

PROPOSAL OPENING RECORD

Date of opening: March 15, 2024, Norfolk Airport Authority posted Request for Qualification #BPM047747, for the procurement of Marketing and Public Relation Services, on the E-Procurement Portal [<https://eva.virginia.gov>] and Norfolk Airport website [<https://www.norfolkairport.com/purchasing>] on March 15, 2024, and the solicitation remained in an open status until May 7, at 5.00 pm EST. The RFQ required that all proposals be paper responses as specified in the Solicitation Schedule. The undersigned certify that all responses received on Request for Qualification #BPM047747 were submitted via email to procurement@norfolkairport.com , and that each Proposer’s response material was digitally sealed upon submission and remained inaccessible until the due date and time specified in the Solicitation Schedule. Responses were received from the following:

| | |
|-------------------------------|------------------------|
| 5ivecanons | Rebel Fox |
| Colonial Marketing Group | Rogers Advertising |
| Design Haus Creative Services | Savvy Marketers |
| Fuseideas | Sway |
| Hampton Roads Marketing | The Quotient Group |
| JMI | WB Marketing |
| K4 Digital | Wellmade Strategies |
| Macrohype | Wise Media Studios LLC |
| Maininvent Advertising | WVRC Media |
| Pirene | |

The Proposals were opened electronically, and a list of all Proposers was made publicly available in the Norfolk Airport website [<https://www.norfolkairport.com/purchasing>], on May 8, 2024. All responsive proposals were then submitted for review by the NAA Evaluation Committee.

Bruce Tingle, Financial Controller

Betty Hernandez, Procurement Specialist



PROPOSAL EVALUATION & COMMENT RECORD

All Proposals for RFQ #BPM047747 remained sealed within the NAA Procurement Portal until the scheduled due date and time. Proposals were electronically opened, and the list of all Proposers was made publicly available on the NAA website, on May 8, 2024. Proposals were received from the following and evaluated on a 75pt scale (Related project Experience, Personnel Qualifications, References, Fee Structure and RFQ Compliance. Ranking is disclosed below.

| | |
|-------------------------------|------------------------|
| Sivecanons | Rebel Fox |
| Colonial Marketing Group | Rogers Advertising |
| Design Haus Creative Services | Savvy Marketers |
| Fuseideas | Sway |
| Hampton Roads Marketing | The Quotient Group |
| JMI | WB Marketing |
| K4 Digital | Wellmade Strategies |
| Macrohype | Wise Media Studios LLC |
| Maininvent Advertising | WVRC Media |
| Pirene | |

Proposals were reviewed by the Proposal Evaluation Committee: Chris Jones (CMO), Charles Braden (AVP Marketing), Steve Sterling (EVP Chief of Staff, Susan Shaeffer (Marketing & Media Manager). The findings of the Proposal Evaluation Committee are summarized below; Interviews were conducted with the Offerors ranked 1-3.

| Ranking | Company |
|----------------|--------------------------|
| 7 | Sivecannons |
| 15 | Design Haus |
| 2 | Fuseideas |
| 18 | Hampton Roads Marketing |
| 5 | JMI |
| 14 | K4 Digital |
| 19 | Macrohype |
| 12 | Maininvent Advertising |
| 13 | Pirene |
| 4 | Rebel Fox |
| 7 | Rogers Advertising |
| 9 | Savvy Marketers |
| 1 | Sway |
| 10 | The Quotient Group |
| 3 | WB Marketing |
| 16 | Wellmade Strategies |
| 16 | Wise Media Studios LLC |
| 6 | WVRC Media |
| 11 | Colonial Marketing Group |



STATEMENT OF COMPLIANCE

As Procurement Specialist of Norfolk Airport Authority, I have reviewed the recommendation of the Evaluation Committee and the accompanying support materials documenting the process followed for **BPM047747** for **Marketing and Public Relations Services**. The committee accepted, deemed responsive, evaluated, and recommended a proposal for award. Under authority granted to the Procurement Agent, Virginia State Law, the recommendations set forth above are approved. I hereby certify: 1. The procurement process and resulting contract have been awarded in compliance with the Virginia Public Procurement Act, Ch 43, Virginia Code, to obtain the services above and has selected a Contractor to provide those services in conformity to NAA's Procurement Policy.

A handwritten signature in black ink, appearing to read "Betty Hernandez", is written over a horizontal line.

Betty Hernandez, NAA, Procurement Specialist

Date: June 21, 2024