

CUMULATIVE SCORE SHEET  
RFP 860  
MPS Marketing and Branding Plan  
PROPOSAL DUE DATE May 29, 2014

	Creative Marketing Resources, Inc.							Donovan Group, LLC							Mercury Communication Partners, LLC						
Vendor Background Maximum: 15 points	<b>95.0</b>							<b>71.0</b>							<b>74.0</b>						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
	14.0	15.0	15.0	12.0	12.0	12.0	15.0	8.0	13.0	12.0	9.0	10.0	10.0	9.0	8.0	13.0	13.0	10.0	10.0	9.0	11.0
Experience with Like Projects resulting in the increase of market share Maximum: 25 points	<b>152.0</b>							<b>108.0</b>							<b>113.0</b>						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
	18.0	25.0	25.0	17.0	20.0	23.0	24.0	10.0	20.0	10.0	12.0	18.0	20.0	18.0	10.0	17.0	15.0	15.0	17.0	22.0	17.0
Quality of Proposed Solution Maximum: 40 points	<b>253.0</b>							<b>160.0</b>							<b>183.0</b>						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
	30.0	38.0	40.0	37.0	35.0	35.0	38.0	25.0	10.0	20.0	20.0	30.0	30.0	25.0	15.0	30.0	30.0	25.0	25.0	32.0	26.0
Cost Maximum: 20 points	<b>140.0</b>							<b>119.7</b>							<b>19.6</b>						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
	20.0	20.0	20.0	20.0	20.0	20.0	20.0	17.1	17.1	17.1	17.1	17.1	17.1	17.1	2.8	2.8	2.8	2.8	2.8	2.8	2.8
HUB/Student Engagement Requirements: Pass/Fail	Pass							Pass							Pass						
References: Pass/Fail																					
Responsiveness: Pass/Fail																					
Total Points	<b>640.0</b>							<b>458.7</b>							<b>389.6</b>						

**Awarded to: Creative Marketing Resources, Inc.**

*The number assigned to the evaluator is listed above their score. Cost points are calculated by Procurement with maximum points assigned to the lowest cost and a weighted assignment to the rest.*