

# Attachment A, Exhibit 1



## SUBCONTRACTOR LETTER OF COMMITMENT

March 15, 2024

Youth First, Inc.  
111 S.E. Third St.  
Evansville, IN 47708

The letter will serve as acknowledgement of our commitment to Youth First to provide goods and services as an Indiana Department of Administration MBE certified vendor for their programs and services to be implemented should Youth First be awarded a state contract under RFP 24-78769.

**Subcontract Amount:** \$175,000

**Subcontract Amount as Percentage of Total Bid Amount:** 10.12%

**Anticipated Contract Dates:** July 1, 2024 through June 30, 2025 with annual contract renewals, at the same sub-contract percentage of total contract award, in subsequent years for which Youth First is receiving contract funding under RFP 24-78769.

**Description of Products to be Provided:** Advertising, internet advertising, print advertising, radio advertising. Media Mix Advertising will serve as our chosen sub-contractor to implement environmental strategies for the evidence-based program, Talk They Hear You. The subcontractor will be providing consulting services and will handle media buys using a multitude of mediums (television and radio, billboards, social media, email list purchasing, etc.) Youth First will also utilize this subcontract for the purchase of several program-related print materials for mass distribution.

Please contact me with any questions or clarifications.

Best regards,

A handwritten signature in blue ink that reads 'Dungen Hoppe'.



# 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

June 26, 2023

Ms. Ginger Happe  
**Media Mix Advertising, Inc.**  
4630 Bayard Park Drive  
Evansville, IN 47714

Subject: Application for WBE Certification

Dear Ms. Happe,

***Congratulations!*** The Indiana Department of Administration, Division of Supplier Diversity is pleased to inform you that **Media Mix Advertising, Inc.** 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 Minority or Women's Business Enterprise (M/WBE) participation:

### UNSPSC CODE(S)

<i>Code</i>	<i>Description</i>
14111604	Business cards
60105409	Brand marketing or advertising instructional materials
80140000	Marketing and distribution
80141505	Marketing plans
80141616	Point of sale materials not including printed materials
80141618	Sales marketing agencies including print
80141633	Search engine marketing
82100000	Advertising
82101500	Print advertising
82101501	Billboard advertising
82101504	Newspaper advertising
82101506	Transit advertising services
82101600	Broadcast advertising
82101601	Radio advertising
82101602	Television advertising
82101603	Internet advertising
82101701	Banner advertising services
82101800	Advertising agency services

82101801	Advertising campaign services
82121505	Promotional or advertising printing

This certification is valid through **June 30, 2026**.

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 [www.in.gov/idoa/mwbe/files/ACE\\_Form.pdf](http://www.in.gov/idoa/mwbe/files/ACE_Form.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 the 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.

While 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 your certification status. We ask that you please contact our office at (317) 232-3061 or [mwbe@idoa.in.gov](mailto:mwbe@idoa.in.gov) if you have any questions or concerns about your letter.

Sincerely,



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

KR/jm