shall not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the ESVBA shall select the Offeror which, in its opinion, has made the best proposal, and shall award the contract to that Offeror. The ESVBA may cancel this Request for Proposals at any time prior to award. Should the ESVBA determine in writing and in its sole discretion that only one Offeror is fully qualified, or that one Offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that Offeror pursuant to Va. Code § 2.2-4302.2(A)(3).

12. ANNOUNCEMENT OF AWARD
Upon the award or announcement of the decision to award, the ESVBA will issue a Notice of Award to the successful Offeror and post notice publicly in accordance with the Virginia Public Procurement Act.

13. ADDENDA AND OFFICIAL NOTICES
All addenda will be provided to all Offerors either via email, the esvba.com website, or Virginia e-procurement (eVA). All such addenda shall become part of the solicitation documents and must be acknowledged on Attachment C and returned with Volume 1. The ESVBA accepts no liability for late receipt or non-receipt of addenda.

14. ACCEPTANCE OF PROPOSALS
Proposals submitted shall be binding for sixty (60) calendar days following the submission deadline, unless extended by mutual consent.

15. CHANGES, ADDITIONS, DELETIONS

No changes, additions, deletions, or substitutions of specifications, terms and conditions, or price will be permitted without prior written approval from the ESVBA.

16. PROPRIETARY INFORMATION OR TRADE SECRETS

Offerors are advised that Section 2.2-4342 of the Code of Virginia governs public inspection of procurement records. If an Offeror seeks to protect trade secrets or proprietary data, the Offeror shall (i) invoke the protection of this section prior to or upon submission, (ii) identify the specific data to be protected, and (iii) state the reasons why protection is needed. The classification of an entire proposal document or total fee schedule as proprietary is not acceptable and shall result in rejection of the proposal.

17. TIMELINESS AND DELIVERABLE SUBMISSION

Consistent failure to meet service deliverable schedules without valid reason shall constitute a default, in which case the ESVBA may seek any and all remedies provided under contract or at law.

18. QUALITY STANDARDS AND REMEDIATION

All creative and technical services shall conform to professional industry standards, and any deficiencies shall be promptly corrected by Contractor at its expense.

19. BRAND IDENTITY GUIDELINES

All creative work and collateral shall strictly conform to ESVBA official brand guidelines, typography, color palettes, and logo usage standards.

GENERAL TERMS AND CONDITIONS

The following General Terms and Conditions will be incorporated into the form of Agreement executed between the ESVBA and the successful Contractor, unless Contractor specifically notes an exception with proposed alternative terms.

1. TAX EXEMPT

The ESVBA is exempt from State Sales Tax and Federal Excise Tax. Tax Exemption Certificates shall be furnished upon request.

2. PAYMENT

Invoices for services delivered and accepted shall be submitted by the Contractor directly to ESVBA itemizing tasks, hours, labor categories, and approved Work Orders. Monthly retainers shall be billed in monthly installments. The ESVBA shall pay invoices within sixty (60) days from receipt date of a correct invoice or acceptance of services (whichever occurs second). If the ESVBA disputes any portion of an invoice, it shall pay the undisputed portion.

3. DEFAULT

In the case of default or breach by the Contractor, or failure to deliver services in conformance with contract specifications, the ESVBA shall give written notice. If the Contractor has not corrected the breach within fifteen (15) days of receipt of notice, the ESVBA shall have the right to terminate the contract and procure services from other sources, holding the Contractor responsible for excess costs.

4. APPLICABLE LAWS AND COURTS

This contract shall be governed in all respects by the laws of the Commonwealth of Virginia. Any litigation shall be brought in the Circuit Court of Accomack County, Northampton County, or the United States District Court for the Eastern District of Virginia.

5. AWARD

The contract shall be awarded to the responsive and responsible Offeror whose proposal is determined to be the most advantageous and best value to the ESVBA, pursuant to Va. Code § 2.2-4302.2(A)(3).

6. ANTI-TRUST

By entering into a contract, the Contractor conveys, sells, assigns, and transfers to the ESVBA all rights, title, and interest in and to all causes of action it may acquire under the antitrust laws of the United States and the Commonwealth of Virginia relating to the services purchased.

7. ETHICS IN PUBLIC CONTRACTING - § 2.2-4367

By submitting their proposals, Offerors certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements in connection with their proposal.

8. DEBARMENT STATUS / EEO REQUIREMENTS

The ESVBA shall not make an award to any Contractor or approve any subcontractor who is debarred or suspended by any agency of the Commonwealth of Virginia or the United States Government.

9. ANTI-DISCRIMINATION

Contractor certifies that it conforms to the Federal Civil Rights Act of 1964, the Virginia Fair Employment Contracting Act of 1975, the Americans with Disabilities Act, and Section 2.2-4311 of the Virginia Public Procurement Act.

10. INSURANCE

Contractor shall maintain at its expense: Commercial General Liability ($1,000,000 per occurrence / $2,000,000 aggregate); Comprehensive Automobile Liability ($1,000,000 CSL); Workers' Compensation (Statutory); Employer's Liability ($1,000,000); and Professional Liability / Errors & Omissions ($1,000,000). The ESVBA, its members, commissioners, officers, and employees must be named as Additional Insured on liability policies. A waiver of subrogation is not required, and advance thirty (30) days' notice of policy cancellation or modification is not required from the insurer (standard certificate of insurance notice provisions shall apply).

11. TERMINATION

The ESVBA may terminate the contract for its convenience upon thirty (30) days written notice. Contractor shall be paid for verifiable services rendered prior to the effective date of termination.

12. SUSPENSION OF THE WORK

Should the Owner be prevented or enjoined from proceeding with work by reason of litigation or causes beyond its control, time for completion will be extended reasonably without monetary damage claims against the Authority.

13. HOLD HARMLESS

The Contractor agrees to indemnify, defend, and hold harmless the ESVBA, its officers, agents, and employees from any claims, damages, liabilities, and expenses arising from Contractor's performance or negligent acts or omissions.

14. CHANGES TO THE WORK

ESVBA may, in writing, direct changes in the work. The contract price may be adjusted only by written amendment or formal Work Order based upon approved contractual retainer tiers or hourly rates.

15. CONTRACTUAL CLAIMS PROCEDURE

Contractual claims by Contractor shall be submitted in writing no later than sixty (60) days after final payment pursuant to Va. Code § 2.2-4363. The Board of the ESVBA shall render a written decision within ninety (90) days.

ATTACHMENT 'A' - SPECIFICATIONS

STATEMENT OF WORK & SCOPE OF SERVICES

1. Statement of Work

The Contractor shall be responsible for working collaboratively with the ESVBA to broaden community awareness, develop a comprehensive public relations program, formulate consistent branding messages, execute targeted marketing campaigns, optimize digital web properties, and create high-quality graphic assets that communicate the ESVBA's mission, residential Fiber-to-the-Home (FTTH) expansion, and commercial capabilities.

2. Core Domains of Service

2.1 Web Development & Digital Presence: Routine maintenance, CMS patching, security monitoring, and daily backups of www.esvba.com. UI/UX enhancements to residential availability lookups and sign-up portals. Rapid publishing of board notices, news, and service advisories.

2.2 Print & Digital Marketing Campaigns: Planning, creative design, and execution of paid digital campaigns (Google Ads, Meta/Facebook, Instagram, LinkedIn). Production of direct-mail postcards, door hangers, flyers, bill stuffers, and print advertisements in local Eastern Shore publications. Monthly performance tracking and analytics reporting.

2.3 Public Relations Analysis & Strategic Communications: Formulating an annual strategic communications plan. Drafting and distributing press releases, editorial columns, and executive talking points. Crisis communications support and rapid messaging during network restoration events.

2.4 Graphic Production & Brand Governance: Full-service graphic design upholding ESVBA brand guidelines. High-resolution collateral for sales sheets, rate cards, fleet vehicle wraps, yard signs, and event displays. Full delivery of editable native source files (Adobe CC, AI, PSD, INDD, PDF).

2.5 Legislative & Public Policy Support: Assisting ESVBA leadership with informational briefs, presentation decks, and white papers for local town councils, county boards of supervisors, and regional stakeholders.

3. Contract Term & Service Delivery Model

The resulting contract shall be for an initial term of three (3) years, commencing immediately upon full execution of the contract by both parties, with up to two (2) optional one-year renewal periods upon mutual agreement.

To ensure predictable cost management and avoid administrative inefficiencies associated with micro-billing individual tasks, ongoing services shall be structured through a Monthly Retainer Service Bundle (block of hours). The bundle shall encompass routine web updates, social media management, graphic design, PR support, and monthly strategy meetings. Substantive, standalone projects or specialized campaigns exceeding monthly bundle allocations shall be authorized in advance through written Work Orders detailing scope, deliverable milestones, and not-to-exceed fee caps based upon contractual hourly rates.

ATTACHMENT 'B' - FEE PROPOSAL FORM

COMPENSATION SCHEDULE: RETAINER BUNDLES & HOURLY RATES

The Offeror proposes the following compensation schedule for services rendered pursuant to RFP No. 2026-006. Proposed fees must include all direct labor, overhead, profit margin, software licensing, tools, and administrative expenses. Reimbursement for travel is not allowed unless approved in writing in advance by the ESVBA.

PART 1: MONTHLY RETAINER SERVICE BUNDLES (BLOCKS OF HOURS)

The ESVBA utilizes monthly service bundles to ensure predictable budgeting and prevent itemized billing for routine tasks. Bundled hours may be applied across all service areas (web updates, social media management, graphic production, PR copywriting, media coordination, and strategy meetings).

• Rollover Flexibility: Unused bundle hours shall roll over for up to sixty (60) days.
• Prioritization & Notification: The Contractor must notify the ESVBA when 80% of monthly bundle hours are expended, allowing the ESVBA to prioritize remaining tasks or authorize additional hours in writing.

Retainer Tier / Scope	Monthly Hours Included	Proposed Monthly Retainer Fee ($/Mo)	Effective Blended Hourly Rate ($/Hr)
Tier 1: Basic Support / Maintenance	20 Hours / Month	$ _____ / mo	$ _____ / hr
Tier 2: Standard Operational Bundle (Baseline Operational Level)	30 Hours / Month	$ _____ / mo	$ _____ / hr
Tier 3: Expanded Growth & Campaign Bundle (High-Volume FTTH Acquisition)	45 Hours / Month	$ _____ / mo	$ _____ / hr

PART 2: SUPPLEMENTAL FULLY BURDENED HOURLY RATES

These hourly rates shall apply solely to hours exceeding the monthly retainer bundle, or for standalone major project Work Orders authorized in writing by the ESVBA.

Position Title / Labor Role	Role Description	Unit	Proposed Hourly Rate ($/hr)
Account Director / Senior Strategist	Account oversight, strategic planning, client liaison	/hour	$ _____ / hr
Public Relations Manager / Senior Writer	PR analysis, press releases, media relations, crisis messaging	/hour	$ _____ / hr
Senior Web Developer / Architect	Website development, UI/UX, database maintenance, security	/hour	$ _____ / hr
Creative Director / Senior Graphic Designer	Brand stewardship, high-level campaign concepts, creative direction	/hour	$ _____ / hr
Digital Marketing Specialist	SEO, SEM, social media management, Google Ads, analytics	/hour	$ _____ / hr
Production Artist / Junior Designer	Collateral formatting, resizing, production graphics	/hour	$ _____ / hr
Account Coordinator / Administrative Support	Project tracking, meeting notes, billing documentation	/hour	$ _____ / hr

PART 3: THIRD-PARTY PASS-THROUGH EXPENSES

Direct third-party expenses (media ad spend on Google/Meta, commercial print production, direct mail postage)

shall be billed to the ESVBA with no unapproved markup. State handling fee or markup percentage, if any: _____ % (subject to ESVBA negotiation and approval).

ADDENDA ACKNOWLEDGMENT:

The Offeror acknowledges receipt of the following official Addenda:

Addendum No(s): _____, Dated: _____

Addendum No(s): _____, Dated: _____

SUBMITTED ON: _____, 2026

Firm Legal Name: _____

Authorized Signature: _____

Printed Name & Title: _____

Business Address: _____

Telephone / Email: _____

ATTACHMENT 'C' - PROPOSER'S ACKNOWLEDGMENT

The Proposer shall sign and date the section below to attest that the Proposer has read, understands, and agrees to all terms, conditions, and specifications set forth in this Request for Proposal No. 2026-006, unless otherwise stated in writing and submitted with the proposal.

Signature: _____

Name of Official: _____

Title: _____

Firm Legal Name: _____

Date: _____

ATTACHMENT 'D' - OFFEROR QUESTIONNAIRE

1. Offeror Information:
   Offeror Legal Name: _____
   Principal Headquarters Address: _____
   City, State, Zip Code: _____
   Telephone No: _____ Fax No: _____
   Federal Employer Identification Number (FEIN): _____
   Business Structure: [ ] Corporation [ ] LLC [ ] Partnership [ ] Sole Proprietorship

2. Contact Person for this Proposal:
   Name & Title: _____
   Telephone / E-mail: _____

3. Virginia Licensure & Good Standing:
   Is the Offeror authorized and licensed to conduct business in Virginia? [ ] Yes [ ] No
   Virginia State Corporation Commission (SCC) ID Number: _____

4. Local Operation:
   Does Offeror maintain an office in Virginia? [ ] Yes [ ] No
   If yes, years operating from Virginia office: _____ Full-time employees in VA: _____

5. Experience & Operations:
   Number of years conducting business under current name: _____ Years _____ Months
   Total number of full-time employees: _____
   Has the Offeror provided PR, marketing, or web services to telecommunications, broadband, or public authority clients in the past 5 years? [ ] Yes [ ] No

6. Performance History:
   Has the Offeror or any of its principals ever failed to complete a contract? [ ] Yes [ ] No
   If yes, attach explanation.
   Has the Offeror ever had a bond, surety, or contract terminated for default? [ ] Yes [ ] No

7. Banking Reference:
   Bank Name: _____
   Contact Name & Title: _____
   Contact Telephone: _____

ATTACHMENT 'E' - ANTI-COLLUSION CERTIFICATION

Offeror certifies that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services, and is in all respects fair and without collusion or fraud. The Offeror further states an understanding that collusive practices are a violation of the Virginia Governmental Frauds Act and Federal Law and can result in fines, criminal penalties, and civil damage awards. The Offeror agrees to abide by all conditions of this procurement and the person signing this document certifies they are authorized to sign on behalf of the Offeror.

Authorized Signature: _____

Printed Name of Official: _____

Title: _____

Firm Legal Name: _____

Date: _____

ATTACHMENT 'H' - OFFEROR COMPLIANCE STATEMENT

EQUAL EMPLOYMENT OPPORTUNITY, DRUG-FREE WORKPLACE & CONFLICT OF INTEREST

The Firm providing services to the ESVBA under this contract assures the Authority that it is:

1. Conforming to the provisions of the Civil Rights Act of 1964, the Virginia Fair Employment Contracting Act of 1975, and the Virginia Human Rights Act, where applicable. [ ] YES [ ] NO

2. Maintaining a drug-free workplace for its employees in accordance with Va. Code § 2.2-4312. [ ] YES [ ] NO

3. Not employing illegal alien workers or otherwise violating the provisions of the Immigration Reform and Control Act of 1986. [ ] YES [ ] NO

4. Complying with all federal, state, and local laws and regulations applicable to services procured. [ ] YES [ ] NO

5. Submitting the proposal in full compliance with the Virginia State and Local Government Conflict of Interests Act (Va. Code § 2.2-3100 et seq.). [ ] YES [ ] NO

Authorized Signature: _____

Typed Name & Title: _____

Firm Legal Name: _____

Federal Tax ID (FEIN): _____

Date: _____

ATTACHMENT 'I' - CERTIFICATION OF OFFEROR REGARDING DEBARMENT

This is to certify that this person/firm/corporation has not been barred or suspended from submitting proposals on contracts by any agency of the Commonwealth of Virginia or the United States Government, nor is this person/firm/corporation a part of any firm/corporation that has been debarred from submitting proposals on public contracts.

Authorized Signature: _____

Printed Name of Official: _____

Title: _____

Firm Legal Name: _____

Date: _____

ATTACHMENT 'M' - FORM OF AGREEMENT

AGREEMENT BETWEEN OWNER AND CONSULTANT FOR PROFESSIONAL SERVICES

THIS AGREEMENT is made and entered into this _____ day of _____, 2026, by and between the EASTERN SHORE OF VIRGINIA BROADBAND AUTHORITY (hereinafter called 'Owner' or 'Authority') and _____ (hereinafter called 'Consultant' or 'Contractor').

WITNESSETH: WHEREAS, the Authority issued RFP No. 2026-006 soliciting competitive proposals for Public Relations and Marketing Services; and WHEREAS, the Consultant submitted a proposal deemed to be the most advantageous, and the parties have successfully negotiated terms pursuant to the Virginia Public Procurement Act;

NOW, THEREFORE, the Owner and Consultant agree as follows:

ARTICLE 1 – WORK & SCOPE OF SERVICES

Consultant shall complete all work as specified in the Contract Documents, including ongoing services under the Monthly Retainer Service Bundle and authorized Work Orders. Services include web development, print and digital marketing campaigns, public relations analysis and strategic messaging, graphic production, and brand stewardship.

ARTICLE 2 – TERM

The initial term of this Agreement shall be for three (3) years, commencing immediately upon the date of full execution of this Agreement by both parties ('Effective Date'). The Authority reserves the right to renew this Agreement for up to two (2) additional one-year periods upon mutual written agreement, subject to satisfactory performance and annual appropriation of funds.

ARTICLE 3 – COMPENSATION & PAYMENT PROCEDURES

Owner shall pay Consultant in accordance with the contractual Monthly Retainer Service Bundle and Supplemental Hourly Rate Schedule (Attachment B), and approved Work Order budgets. Invoices for monthly retainer fees shall be submitted monthly. Additional hourly work and approved pass-through expenses shall be itemized by task, hours, and staff role. Undisputed invoices shall be payable within sixty (60) days of receipt.

ARTICLE 4 – CONTRACT DOCUMENTS

The Contract Documents consist of this Agreement, RFP No. 2026-006 with all Addenda, Consultant's Proposal dated December 8, 2026, and approved Work Orders. These documents form the entire integrated agreement between the parties.

ARTICLE 5 – INDEPENDENT CONTRACTOR & WORK FOR HIRE

All copy, artwork, web code, campaign materials, and deliverables produced under this Agreement shall be considered 'works made for hire' and shall become the exclusive property of the ESVBA upon payment.

ARTICLE 6 – TERMINATION

The Authority reserves the right to terminate this Agreement for convenience upon thirty (30) days written notice, or for cause upon fifteen (15) days written notice if Consultant fails to cure a material breach.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement.

ESVBA (OWNER): By: _____	CONSULTANT: By: _____

Name: Robert Bridgham Title: Executive Director Date: _____	Name: _____ Title: _____ Date: _____