

**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

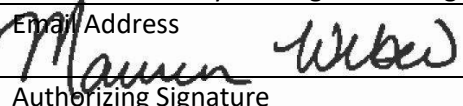
RFP#: 23-74522

TOTAL BID AMOUNT: \$14,009,293.00

<input type="checkbox"/> MBE Firm <input checked="" type="checkbox"/> WBE Firm			
<b>Company Name:</b> Found Search Marketing, LLC		<b>Contact Person:</b> Kelley Swart	
<b>Address:</b> 8475 Nightfall Lane, Suite 200 Fishers, IN 46037		<b>E-mail:</b> kelley@foundsm.com	
<b>Sub-Contract Amount:</b> \$440,000		<b>Telephone Number:</b> ( 614 ) 915-7468	<b>Fax Number:</b> ( 317-449-9903 )
<b>Sub-Contract Percentage of Total Bid:</b> 3%		<b>Describe service/product to be provided and how this is a Valuable Scope Contribution of the Contract:</b> <ul style="list-style-type: none"> <li>• One \$85K statewide digital campaign including ad spend &amp; agency fees between 10/2023 - 09/2024</li> <li>• One \$85K statewide digital campaign including ad spend and agency fees between 10/2024 - 09/2025</li> <li>• One \$85K statewide digital campaign including ad spend &amp; agency fees between 10/2025 - 09/2026</li> <li>• One \$85K statewide digital campaign including ad spend and agency fees between 10/2026 - 09/2027</li> <li>• A monthly fee of \$2,083 including ad spend &amp; agency fees, for ongoing support related to digital marketing strategy, creation and management along with website SEO between 10/2023 - 09/2027</li> </ul>	
<b>Provide approximate dates when Sub-Contractor will perform on this project:</b> October 2023 – September 2027			

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

Early Learning Indiana  
Respondent Firm  
1411 Roosevelt Avenue, Suite 202  
Address  
Indianapolis, Indiana 46201  
City/State/Zip Code  
Maureen Weber  
Representative  
March 7, 2023  
Date

317-737-1229  
Telephone Number  
463-242-5768  
Fax Number  
maureenw@earlylearningindiana.org  
Email Address  
  
Authorizing Signature  
Maureen Weber, President and Chief Executive Officer  
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  
FOUNDSM.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% 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](mailto:megan@foundsm.com) or 317.721.2229.

Sincerely,

DocuSigned by:  
  
1B91D37F02DA44C...  
Kelley Swart  
VP of Strategy & Growth