Project: Apprenticeship Program Marketing Services
Project # CHA23-03

Summary Rating Score Sheet										
Firms	**Address**	**Contact**	**Lump Sum Grand Total Bid Amount**	**Strategy, including campaign integration and proposed media mix (30 Points)**	**Creative elements presented (30 Points)**	**Optimizing available funds (20 Points)**	**Recommendations to coordinate between statewide and college levels of marketing (10 Points)**	**Identification of PR and value-ad opportunities (10 Points)**	**Total Score**	**Bid Ranking**
Cookson Communications	36 Lowell St. Manchester, NH 03101	Matt Cookson, President and CEO 603-782-8192 matt@cooksoncom.com	$ 80,000.00	23	20	20	9	9	81	1
Rumbletree	1247 Washington Road, Rye, NH 03870	Alex Kellogg, Managing Partner, COO, Business Development 603-433-6214 akellogg@rumbletree.com	No $ amount stated	25	20	13	4	7	69	2
Boston Impressions	100 Factory Street, Nashua, NH 03060	Tim Lord, Project Lead/Creative Director 603-864-8841 tim@bostonimpressions.com	$ 80,000.00	18	22	12	5	6	63	3
Datum Tech, Inc	12400 W. Hwy 71 - Ste 350-358, Austin, TX 78738	Eric Penrod, VP of Sales, epenrod@datumxy.com	$ 79,457.57	23	13	11	6	7	60	4
Dirigo Collective	81 Bridge Street, Suite 301, Yarmouth, Maine 04096	David Gogel, President 617-875-3471 david@dirigocollective.com	$ 77,500.00	23	11	12	5	7	58	5
Z Axis Solutions	199 Avenue B NW, Suite 240Winter Haven, Florida 33881	Andrew Allen, CEO & Co-Founder 863-204-6118 andrew@zaxissolutions.com	$ 80,000.00	13	10	10	3	5	41	6

Additional Information:

Cookson Communications was ultimately awarded the ABA Marketing bid due to their understanding of the impact of the ABA Grant and how the development of regional hubs will be integral to the overall sustainability of Registered Apprenticeship in the state of NH. Additionally, their proposal acknowledged the need to synchronize ApprenticeshipNH marketing with the overall marketing of the community college system as a whole.