



PUERTO RICO STATE ELECTION COMMISSION

REQUEST FOR PROPOSAL

The Puerto Rico State Elections Commission (PR-SEC), in order to evaluate proposals, invites all Advertising Agencies interested to present a proposal for the institutional and educational campaigns described below. Agencies shall deliver their proposal in a sealed envelope, to the Clerk Office of the PR-SEC, located on the 7th floor of the Administrative Building, #550 Ave Arterial B, Hato Rey, Puerto Rico **on or before April 23, 2021 at 12:30 p.m.**

ADVERTISING AGENCIES PRESENTATION

PR-SEC will be conducting an evaluation of advertising agency proposals, which should be members of the Association of Advertising Agencies of Puerto Rico. All interested, should present a proposal for an institutional educational campaign targeting general public for the celebration of the Special Election: "Act to create the Congressional Delegation of Puerto Rico", Act No, 167 of December 30, 2020, that shall be held on May 16, 2021.

In San Juan, Puerto Rico, on April 16, 2021.

SIGNED
Rolando Cuevas Colón, Esq
PR-SEC Clerk

I. REQUIREMENTS

Agencies interested in presenting a proposal, shall:

1. Shall deliver their proposal in a sealed envelope, to the Clerk Office of the PR-SEC, located on the 7th floor of the Administrative Building, #550 Ave Arterial B, Hato Rey, Puerto Rico **on or before April 23, 2021 at 12:30 p.m.**
2. Extensive experience in the field of advertising in Puerto Rico and in the effective use of all available means of communication, to their scope.
3. Knowledge of the electoral terminology as it applies to the Electoral Code of Puerto Rico (Act 58, June 20th, 2020).
4. Has not managed or handling governments accounts or have carried out government agencies campaigns.
5. Has not managed or handling political parties' or political candidates seeking political elective office.
6. Needs to have fiscal solvency.
7. Have a seasoned experienced work groups to present to PR-SEC the campaigns creative concepts will be required for these projects.
8. Have a team of professionals dedicated o the PR-SEC mission comprised of an Account Executive Lean Person (Team Leader); Creative Director; Copywriter; Graphic artists; traffic team; Media Division; Producer, Promotion Division; Internal Video & Audio Production Division
9. Shall seek an announcer that cannot be linked or tied up to any political party in Puerto Rico; and who has not promoted political parties, political candidates or government agencies.
10. The team assigned to work with the PR-SEC account shall be available to meet and work outside of regular working hours prior to and during all the processes of the electoral event and during the day of the election that shall be held on May 16, 2021.

II. PRESENTATION TO THE PR-SEC COMMISSIONERS

The qualified agencies will do a presentation before the Commissioners of their campaign concepts.

1. The presentation shall include, but not limited to:
 - a. mass campaign of exhortation to vote, where guaranteeing all voters their right to exercise the vote equally, secretly, directly, free of fraud or coercion and without inclination to any group or sector or ideological or partisan tendency.
 - b. mass campaign on how to exercise their right to vote and how to vote, educating the voter about the ballot.
 - c. any other creative material required by the PR-SEC.
2. The presentation shall last not more than 30 minutes.

III. TERMS AND CONDITIONS

1. The selected Agency will work directly at first instance with the Commission's Press and Public Relations Office, and subsequently a personal presentation to the Commissioners will be made for the final approval of all advertising concepts.
2. Invoices must be delivered between 30 and 90 days with their original supporting documents and duly identified with the campaign name, media, invoice number, job number and project description.
3. The selected agency must submit to the PR-SEC Press and Public Relations Office, THREE (3) estimates of cost, and must include:
 - a. the title of the project
 - b. job number
 - c. date
 - d. description of the concept
 - e. medium
 - f. art
 - g. guidelines
 - h. signatures of the supplier

4. The Commission establishes a turnover in the advertising industry negotiated under the discounts established for the government and social networks, and in compliance with Circular Charter No., 1300-02-12.

5. Any billing must be signed in original by the President of the Advertising Agency and comply with the instructions established by the Office of the Comptroller of Puerto Rico and the Puerto Rico Department of Treasury.

End of the Request for Proposal