

**EDUCATION SERVICE CENTER REGION 19 ALLIED STATES COOPERATIVE**  
**RFP AWARD SUMMARY**

**RFP TITLE:** Advertising Services and Related – ESC Region 19 Allied States Cooperative  
**RFP NUMBER:** 22-7430  
**RFP OPENING DATE:** November 9, 2021  
**CONTRACT TERM:** Date of award until December 31, 2022, with 4 annual extension options.  
**(Extended by Region 19 until December 31, 2023)**  
**FUNDING SOURCE:** Various  
**RFP's ISSUED:** 396  
**RESPONSES:** 7  
**ADVERTISEMENT DATES:** El Paso Times – October 11, 2021 & October 18, 2021

**RECOMMENDED FOR AWARD:** **Barracuda Public Relations (Marina Monsisvais)**  
**CultureSpan Marketing (The Laster Group, Inc.) (HUB)**  
**Go Direct Marketing (Go-Direct Mailing Services, Inc.)**  
**KFOX14 (Sinclair Communications, LLC) (Sinclair Television of El Paso, LLC dba KDBC-TV)**  
**KVIA TV (NPG of Texas, LP KVIA TV)**  
**TOTAL (estimated)** **\$2,000,000.00/year**

**EXPLANATIONS:**

Award of this solicitation will enable ESC Region 19 - Allied States Cooperative (ASC) to establish a contract with vendor(s) for Advertising Services and Related for those procurements made with federal, state or local funds. Evaluation and award recommendation were based on 70% pricing and services/qualifications and 30% references. Clear Channel Outdoor, LLC (Clear Channel Outdoor Holdings, Inc.) submitted a proposal however was not considered; vendor's proposed deviations were not acceptable. Sheri Pellicotte submitted a proposal however was not considered; vendor does not meet the scope of work. The awarded vendors' pricing and information can be found on the Award Detail spreadsheet.

**SPECIFICATIONS, PREPARATION AND EVALUATION PROVIDED BY:**

Rebecca Hernandez – ESC Region 19

Andrea Amiri – ESC Region 19

Renae Lawrence - ESC Region 19

**Special Conditions**

1. ASC member must approve in writing any services before they are rendered. Vendors that provide service before final written approval is granted will be doing so at their own expense and member will not be responsible to pay for service.
2. Vendor may request a separate additional contract be signed by member. Refer to the terms and conditions attachment for detailed information regarding supplemental contracts.

Approved By: \_\_\_\_\_  
Dr. Armando Aguirre  
Dr. Armando Aguirre

Date: \_\_\_\_\_  
November 15, 2021  
September 23, 2022