

**Dorothea Kurdziel, Director**

**Etowah County Rural Transportation  
Request for Proposal For Advertising Services**

Etowah County Rural Transportation is soliciting proposals to market advertising space on Etowah County Rural Transit vehicles. The selected company will be responsible for marketing space, developing advertisements, and overseeing the production, installation and maintenance of advertising materials for a fleet of approximately 10 transit vehicles.

**CONTRACTOR RESPONSIBILITIES**

Proposer will assume responsibility for delivery of services and application performance, regardless if Proposer subcontracts any of these items and services. The Proposer will be the sole point of contact regarding contractual matters, including performance of services and the payment of any and all charges resulting from contract obligations. Proposer will be totally responsible for all obligations outlined under this RFP.

**PROPOSER QUALIFICATIONS**

All bidders, to the best of their knowledge and belief, must be in, and remain in compliance with all applicable Federal, State, and local laws, ordinances, resolutions and regulations. All bidders should be prepared to timely submit to the Etowah County Rural Transportation non-confidential evidence or documentation demonstrating they are presently licensed and permitted by law to do business in Alabama. Such non-confidential evidence or documentation is encouraged to be submitted with the Bid Package. All vendors, contractors and grantees are required to comply with the Alabama Immigration Law under Sections 31-13-9 (a) and (b) of the Code of Alabama. Forms and documents will be included with award documents. Information and forms can be obtained by contacting Etowah County Rural Transportation at 256-547-1014.

Factors to be considered in the award of these services include: 1) Firm experience and existing client base; 2) Qualifications of key personnel; 3) Marketing strategy; 4) Revenue and benefits to Etowah County Rural Transportation expressed in terms of A) proceeds earned from sale of advertisement per vehicle and B) if based on percentage net share of the proceeds and/or negotiated flat rate to be provided to Etowah County Rural Transportation.

Bidders wishing to be considered for this proposal should submit a proposal covering the above factors. Etowah County Rural Transportation will select bidder based upon an assessment of each proposal and the reasonableness of each proposal with respect to the above factors.

The public will be notified of advertising opportunity on our website so that it is an equal opportunity for all possible advertisers.

Proposals must be submitted no later than September 23, 2022. Submittals received after this time and date shall not be considered.

Sealed packages may be mailed or hand delivered to Dorothea Kurdziel, 800 Forrest Ave. Room 215, Gadsden, AL 35901.

Questions concerning this solicitation should be directed to Dorothea Kurdziel, Director, Equal Opportunity Employer.

Dorothea Kurdziel, Director

