

ATTACHMENT A
MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR COMMITMENT FORM

In accordance with IC 4-13-16.5 and 25 IAC 5, it has been determined that there is a reasonable expectation of Minority and/or Women Business Enterprise subcontracting opportunities on a contract awarded under this RFP. The MWBE Subcontractor Commitment form is **Attachment A**. The MWBE Subcontractor Commitment Form is to be submitted as a part of the Respondent's proposal. In order for the subcontractor commitment to result in evaluation points for the Respondent, the entity must be on the State of Indiana Certified M/W/IVOSB list at <https://www.in.gov/idoa/mwbe>.

If participation is met through use of vendors who supply products and/or services directly to the Respondent, the Respondent must provide a description of products and/or services provided that are directly related to this proposal and the cost of direct supplies for this proposal. Respondents must complete the Subcontractor Commitment Form in its entirety. The amount entered in "**TOTAL BID AMOUNT**" should match the amount entered in the **Attachment D**, Cost Proposal Template (Summary tab). The MBE and/or WBE subcontractor amount and subcontractor percentage is based on the initial term of the contract for scoring purposes only. The subcontractor commitment shall apply to the life of the contract including any time after the initial term.

Failure to meet these goals will affect the evaluation of your Proposal. The Department reserves the right to verify all information included on the MBE/WBE Subcontractor Commitment Form.

Please note that proposals will be evaluated and awarded on a regional/cluster basis. Respondents must submit pricing, MBE, and/or WBE subcontractor plans for each region/cluster they are responding to.

Prime Contractors must ensure that the proposed subcontractors meet the following criteria:

- Must be on the State of Indiana Certified M/W/IVOSB list at <https://www.in.gov/idoa/mwbe>, **on or before** the proposal due date
- Prime Contractor must include with their proposal the subcontractor's M/WBE Certification Letter provided by IDOA, to show current status of certification.
- Each firm may only serve as one classification – MBE, WBE, or IVOSB (see section 1.22)
- A Prime Contractor who is an MBE or WBE must meet subcontractor goals by using other listed certified firms. Certified Prime Contractors cannot count their own workforce or companies to meet this requirement (see 25 IAC 5-6-2(d))
- **Must serve a Valuable Scope Contribution (VSC). The firm must serve a value-added purpose on the engagement, as confirmed by the State.**
- Must provide goods or services only in the industry area for which it is certified.
- Must be used to provide the goods or services specific to the contract.
- National Diversity Plans are generally not acceptable

MINORITY & WOMEN'S BUSINESS ENTERPRISES RFP SUBCONTRACTOR LETTER OF COMMITMENT (MWBE)

A signed letter(s), on company letterhead, from the MBE(s) and/or WBE(s) must accompany the MWBE Subcontractor Commitment Form. Each letter shall state and will serve as acknowledgement from the MBE and/or WBE of its subcontract amount, a description of products and/or services to be provided on this project, and approximate date the subcontractor will perform work on this contract. The MBE and/or WBE subcontractor amount and subcontractor percentage is based on the initial term of the contract for scoring purposes only. The subcontractor commitment shall apply to the life of the contract including any time after the initial term.

The State may deny evaluation points if the letter(s) is/are not attached, not on company letterhead, not signed and/or does not reference and match the subcontract amount, subcontract amount as a percentage of the "**TOTAL BID AMOUNT**" and the anticipated period that the Subcontractor will perform work for this solicitation.

By submission of the Proposal, the Respondent acknowledges and agrees to be bound the rules and requirements of the State's M/WBE Program. Questions involving the regulations governing the MWBE Subcontractor Commitment Form

should be directed to: Division of Supplier Diversity at (317) 232-3061 or the Supplier Diversity website at <https://www.in.gov/idoa/mwbe>.

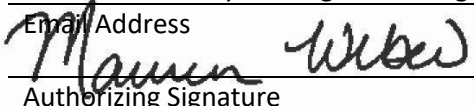
STATE OF INDIANA MBE/WBE SUBCONTRACTOR COMMITMENT FORM

RFP#: 23-74522

TOTAL BID AMOUNT: \$14,009,293.00

<input type="checkbox"/> MBE Firm <input checked="" type="checkbox"/> WBE Firm			
Company Name: Found Search Marketing, LLC		Contact Person: Kelley Swart	
Address: 8475 Nightfall Lane, Suite 200 Fishers, IN 46037		E-mail: kelley@foundsm.com	
		Telephone Number: (614) 915-7468	Fax Number: (317-449-9903)
Sub-Contract Amount: \$440,000		Describe service/product to be provided and how this is a Valuable Scope Contribution of the Contract: <ul style="list-style-type: none"> • One \$85K statewide digital campaign including ad spend & agency fees between 10/2023 - 09/2024 • One \$85K statewide digital campaign including ad spend and agency fees between 10/2024 - 09/2025 • One \$85K statewide digital campaign including ad spend & agency fees between 10/2025 - 09/2026 • One \$85K statewide digital campaign including ad spend and agency fees between 10/2026 - 09/2027 • A monthly fee of \$2,083 including ad spend & agency fees, for ongoing support related to digital marketing strategy, creation and management along with website SEO between 10/2023 - 09/2027 	
Sub-Contract Percentage of Total Bid: 3.14%			
Provide approximate dates when Sub-Contractor will perform on this project: October 2023 – September 2027			

<input type="checkbox"/> MBE Firm <input type="checkbox"/> WBE Firm			
Company Name:		Contact Person:	
Address:		E-mail:	
		Telephone Number: ()	Fax Number: ()
Sub-Contract Amount:		Describe service/product to be provided and how this is a Valuable Scope Contribution of the Contract:	
Sub-Contract Percentage of Total Bid:			
Provide approximate dates when Sub-Contractor will perform on this project:			

Early Learning Indiana	317-737-1229
Respondent Firm	Telephone Number
1411 Roosevelt Avenue, Suite 202	463-242-5768
Address	Fax Number
Indianapolis, Indiana 46201	maureenw@earlylearningindiana.org
City/State/Zip Code	Email Address
Maureen Weber	
Representative	Authorizing Signature
March 7, 2023	Maureen Weber, President and Chief Executive Officer
Date	Printed Name and Title

☒ Please check if additional forms are attached.
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FORM MUST BE COMPLETED IN ITS ENTIRETY WITH COMPLETED LETTERS OF COMMITMENT.



8475 NIGHTFALL LANE
SUITE 200
FISHERS, INDIANA 46037
FOUND.SM.COM

March 1, 2023

Jonathan Dilley
Chief of Staff
Early Learning Indiana, Inc.
1411 Roosevelt Avenue, Ste. 202
Indianapolis, IN 46201

Dear Jonathan,

This letter serves as an acknowledgement by FoundSM to serve as a subcontractor in Early Learning Indiana's response to RFP 23-74522 in the capacity outlined below:

- Services will be provided for the life of the four-year contract totaling \$440,000.
- Services provided will include:
 - One \$85,000 statewide digital campaign, including ad spend & agency fees, between 10/2023 – 09/2024.
 - One \$85,000 statewide digital campaign, including ad spend & agency fees, between 10/2024 – 09/2025.
 - One \$85,000 statewide digital campaign, including ad spend & agency fees, between 10/2025 – 09/2026.
 - One \$85,000 statewide digital campaign, including ad spend & agency fees, between 10/2026 – 09/2027.
 - A monthly fee of \$2,083, including ad spend & agency fees, for ongoing support related to digital marketing strategy, creation and management along with website SEO between 10/2023 - 09/2027

The value of services provided to Early Learning Indiana is \$440,000 or approximately 3.14% of the Total Bid amount based on the current scope outlined above. FoundSM is a women owned business enterprise certified by the State of Indiana.

If you have any questions concerning the statements in the letter, please contact Megan Hackman at megan@foundsm.com or 317.721.2229.

Sincerely,

DocuSigned by:
A blue ink signature of Kelley Swart.
1B91D37F02DA44C...

Kelley Swart
VP of Strategy & Growth



STATE OF INDIANA

Eric J. Holcomb, Governor

DEPARTMENT OF ADMINISTRATION Division of Supplier Diversity

Indiana Government Center South
402 West Washington Street, Room W462
Indianapolis, IN 46204
(317) 232 - 3061

December 13, 2022

Julie Warnecke Woempner
Found Search Marketing, LLC
8475 Nightfall Ln, Ste 200
Fishers, IN 46037

Subject: Application for WBE Certification

Dear Mrs. Warnecke Woempner,

Congratulations! The Indiana Department of Administration, Division of Supplier Diversity is pleased to inform you that Found Search Marketing, LLC is hereby certified as a Women's Business Enterprise (WBE).

Your company provides a commercially useful function in the areas listed below. Only work performed in these areas will be counted towards Women's Business Enterprise (WBE) participation:

UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
80140000	Marketing and distribution
60105409	Brand marketing or advertising instructional materials
80141501	Marketing analysis

This certification is valid through **December 31, 2025**

Although your certification is valid for a three-year period, you are required to submit an annual **Affidavit of Continued Eligibility (ACE)** form, located at https://www.in.gov/idoa/mwbe/files/ACE_Form1.pdf. Please remember you must notify us immediately if any changes occur. Failure to notify us of changes or to provide the ACE form annually will result in revocation of your certification. Changes include, but are not limited to, changes in location, contact information, ownership, or control.

We encourage you to visit IDOA's procurement website, <http://www.in.gov/idoa/2464.htm>, and update your Business Registration Profile. It is important that you review and update your profile regularly, because state purchasing agents and prime contractors may use this information to contact you for business opportunities. For questions regarding your registration profile, you may contact our office at 317-232-3061.

Reference: Found Search Marketing, LLC

This letter serves as notification of certification, it does not serve to prove continued eligibility. Please visit <http://www.in.gov/idoa/mwbe/2743.htm> to verify certification status. We ask that you please contact our office at (317) 232-3061 or mwbe@idoa.in.gov if you have any questions or concerns about your letter.

Sincerely,

Kesha Rich

Kesha Rich, Deputy Commissioner
Indiana Department of Administration
Division of Supplier Diversity

KR/rsd