



**STATE OF LOUISIANA
LOUISIANA ECONOMIC DEVELOPMENT,
Louisiana Innovation**

**REQUEST FOR QUALIFICATIONS (RFQ)
FOR BRANDING AND MEDIA SERVICES**

Issued: September 24, 2025
Participant inquiries due: October 1, 2025, 4:00 p.m. CST
Responses due: October 8, 2025, 4:00 p.m. CST

TABLE OF CONTENTS

1 GENERAL INFORMATION

- 1.1 Purpose
- 1.2 Scope of Services
- 1.3 Required Qualifications – General
- 1.4 Required Qualifications – Specific
- 1.5 Independence

2 RFQ INFORMATION

- 2.1 Company Information
- 2.2 Experience and Qualifications of Proposed Staff
- 2.3 Provide a Work Plan
- 2.4 Portfolio Submission
- 2.5 Cost Information
- 2.6 Billing and Payment
- 2.7 Selection Process

3 ADMINISTRATIVE INFORMATION

- 3.1 Term of Contract
- 3.2 RFQ Coordinator
- 3.3 Participant Inquiries
- 3.4 RFQ Submission
- 3.5 Error and Omissions in Statement of Qualifications
- 3.6 Changes, Addenda, Withdrawals
- 3.7 Withdrawal of Statement of Qualification
- 3.8 Waiver of Administrative Informalities
- 3.9 Statement of Qualification Rejection/RFQ Cancellation
- 3.10 Ownership of Statement of Qualification
- 3.11 Cost of Offer Preparation
- 3.12 Taxes
- 3.13 Use of Subcontractors
- 3.14 Written or Oral Discussions/Presentations
- 3.15 Acceptance of Statement of Qualification Content
- 3.16 Evaluation and Selection
- 3.17 Best and Final Offers (BAFO)
- 3.18 Contract Award and Execution

1 GENERAL INFORMATION

1.1 Purpose

Louisiana Economic Development (LED), an agency of the State of Louisiana, through Louisiana Innovation, issues this RFQ to obtain competitive Statements of Qualification from marketing and branding agencies (Proposer or Agency) interested in serving as the single agency of record. The selected Proposer will support: (1) statewide visibility, (2) legislative awareness, (3) event promotion, (4) attraction of national technology partners, and (5) positioning Louisiana as a national hub for artificial intelligence and innovation.

Louisiana Innovation (LA.IO) is a division of Louisiana Economic Development driving a statewide mission to strengthen and modernize the state's core industries through innovation. LA.IO champions the growth of high-potential, tech-enabled startups by connecting founders with critical capital through initiatives like the \$100M Louisiana Opportunity Capital, and by nurturing partnerships among accelerators, universities, investors, and businesses around the state. By focusing on transformative areas such as artificial intelligence, LA.IO helps turn bold ideas into scalable businesses, positioning Louisiana as a national innovation leader.

The services to be provided from the Proposer will be obtained through cooperative endeavor agreements or professional service agreements, which are not required to be competitively awarded through public bid or request for proposal procedures. This is an informal informational procedure.

LED ensures that in its selection process no person shall, on the grounds of race, color, or national origin as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any programs or activities receiving federal financial assistance. LED further ensures the prohibition of discrimination in all of its programs and activities, whether those programs and activities are federally funded or not, as provided by The Civil Rights Restoration Act of 1987 (inclusive of additional Title VI Authorities and citations).

1.2 Scope of Services

The selected Proposer will serve as the single agency of record for Louisiana Innovation. Services include: - Brand identity development (visual identity, messaging, brand guidelines).

- Media planning and buying (TV, digital, social, print, outdoor; subcontracted buying permitted if disclosed and managed by the prime agency).
- Event marketing and promotion.
- Social media branding and management.
- Website and digital asset development.
- Creative storytelling and content production (video spots, campaign collateral, legislative-facing materials, event theme packages).

Creative and production costs are to be included in proposals.

1.3 Required Qualifications – General

Provide a brief description of the Agency; corporate structure; registration and good standing with the Louisiana Secretary of State; years in business; confirmation of compliance with applicable civil rights requirements; and ability to perform statewide work on behalf of a Louisiana state agency.

1.4 Required Qualifications – Specific

Demonstrate experience in state government branding and private-sector engagements, especially in innovation, technology, and economic development. Indicate staffing capacity; key personnel and their qualifications; relevant licenses/certifications; Louisiana presence (if applicable); geographic reach; and three to five relevant projects with descriptions of the Agency's role and outcomes of those projects.

Senior-level involvement is expected. Proposals should specify how senior creative leaders will participate in day-to-

day work and client reviews.

1.5 Independence

Conflicts checks will be required prior to assignment. Agency may contract with LED for other services but must disclose any actual or apparent conflicts to LED for review before acceptance of work.

LED may not select a Proposer to perform these services or other general services if the Proposer has any conflict or appearance of any conflict of interest with regard to any project or work.

2 RFQ INFORMATION

2.1 Company Information

Provide: legal name; physical and mailing addresses; phone; email; website; and whether your Agency is local, regional, or national. Disclose any third parties/subcontractors proposed (e.g., for media buying), with roles and responsibilities. If there are any third parties/subcontractors, please provide the same information as requested for your Agency.

2.2 Experience and Qualifications of Proposed Staff

Identify the Project Manager (day-to-day contact) and list key personnel who will perform the scope of work, their skills, experience, qualifications, certifications/awards, and availability. Proposals must demonstrate hands-on senior creative involvement, not only oversight.

Include experience executing state government work and innovation/tech/economic development campaigns. Highlight examples of translating complex technologies into accessible stories for non-technical audiences such as legislators and the public.

2.3 Provide a Work Plan

Describe your methodology for meeting Louisiana Innovation's goals. Show how your team will execute campaigns aligned with Louisiana Innovation's existing strategies, with a 90-day sprint-based approach to ramp-up and project deliverables, impact, and outcome. Include coordination with Louisiana Innovation staff, review cadences, and an indicative schedule of tasks.

2.4 Portfolio Submission

Provide a portfolio of relevant branding, marketing, creative, and media projects. Portfolios should demonstrate creativity, innovation, and demonstrable experience in both public- and private-sector contexts.

At least one project should highlight:

- Event theme or campaign development.
- Use of video or multimedia for storytelling.
- Simplifying complex or technical subject matter for general audiences.

2.5 Cost Information

Submit a budget with fees broken down as follows:

- Professional services (including strategy, creative, production, digital, web, social, event creative, project management).
- Proposed media buys (planned channels/allocations; estimate details and assumptions).

All aspects of this RFQ are based on an overall budget LED has for the scope of work. Once LED has reviewed all qualifications and proposals and made a decision on the selected Proposer, we will be in contact to discuss your

suggestions and proposal and specific budget categories in a final negotiation for your scope of work.

2.6 Billing and Payment

The Agency's monthly rates, will be inclusive of all work performed for services and related costs, including overhead, cost of doing business, use of equipment and in-house resources. Invoices shall be submitted monthly with supporting documentation of services rendered and, where applicable, media buy details and proof of performance. Supporting documentation will be expected to include, at minimum, description and documentation of services provided as well as invoices, checks or other records reflecting expenses incurred.

2.7 Selection Process

A Selection Committee will evaluate all responses received for the purpose of selecting an Agency with whom LED will contract with. The criteria and weight of consideration in making the selections are as follows:

Scoring (100 points total):

- Creativity & Innovation (Portfolio Quality, Case Studies): 40 points
- Project Understanding: 20 points
- Qualifications of Agency & Staff (including senior involvement): 20 points
- Louisiana Experience: 10 points
- Budget: 10 points

Respondents must score 75 or higher to be considered for award.

LED reserves the right to reject all responses in whole or in part if, in the judgment of the Selection Committee, the best interests of all parties will be served.

3 ADMINISTRATIVE INFORMATION

3.1 Term of Contract

The initial term is anticipated to begin Fall 2025, for up to three (3) years, subject to funding availability and utilization.

3.2 RFQ Coordinator

All questions must be directed to:

Christina Ocmand, Contract/Grant Reviewer
Louisiana Economic Development, Office of the Secretary, Legal Division

Mailing Address:
P.O. Box 94185
Baton Rouge, LA 70804-9185

Physical Address:
100 North St, 9th Floor
Baton Rouge, LA 70802

E-mail: christina.ocmand@la.gov

3.3 Participant Inquiries

LED will consider written inquiries and requests for clarification relating to this RFQ, submitted to the RFQ Coordinator by 4:00 p.m. CST, October 1, 2025.

3.4 RFQ Submission

To be considered, the Proposer must submit one (1) copy of the Statement of Qualifications (20 pages maximum) and indicate the submission is for Branding and Media Services, signed by an authorized representative, via email to christina.ocmand@la.gov. Submissions must be received no later than 4:00 p.m. CST, October 8, 2025.

3.5 Error and Omissions in Statement of Qualification

The LED reserves the right to seek clarification of any Statement of Qualification for the purpose of identifying and eliminating minor irregularities or informalities.

3.6 Changes, Addenda, Withdrawals

LED reserves the right to change the schedule of events or revise any part of the RFQ by issuing an addendum to the RFQ at any time. Addenda, if any, will be posted at:

It shall be the responsibility of the Proposer to check the LED website for addenda to the RFQ.

3.7 Withdrawal of Statement of Qualification

A Proposer may withdraw a Statement of Qualification that has been submitted at any time, up to the date and time the Statement of Qualification is due. To withdraw a Statement of Qualification, a written request signed by the authorized representative of the Proposer must be submitted electronically via email to the RFQ coordinator identified in this RFQ.

3.8 Waiver of Administrative Informalities

LED shall reserve the right, at its sole discretion, to waive minor administrative informalities contained in any Statement of Qualification.

3.9 Statement of Qualification Rejection/RFQ Cancellation

Issuance of this RFQ in no way shall constitute a commitment by LED to award a contract. LED shall reserve the right to accept or reject, in whole or part, all Statements of Qualification submitted, and/or cancel this RFQ if it is determined to be in LED's best interest.

3.10 Ownership of Statement of Qualification

All materials submitted in response to this RFQ shall become the property of LED. Selection or rejection of a Statement of Qualification shall not affect this right.

3.11 Cost of Offer Preparation

LED shall not be liable for any costs incurred by the Agency prior to issuance of or entering into a contract. Costs associated with developing the Statement of Qualification, preparing for oral presentations (if required), and any other expenses incurred by the Agency in responding to this RFQ shall be entirely the responsibility of the Agency and shall not be reimbursed in any manner by LED.

3.12 Taxes

Contractor shall be responsible for payment of all applicable taxes from the funds to be received under contract awarded from this RFQ.

In accordance with R.S. 39:1624(A)(10), the Louisiana Department of Revenue must determine that the prospective contractor is current in the filing of all applicable tax returns and reports and in payment of all taxes, interest, penalties, and fees owed to the state and collected by the Department of Revenue prior to the approval of the contract. The prospective agency shall attest to its current and/or prospective compliance by including a statement certifying to their compliance, submitted with its Statement of Qualification, and also agrees to provide its seven-digit LDR Account Number to the contracting agency so that the prospective contractor's tax payment compliance status may be verified.

The prospective agency further acknowledges understanding that issuance of a tax clearance certificate by the Louisiana Department of Revenue is a necessary precondition to the approval and effectiveness of the contract. LED reserves the right to withdraw its consent to the contract without penalty and proceed with alternate arrangements should the vendor fail to resolve any identified apparent outstanding tax compliance discrepancies with the Louisiana Department of Revenue within seven (7) days of such notification.

3.13 Use of Subcontractors

LED shall contract with the selected Proposer as the result of any contract negotiation, and that Agency shall be responsible for all deliverables specified in the RFQ and Statement of Qualification. This general requirement notwithstanding, the Agency may enter into subcontractor arrangements, however, shall acknowledge in their Statement of Qualification total responsibility for the entire contract.

If the Agency intends to subcontract for portions of the work, the Agency shall identify any subcontractor relationships and include specific designations of the tasks to be performed by the subcontractor. Information required of the Agency under the terms of this RFQ shall also be required for each subcontractor, if requested by LED. The selected and contracted Agency shall be the single point of contact for all subcontract work.

3.14 Written or Oral Discussions/Presentations

LED, at its sole discretion, may require all Proposers reasonably susceptible of being selected for the award to provide an oral presentation of how they propose to meet the LED's objectives. Commitments made by the Proposer at the oral presentation, if any, will be considered binding and formally recorded in the final contract.

If oral presentations are required, LED reserves the right to adjust the original scores based on information received in the presentation, using the original evaluation criteria. The cost score will remain unchanged.

3.15 Acceptance of Statement of Qualification Content

All Statements of Qualification will be reviewed to determine compliance with administrative and mandatory requirements as specified in the RFQ. Statements of Qualification that are not in compliance will be rejected from further consideration.

3.16 Evaluation and Selection

The evaluation of Statement of Qualifications will be accomplished by an evaluation team, which will determine the Statement of Qualifications most advantageous to the State, taking into consideration cost and the other evaluation factors set forth in the RFQ.

The evaluation team may consult subject matter expert(s) to serve in an advisory capacity regarding any Proposer or Statement of Qualification. Such input may include, but not be limited to, review of technical requirements or preparation of cost score data.

3.17 Best and Final Offers (BAFO)

LED reserves the right to conduct a BAFO with one or more Proposers identified by the evaluation committee to be reasonably susceptible of being selected for an award. If conducted, the Proposers selected will receive written notification of their selection, a list of specific items to address in the BAFO, and instructions for submittal. The BAFO negotiation may be used to assist LED in clarifying the scope of work or to obtain the most cost-effective pricing available.

The written invitation to participate in BAFO will not obligate LED to a commitment to enter into a contract.

3.18 Contract Award and Execution

LED reserves the right to enter into a contract based on the initial offers received without further discussion of the Statement of Qualifications submitted. LED reserves the right to contract for all or a partial list of services offered in the Statement of Qualification.

The RFQ, including any addenda added, and the selected Statement of Qualification shall become part of the contract initiated by LED.

The selected Proposer shall be expected to enter into an agreement. A Proposer shall not submit its own standard contract terms and conditions as a response to this RFQ. The Proposers should submit in its Statement of Qualification any exceptions or contract deviations that its Agency wishes to negotiate. Negotiations may coincide with the announcement of the selected Proposer.

To be considered by LED, responses to this RFQ must be received by 4:00 p.m., CST, October 8, 2025.