

Autauga County Rural Transportation
Request for Proposals for Advertising Services

Autauga County Rural Transportation is soliciting proposals to market advertising space on transit *Autauga County Rural Transportation* 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 *fourteen (14)* of transit buses.

CONTRACTOR RESPONSIBILITIES

Proposer will assume responsibility for delivery of services and application performance, regardless of whether 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. The 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 *Autauga 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 *Autauga County Rural Transportation* at (334) 358-6730 and rose.thomas@autauga.com.

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 *Autauga 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 *Autauga County Rural Transportation*.

Bidders wishing to be considered for this proposal should submit a proposal covering the above factors. *Autauga 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 this advertising opportunity on our website so that there is an equal opportunity for all possible advertisers. Proposals must be submitted no later than 5:00 p.m. on *November 4, 2024*. Submittals received after this time and date shall not be considered.

Sealed packages may be mailed, or hand delivered to *Rose Thomas-Williams, Director, 218 North Court St. Prattville, AL 36067*.

Questions concerning this solicitation should be directed to *Rose Thomas-Williams*.

Please publish two times in the legal section on the following date: *October 23, 2024 & October 30, 2024*.

Please mail affidavit to: *Autauga County Rural Transportation 218 North Court St., Prattville, AL 36067*