



221 South Quarterline Road, Muskegon, MI 49442

**Muskegon Community College (MCC)**  
**Request For Proposal**  
**Media Planning, Buying and Placement Services**

**Issue Date:** Thursday, May 22, 2025, 2:00 PM  
**Proposal Due Date:** Tuesday, June 30, 2025, 2:00 PM

**RFP Coordinator:**  
Mike Council  
Purchasing & Financial Services Manager  
Room #1044B  
221 S. Quarterline Road  
Muskegon, MI 49442  
[mike.council@muskegoncc.edu](mailto:mike.council@muskegoncc.edu)  
231-777-0247

*From the time this RFP is issued until award notification is made, all contact with MCC regarding this RFP must be made through the MCC RFP Coordinator. Questions must be directed to the MCC RFP Coordinator. No other person/MCC employee is empowered to make binding statements regarding this RFP. Violation of this provision may lead to disqualification from the bidding process at MCC's discretion.*

## SECTION I: INTRODUCTION

### A. PURPOSE

Muskegon Community College is seeking and accepting proposals for Media Planning, Buying, and Placement Services from qualified vendors. The vendor will develop new plans and manage Muskegon Community College's paid digital and traditional media to support lead generation, enrollment, and awareness campaigns. In addition to media planning and buying activities, the vendor will provide guidance and assistance through a collaborative process from creative concept development and testing, to reporting results. Muskegon Community College shall select the vendor whose proposal and oral presentation, if requested, demonstrates the capability to best fulfill the proposal of this RFP in a cost-effective and high-quality manner.

### B. BACKGROUND

Muskegon Community College or ("MCC" or "College") is a public community college, a political subdivision of the State of Michigan, with annual total student enrollment of approximately 5,000 students. The College has an annual operating budget (General Fund) of \$47.6 million and employs approximately 225 regular full and part-time staff as well as a significant number of adjunct faculty and student assistants. The College offers over 80 degree and certificate programs. The College's main campus, located on an 111-acre campus in Muskegon, includes the Hendrik Meijer Library & Information Technology Center, the Bartels-Rode Gymnasium, the Frauenthal Foundation Art Center with the Overbrook Theater and Art Gallery, the Stevenson Center for Higher Education, the Science Center, the Health and Wellness Center, and the Art and Music Building. MCC also operates extension centers in Ottawa and Newaygo Counties, as well as the Sturris Technology Center in downtown Muskegon.

The Muskegon Community College Marketing and Communications department has a talented and highly experienced team of professionals who design and produce all creative assets, including video commercials, outdoor and social media ads needed for brand awareness, enrollment, and other marketing campaigns. Most recently, the department launched a [new website](#), "[Bring It Out](#)" campaign, and [rebranded the college](#) and its [Golf Course](#).

Over the past several years, MCC has worked with a few outside marketing and media firms but has primarily managed media buying through limited, campaign-specific activities and/or executed much of the media planning and buying internally.

## SECTION II: SCOPE OF SERVICES

### A. REQUIRED SERVICES & EXPECTATIONS

Muskegon Community College intends to obtain the services of a qualified firm to manage, provide guidance, and execute all media planning and buying in coordination with and at the direction of MCC's Chief Marketing and Communications Officer.

### B. CONTRACT SCOPE

1. Media planning, buying and placement for Fall, Winter, and Summer enrollment, awareness campaign strategy, and media planning in collaboration with MCC marketing team
2. Analytics and consulting on creative, landing pages, and campaign performance
3. Paid media campaign management

4. Negotiate & secure media space
5. Traffic creative to media vendors
6. Monitor & optimize campaign performance
7. Campaign performance reports to include weekly tracking, monthly overview, and campaign completion
8. First campaign to focus on 2026 Winter Enrollment; classes start in January 2026

### **SECTION III: PROPOSAL REQUIREMENTS**

Vendor must submit a detailed proposal that includes the following:

#### **1. Vendor Overview**

- Name, address, and contact details.
- Link to website with description of the vendor and areas of expertise.

#### **2. Relevant Experience**

- Three to five names of companies you have performed similar media planning, buying and purchasing services for highlighting educational institutions using the provided form.

#### **3. Key Personnel**

- Identify key staff who would be assigned to the College

#### **4. Approach and Methodology**

- Outline of project approaches
- Discussion of innovative or value-added practices

#### **5. Cost Proposal**

- Vendor to be compensated through a negotiated commission off the gross media budget of \$80,000 annually
- Media commission to be billed monthly for the month prior based on actual spend - terms net 30
- Vendor will remit payment for media space directly to vendors after collecting media payment from MCC. Actual media costs can be billed 30 days prior to media outlets' payment deadlines.

#### **6. Client References**

Provide at least three client references, including contact information by completing "Schedule B" below.

#### **7. Any relevant information as to why your company would be the best choice for MCC**

### **SECTION IV: EVALUATION CRITERIA**

The evaluation and awarding of this proposal will be based on the following criteria and awarded to the Most responsible, responsive proposer whose submission will be the most advantageous to the College:

1. Qualifications and experience of company and project team (30%)
2. Completeness, thoroughness and detail of response (25%)
3. Cost (commission off the gross media budget of \$80,000 annually) (20%)
4. Adherence to RFP/specifications (10%)
5. References (15%)

The proposer may be required to make a presentation of their proposal. This will provide an opportunity to clarify or elaborate on the proposal, but will not, in any way provide an opportunity to change any fee amount originally proposed. If the College chooses to have presentations, it will schedule and notify proposer(s) of the

time and location of their presentation. If such presentation is requested, it is anticipated to take place in early July (excluding the 4<sup>th</sup> of July holiday).

The anticipated date that the selected firm will be appointed is July 16, 2025, at the Board of Trustees meeting.

## SECTION V: SUBMISSION INSTRUCTIONS

By submitting a response to this RFP, the Proposer agrees to the following terms and conditions:

I. **Anticipated Timeline** Listed below are dates and times of actions related to this RFP:

Action	Date
RFP Issued	Thursday, May 22, 2025, 2PM EST
Deadline for Receiving Questions	Thursday, June 5, 2025, 5PM EST
Response to Questions	Thursday, June 19, 2025, 5PM EST
Proposal Due	Tuesday, June 30, 2025, 2PM EST
Selection of Vendor	Wednesday, July 16, 2025, 12:30 PM EST
First Media Buy	Fall 2025 for Winter Semester January 2026

**Late submissions will not be considered.**

2. **Submission Format**

Proposals shall be emailed with the subject line “**Media Planning, Buying and Placement Services**” or mailed in a sealed and plainly labeled envelope/box with the words “**Media Planning, Buying and Placement**” on the outside of the envelope/box along with the name of the vendor/organization/firm submitting the proposal. It is the sole responsibility of the bidder to assure that their proposal is received by Muskegon Community College prior to the date and time specified. If mailed or delivered, one (1) original and three (3) copies should be submitted to the following address:

- Electronic submissions must be sent to [Mike.Council@muskegoncc.edu](mailto:Mike.Council@muskegoncc.edu)
- If submitting in hard copy, send 3 copies to:

Muskegon Community College  
Attn: Mike Council  
Room # 1044B  
221 S. Quarterline Rd.  
Muskegon, MI 49442

2. **Proposer Questions or Clarifications.** If any Proposer contemplating submitting a proposal is in doubt as to the true meaning of any part of this RFP, it may submit to MCC a written request for an interpretation thereof. No oral explanation or instruction of any kind or nature whatsoever given before the award of a contract to a vendor shall be binding. All inquiries regarding this proposal must be emailed to [Mike.Council@muskegoncc.edu](mailto:Mike.Council@muskegoncc.edu).
3. **Proposal Amendments.** MCC reserves the right to amend this RFP without altering the timing requirements indicated. Any changes or addenda to this RFP will be communicated in writing to all Proposers as quickly as possible.

4. **Proposal Rejection.** MCC reserves the right to reject any Proposer's response for any reason. MCC is under no obligation to award any Proposer the business and may elect to reject all responses and pursue actions outside of this RFP process.
5. **Proposer Expenses.** Proposer is solely responsible for any expenses incurred by it for proposal preparation and submission. This includes attendance at personal interviews or other meetings.
6. **Selection Process.** The selection process will be performed by the MCC Marketing and Communications Department. This group will evaluate the proposals and make the final recommendation.
7. **Contract Awarded and Pricing Structure.** Proposals are to include the commission off the gross media budget of \$80,000.
8. **Duration of Offer.** All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal is due, unless extended by mutual written agreement between Muskegon Community College and the vendor.
9. **Review Final Contract Documents.** If MCC awards this project to a Proposer, this RFP and the selected Proposer's proposal, including all appendices or attachments, will become part of the final contract.
10. **Freedom of Information Act.** The content of all proposals, correspondence, addenda, memoranda, working papers and other medium which discloses any aspect of the RFP process shall be considered public information when the award decision is announced. This includes all proposals received in response to this RFP, both the selected proposal(s) and the proposal(s) not selected, and the information in those proposals that a Proposer may consider proprietary in nature. Therefore, MCC makes no representation it can or will maintain the confidentiality of such information. The act of submitting a proposal to MCC shall be construed as understanding and acceptance of this public information disclosure requirement.
11. **Equal Opportunity Notice.** It is the policy of Muskegon Community College to provide equal opportunities and not discriminate in enrollment, education, employment, public accommodations, activities or services on the basis of race, color, religion, sex, national origin, marital status, sexual orientation, gender identity, transgender status, political persuasion, disability, height, weight, veteran status, age or any other protected class. It is the policy of the College to patronize only those companies and vendors that demonstrate a commitment to equal opportunity within their own enterprises and abide by Federal and State laws.

## SECTION VI: FINAL CONTRACT

Following the award, MCC and the selected vendor will negotiate the terms of the definitive contract. In the event that an acceptable contract cannot be reached with the selected vendor, MCC may withdraw its award and negotiate with the next highest ranked Proposer, and so on, until an acceptable contract has been finalized. Alternatively, MCC may cancel the RFP, at its sole discretion.

1. This is not an agreement of employment or partnership of the selected vendor or any of its employees by MCC. The vendor is an independent contractor for all purposes under this Agreement.
2. The selected vendor shall perform its services in a professional manner and shall use only qualified and experienced personnel.
3. The contract may be terminated by mutual consent of both parties or by MCC at its discretion. This contract, if awarded, may be cancelled in whole or in part by MCC upon giving at least sixty (60) days written notice prior to cancellation; except that nonperformance on the part of the vendor will be grounds for termination. Termination will take place within fifteen (15) days of notification.
4. All prices for the vendor's services hereunder are firm for the term of this Agreement. MCC shall pay the vendor for satisfactory performance of the services specified in this Agreement, and any related addenda.
5. The vendor will abide by all State and Federal Regulations on wages and hours of any employee. The vendor shall be responsible for all of its employees, subcontractors and their actions during their term of the contract with MCC.

## SECTION VII: INSURANCE

The contractor, and any and all of their subcontractors, shall not commence work under this contract until they have obtained the insurance required under this paragraph, and shall keep such insurance in during the entire life of this contract. All coverage shall be with insurance companies licensed and admitted to do business in the State of Michigan and acceptable to Muskegon Community College. The requirements below should not be interpreted to limit the liability of the Contractor. All deductibles and SIRs are the responsibility of the Contractor.

The Contractor shall procure and maintain the following insurance coverage:

1. **Coverage.** The selected Provider shall maintain insurance, having the coverage described below and approved by MCC, prior to the contract, and shall maintain such insurance until the contract is terminated according to the prescribed procedures.
2. **Evidence of Insurance.** The Provider shall furnish MCC with a certificate(s) of insurance, executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above. All certificates shall provide for written notice to MCC prior to the cancellation of any insurance referred to therein. Failure to furnish the required certificate or failure to maintain the required insurance may result in termination of this Agreement at MCC's option. Any waiver of Provider's obligation to furnish such certificate or maintain such insurance must be in writing and signed by an authorized representative of MCC. Failure of MCC to demand such certificate or other evidence of full compliance with these insurance requirements or failure of MCC to identify a deficiency from evidence that is provided shall not be construed as a waiver of Provider's obligation to maintain such insurance, or as a waiver as to the enforcement of any of these provisions at a later date.
3. **Certified Copies of Policies.** Provider shall provide certified copies of all insurance policies required above within ten (10) days of MCC's written request for said copies.

4. **Commercial General and Umbrella Liability Insurance.** Provider shall maintain commercial general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$2,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to this project or location. CGL insurance shall be written on an ISO occurrence form (or a substitute form providing equivalent coverage) and shall cover liability arising from premises, operations, products-completed operations, personal and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract). “MCC, its elected and appointed officials, employees, students, agents and volunteers” shall be included as an insured under the CGL and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance or self-insurance programs afforded to College. There shall be no endorsement or modification of the CGL to make it excess over other available insurance; alternatively, if the CGL states that it is excess or pro rata, the policy shall be endorsed to be primary with respect to the additional insured. There shall be no endorsement or modification of the CGL limiting the scope of coverage for liability assumed under a contract. Coverage shall be endorsed, if necessary to include lost key coverage.
5. **Automobile and Umbrella Liability Insurance.** Provider shall maintain automobile liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$2,000,000 each accident. Such insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). Umbrella Coverage \$3,000,000.
6. **Workers Compensation Insurance.** Provider shall maintain workers compensation and employers liability insurance. The commercial umbrella and/or employers liability limits shall not be less than \$1,000,000 each accident for bodily injury by accident or \$1,000,000 each employee for bodily injury by disease.
7. **Commercial Property Insurance.** Provider may, at its option, purchase business income, extra expense or similar coverage, and in no event shall MCC be liable for any business interruption or other consequential loss sustained by Provider, whether or not it is insured, even if such loss is caused by the negligence of MCC, its elected and appointed officials, employees, students, agents or volunteer. Provider may, at its option, purchase insurance to cover its personal property. In no event shall MCC be liable for any damage to or loss of personal property sustained by Provider, whether or not it is insured, even if such loss is caused by the negligence of MCC, its elected and appointed officials, employees, students, agents and volunteers.
8. **Professional Liability Insurance.** Provider shall maintain in force for the duration of this contract errors and omissions liability insurance appropriate to the Provider’s profession. Coverage as required in this paragraph shall apply to liability for a professional error, act, or omission arising out of the scope of the Provider’s services as defined in this Agreement. Coverage shall be written subject to limits of not less than \$1,000,000 per loss. If coverage is written on a claims-made basis, the Provider warrants that any retroactive date applicable to coverage under the policy precedes the effective date of this Agreement; and that continuous coverage will be maintained or an extended discovery period will be exercised for a period of three (3) years beginning from the time that work under the contract is completed.
9. **Acceptability of Insurers.** All required insurance shall be purchased from insurers acceptable to MCC. MCC shall have the right to reject insurance from an insurer that it deems unacceptable due to poor financial condition or because it is not operating legally.

10. **No Representation of Coverage Adequacy.** By requiring insurance herein, MCC does not represent that coverage and limits will necessarily be adequate to protect Provider, and such coverage and limits shall not be deemed as a limitation on Provider's liability under the indemnities granted to MCC in this contract.
11. **Indemnification.** Provider agrees to defend, indemnify and hold MCC, its elected and appointed officials, employees, students, agents and volunteers harmless from any claim, including, but not limited to death, bodily injury, personal injury or property damage, together with reasonable attorneys' fees and court costs, arising from Provider's performance under this Agreement, except, however, Provider will not be required to indemnify MCC for claims that arise out of the sole negligence or acts of MCC.
12. **Subcontractor Requirements.** Provider agrees to contractually obligate its subcontractors to indemnify MCC in precise conformance to the terms of Provider's obligation to indemnify MCC pursuant to this Agreement. The Provider further agrees to contractually obligate its subcontractors to provide insurance with the insurance coverages and limits of liability required to be provided by the Provider pursuant to the terms and conditions of this Agreement.
13. **Cancellation or Reduction in Coverage.** In the event of a lapse or reduction in the required coverages, the Provider shall cease operations and shall not resume operations until insurance is in force.

## SECTION VIII: PROPOSAL FORMS

- A. Schedule A -- Proposer's Certification
- B. Schedule B -- List of References Form
- C. Schedule C -- Certification Regarding Debarment



## Schedule A

### **MUSKEGON COMMUNITY COLLEGE REQUEST FOR PROPOSAL**

#### **Muskegon Community College – Media Planning, Buying & Placement Services**

#### **PROPOSER'S CERTIFICATION**

***IMPORTANT: This form must be returned with the bid proposal form***

The undersigned certifies that he/she has carefully examined the Request for Proposal, Instructions, Terms and Conditions, Scope of Services, Bid forms and all other documents accompanying this proposal.

The undersigned offers and agrees to furnish the services specified in the Request for Proposal at the prices or rates quoted in the proposal. The undersigned agrees that the proposal will remain firm for a period of sixty (180) days in order to allow Muskegon Community College adequate time to evaluate the proposals.

The undersigned certifies that this bid/proposal is made without prior understanding, agreement, connection, discussion or collusion with any other person, firm or corporation submitting a bid/proposal for the same commodity or service; no officer, employee or agent of Muskegon Community College or of any other Proposer/proposer interested in bid/proposal; and the undersigned executed this Proposers/proposers certification with full knowledge and understanding of the matters contained and was duly authorized to do so.

The undersigned certifies that all information contained in this Request for Proposal is truthful to the best of his/her knowledge and belief. The undersigned further certifies that he/she is duly authorized to submit this proposal on behalf of the vendor/contractor and that the vendor/contractor is ready, willing and able to perform if awarded this bid/proposal.

_____ Name of Business		_____ Date
_____ Address		_____ Authorized Signature
_____ City and State	_____ Zip Code	_____ Name (Typed or Printed)
_____ Phone Number		_____ Undersigned Title
_____ E-Mail Address		_____ Company URL

NOTE: Changes to this RFP may be issued in the form of an addendum at any time prior to the due date and time for submitting proposals. The RFP Coordinator maintains a mailing list of all vendors that were provided copies of this solicitation (via vendor pickup, mail, fax or email). The RFP Coordinator will send the addendum to any vendor who directly received a copy of the RFP from the RFP Coordinator. Any vendor who did not directly receive a copy of the RFP from MCC is encouraged to visit MCC's web site regularly to learn of any changes to the solicitation (<https://www.muskegoncc.edu/request-for-proposals/>) and contact the RFP Coordinator to have their name added to the mailing list.

**Schedule B**

**MUSKEGON COMMUNITY COLLEGE  
REQUEST FOR PROPOSAL**

**Muskegon Community College -  
Media Planning, Buying & Placement Services**

**LIST OF REFERENCES OF RELATED PROJECTS**

*IMPORTANT: This form must be returned with the bid proposal form.*

Furnish at least three (3) references from persons who can attest to the quality of similar prior work performed.

1.     Company Name: \_\_\_\_\_  
       Street Address: \_\_\_\_\_  
       City/State/Zip Code: \_\_\_\_\_  
       Contact Person: \_\_\_\_\_  
       Telephone No.: \_\_\_\_\_  
       E-Mail Address: \_\_\_\_\_
  
2.     Company Name: \_\_\_\_\_  
       Street Address: \_\_\_\_\_  
       City/State/Zip Code: \_\_\_\_\_  
       Contact Person: \_\_\_\_\_  
       Telephone No.: \_\_\_\_\_  
       E-Mail Address: \_\_\_\_\_
  
3.     Company Name: \_\_\_\_\_  
       Street Address: \_\_\_\_\_  
       City/State/Zip Code: \_\_\_\_\_  
       Contact Person: \_\_\_\_\_  
       Telephone No.: \_\_\_\_\_  
       E-Mail Address: \_\_\_\_\_

**Schedule C**  
**Muskegon Community College**

**CERTIFICATION. REGARDING DEBARMENT, SUSPENSION,**  
**& OTHER RESPONSIBILITY MATTERS**

The prospective participant certifies, to the best of its knowledge and belief, that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in transactions under federal non-procurement programs by any federal department or agency.
2. Have not, within the three-year period preceding the proposal, had one or more public transactions (federal, state, or local) terminated for cause or default, have ever been on the Prevailing Wage Violator's Registry or are currently being investigated under current name or any DBA's, corporate names, subsidiaries or other business entities under which you have operated in the last three years; and
3. Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state, or local) and have not, within the three-year period preceding the bid, been convicted or had a civil judgment rendered against it.
  - A. For the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public transaction (federal, state, or local) or a procurement contract under such a public transaction.
  - B. For the violation of federal or state antitrust statutes, including those proscribing price fixing between competitors, the allocation of customers between competitors, or bid rigging, or
  - C. For the commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.

I understand that a false statement on this certification may be grounds for the rejection of this proposal or the termination of the award. In addition, under 18 U.S.C. § 1001, a false statement may result in a fine of up to \$10,000 or imprisonment for up to five years, or both.

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Name/Title of Authorized Representative

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Name of Participant Agency or Firm

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Signature of Authorized Representative

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Date

☐ I am unable to certify to the above statement. Attached is my explanation.