

ATTACHMENT B

PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max Points	Score
Overall experience of company & demonstrated results. Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.	15	
Creativity. Our evaluation will include an assessment of the quality of proposed strategies, and creativity as demonstrated by the required project.	20	
Familiarity with the Cocopah Indian Tribe & Tourism Industry. Our evaluation will include an assessment of your understanding of our organization and the tourism industry and how you integrated this knowledge into your proposal.	10	
Personnel Qualifications. Our evaluation will include an assessment of the qualifications and experience of your staff, subcontractors, and related items.	15	
Planning & Innovation. Ability to think beyond the present and set Cocopah up to be at the forefront of the changing marketplace.	15	
Strategic Thinking/Planning Approach. Philosophy/approach to account planning, media planning and overall campaign development.	15	
Budget Approach/Cost Effectiveness. Effective and efficient delivery of quality services is demonstrated in relation to budget allocation, The allocation is reasonable and appropriate. Approach to compensation structure is balanced and structured to maximize marketing investment.	10	
Total Points	100	