

PUBLIC NOTICE

Public Notice is hereby given that the New Castle County Vocational Technical School District, is soliciting letters of interest from digital marketing and communication firms for the purpose of delivering visual branding and marketing services.

NCCVTSD is seeking a marketing and communications firm to assist the administration in delivering components of the strategic plan regarding the district's visual branding identity and marketing message. The firm shall assist NCCVTSD in developing a new digital marketing strategy that integrates social and traditional media. The firm must have the relevant professional qualifications and resources available to assist NCCVTSD in evaluating current communications initiatives and developing new messages to improve awareness of the district's schools and programs in the community and to increase interest in what its schools have to offer to middle school students who are considering high school choices.

Interested firms shall submit five (5) copies of their replies on or before 12:00 p.m. on Wednesday, August 24, 2016, Jason S. Hale, Director of Business, New Castle County Vocational Technical School District, 1417 Newport Road, Wilmington DE 19804. Questions regarding this solicitation must be submitted in writing to jason.hale@nccvt.k12.de.us by August 17, 2016. Responses will be posted by August 19, on <http://bids.delaware.gov>. Respondent bears the risk of late delivery. Any submittals received after the stated time will be returned unopened. Responses shall include:

- * demonstrated experience with projects of similar nature
- * organizational structure (personnel) established for the project including sub-consultants and previous experience (frequency) working with them
- * defined approach firm/team will implement
- * knowledge of sites and project requirements
- * geographical location of main or branch office that will be assigned the project
- * familiarity with public works (including work in the State of Delaware, the Delaware Code and other local requirements)

The department seeks to apportion work equitably to interested and qualified firms. The above criteria will be used to select a firm to perform these services. Respondents are reminded that the project engineer for this work must be registered in the State of Delaware. Selected firms who reply will be given notice of times and dates for scheduled interviews. Facsimile submittals are not acceptable.

END OF PUBLIC NOTICE