Oakton College

Community College District 535
Procurement Department, Room 1240
1600 E. Golf Road, Des Plaines, IL 60016
847-635-1635

Request for Proposal: FY27-RFP#1

Issue Date: Oct 7th, 2026

Due Date: Tuesday, Nov 10th, 2026 @ 10:00 AM CST

Please use this link to submit your bid:
https://oakton.sharefile.com/r-rc691196cfebe45cd96c4e5bb81af0221

Late Submissions will not be accepted.

Digital and Traditional Marketing Services

The College is accepting proposals for services related to traditional and digital marketing.

After a thorough review and evaluation of the submitted responses, the College may select companies for in-person or remote interviews and presentations.

The College will then determine which vendor best meets our needs and is in the best overall interests of the College.

In order to comply with the Illinois Compiled Statutes Chapter 720, Section 5/33E-2, no information regarding the specifications of this solicitation will be addressed outside an addendum. Final questions must be submitted by 10:00 AM CST on Wednesday, Oct 21st, 2026. Questions will be answered through an addendum.

Questions should be submitted to:
Trinh Than, Purchasing Manager, tthan@oakton.edu

Please see the following sheets for complete specifications.

Oakton Community College District 535 is exempt from all Federal, State, and Municipal Taxes.

I have examined the specifications and instructions included herein and agree, provided I am awarded a contract within 60 days of the bid due date, to provide the specified items for the sum shown in accordance with the terms stated herein. All deviations from the specifications and terms are in writing and attached hereto. I offer the following discount terms _____.

Company Name: _____ Date: _____

Address: _____ City/St/Zip: _____

Name: _____ Title: _____

Phone: _____ Fax #: _____

Signature: _____ E-mail:_____

Instructions to Bidders

1.	Proposal Submission:	Proposals should be submitted via the provided link, per the instructions below.
2.	Specifications:	Generally, where specifications indicate a particular brand or manufacturer's catalog number, it shall be understood to mean that or equal, unless "no substitutes" is specified. When offering alternates, they must be identified by brand name, catalog number, and manufacturer's literature must be included.
3.	Samples:	Bidders will be required to furnish no charge samples upon request.
4.	F.O.B. Point:	All prices must be quoted F.O.B. destination. Shipments shall become property of Oakton College after delivery and acceptance.
5.	Delivery Points:	Deliveries must be made to the various buildings within the district, as indicated.
6.	Delivery Schedule:	Bids must specify delivery time. Unrealistically long delivery times may cause bid to be rejected. Order may be canceled without obligation if delivery requirements are not met.
7.	Evaluations:	Oakton College reserves the right to reject any and all bids, to waive any technicalities in the bidding, and to award each item to different bidders or all items to a single bidder.
8.	Vendor Selection:	All purchases will be awarded to the lowest responsible bidder who meets all the requirements of the specifications. The determination of a responsible bidder and award of tie bid for like equipment, supplies, or services shall be based upon the following factors: a) capacity to perform, and b) performance history. In the case these factors are equal for award of tie bids, first preference will be given to suppliers located within the boundaries of District #535 and second, from with the state over out of state. In the case of tie bids according these criteria, purchases will be determined by a coin toss. Cash discounts will be used in determining the lowest responsible bidder.
9.	Prices:	Prices, terms and conditions must be firm for acceptance for sixty (60) days from the date of bid opening unless otherwise agreed to by District #535 and bidder.
10.	Quantities:	Quantities shown may be estimates only and orders may be more or less depending on actual requirements and budget limitations.
11.	Exceptions:	Any exceptions to these terms, conditions or deviations from written specifications must be shown in writing and attached to the bid form.
12.	Tax Exemptions:	Oakton College District #535 is exempt from Federal, State and Municipal taxes. Exemption certificates will be furnished upon request.
13.	Equal Employment Opportunity Clause/ Prevailing Wage:	Oakton College is an equal opportunity employer, and parties doing business with the College must comply with the Equal Employment Opportunity Clause as required by the Illinois Fair Employment Practices Commission. Not less than the prevailing wage shall be paid for labor on the work to be performed as required by law.
14.	Non-Collusion Clause:	The bidder or agent hereby declares that he, nor any other agent of his business, entered into any collusion or agreement relative to the price to be bid. He further declares that no persons, firms or corporations, have or will receive directly, any rebate, fee, gift, commission, etc., or that any employee or Board of Trustee member of Oakton College District #535 has any undisclosed interest in the award of this contract.

INSTRUCTIONS

1. Please submit your submission by using the link provided on page 1. Please submit the files in **PDF format** with your company's name.
   a. Original Document_ Company's name
   b. FOIA COPY_Company's name (confidential and/or proprietary info redacted)

2. There will be a public online opening for this RFP. We will only read off the names of firms that submitted a proposal. Those who wish to attend can join by using the link here:

   Digital & Traditional Marketing Services RFP Opening
   Tuesday, November 10, 2026 @10:00 AM
   Google Meet joining info
   Video call link: https://meet.google.com/ntu-amjb-mft
   Or dial: (US) +1 219-304-6655 PIN: 699 032 601#

3. The Procurement Department will verify all price calculations. In the event of an error, the total will be adjusted accordingly. The new adjusted total will be used when awarding an item.

4. If the agency is not performing to Oakton's standards, the College reserves the right to cancel the contract by giving the agency 30 days' written notice.

5. *The College participates in the State of Illinois Business Enterprise Program (BEP) with an aspirational goal of conducting 30% of our business with companies that qualify for this program. Please indicate if your company or subcontractors are Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), and/ or Persons with Disabilities Business Enterprise (PBE).* And, "*If so, is your company registered with the Illinois Commission on Equity and Inclusion (CEI) Business Enterprise Program?*

   Interested businesses may visit the Illinois Commission on Equity and Inclusion (CEI) Business Enterprise Program (BEP) to obtain additional details. To qualify, prime vendors or subcontractors must be certified by the CEI as BEP vendors prior to contract award. Go to Illinois of State Commission on Equity & Inclusion."

6. **Minorities, Females, and Persons with Disabilities Participation and Utilization Plan**: ☐Yes ☒No. If "yes" is marked, this solicitation contains a goal of ____% to include businesses owned by minorities, females, and persons with disabilities in the College's procurement and contracting/subcontracting processes.

   If a BEP goal is identified, you must complete and submit the BEP Utilization Plan with your response, or your submission will be deemed non-responsive.

   The Utilization Plan can be found here:
   https://cei.illinois.gov/content/dam/soi/en/web/cei/documents/bep-compliance/bep-utilization-plans/Utilization%20Plan%20Version%2021.0.pdf

If you have questions concerning the Utilization Plan, please contact the Commission on Equity & Inclusion (CEI).

If subcontractors are used to meet the BEP goal listed above, the vendor will be required to provide the College with the payout details.

7. The College would expect companies to provide their lowest/best offer when submitting prices. If your lowest/best price is through one of the following consortiums, please include which consortium you used:

   Educational and Institutional Cooperative Services (E & I)
   OMNIA Partners (Formerly U.S Communities)
   Illinois Department of Central Management Service (CMS)
   Illinois Community College System Foundation (ICCSPC)
   Illinois Public Higher Education Cooperative (IPHEC)
   Midwest Higher Education Consortium (MHEC).
   Sourcewell (Formerly National Joint Powers Alliance - NJPA)
   Suburban Purchasing Cooperative (SPC)

Any appropriate discounts and/or special pricing from these consortiums should be applied to this bid.

8. The RFP will be presented for approval at the March 16, 2027, Board of Trustees meeting.

9. The result will be posted on the Procurement website after the March 2027 Board meeting. Oakton Procurement webpage

10. The College is a public institution and therefore, subject to comply with legitimate Freedom of Information Act (FOIA) requests. Please be advised that your response to this RFP is subject to comply with any FOIA requests for information. The FOIA copy of your response should indicate confidential and/or proprietary information that has been removed/redacted. Please mark as "FOIA Copy." See page 17 & 18 for further instructions. If you submit a FOIA copy please indicate it appropriately on your electronic submission. If submitting FOIA copy please be sure to **also** submit the original, marked appropriately.

Dates and Timeframes

RFP Issued	Wed, Oct 7, 2026
Deadline to submit questions	Wed, Oct 21, 2026 @ 10:00 AM CST
Deadline for vendors' submission of proposals	Tues, Nov 10, 2026 @ 10:00 AM CST
Virtual Interviews with select Vendors for presentation	Dec 7-9, 2026
Approval from Board of Trustees	March 17, 2027
Contract Starts	July 1, 2027

The College reserves the right to change or alter these times and activities.

Marketing Agency/Needs Outline

Summary

Oakton College seeks a strategic partner to deliver both traditional media planning and buying and digital marketing services through a unified, integrated approach. The selected agency will help plan, optimize, and execute advertising strategies that advance the College's goals and priorities.

Oakton's Marketing and Communications team operates as a full-service, in-house agency—leading strategy, managing budgets, and executing complex, multi-channel campaigns across diverse audiences and markets. The external agency will serve as an extension of this team, bringing added expertise, insights, and capacity to strengthen performance and outcomes.

For FY28 (July 1, 2027 – June 30, 2028), Oakton anticipates total traditional and digital media expenditures of approximately $500,000.

The College intends to enter into a contract with the selected agency for an initial three-year term, from July 1, 2027, through June 30, 2030. The College reserves the option to renew the contract up to two (2) additional one-year terms: July 1, 2030 through June 30, 2031, and July 1, 2031 through June 30, 2032. Renewals are contingent upon mutual agreement and approval by the College's Board of Trustees. Agencies should consider that the terms and conditions outlined in this proposal apply to the full potential contract period.

The ideal partner will have experience working with comprehensive community colleges, understanding the wide range of learners they serve—from high school students and adult learners to career changers, transfer students, and lifelong learners—as well as the complexities of the enrollment lifecycle.

Oakton reserves the right to terminate the agreement with 30 days' written notice if performance expectations are not met.

Background and Context

With campuses in Des Plaines, Skokie, and a Health Careers Education Center in Evanston, and online, the College serves 435,000 residents in Illinois Community College District 535, which includes the communities of Des Plaines, Evanston, Glencoe, Glenview, Kenilworth, Lincolnwood, Morton Grove, Niles, Northbrook, Northfield, Park Ridge, Skokie, Wilmette, and Winnetka.

As a comprehensive community college, Oakton serves learners across every stage of life through degree and certificate programs, university transfer, workforce training, adult education, continuing education, and lifelong learning opportunities.

Oakton College recommitted to its strategic plan beginning July 1, 2025, Vision 2030: Building Just and Thriving Communities, with a focus on three strategic goals, supported by a commitment to responsible stewardship and organizational excellence, with a focus on three strategic goals:

- Strengthening Students' Oakton Experience
- Enhancing Workforce Readiness and Community Engagement
- Advancing Racial Equity

Students enroll at Oakton to build better futures for themselves, their families, and their communities. Whether their goal is earning a degree or certificate, transferring to a four-year institution, advancing

their career, or gaining new skills, students are supported through personalized attention, outstanding instruction, and a caring community. Vision 2030 serves as the College's roadmap for helping students achieve those goals.

Key institutional initiatives have occurred:

- Website redesigned and launched in June 2022 and is in a consistent state of continuous improvement.
- The college changed from Oakton Community College to Oakton College in 2022.
- The College completed a comprehensive brand refresh (January 2022 – June 2022), including updates to its visual identity, brand guidelines, and messaging pillars aligned with its strategic plan and institutional name change.
    - Oakton is now focused on strengthening its relevance in the market, clearly communicating value, connecting with diverse audiences, and translating its impact into meaningful enrollment growth.

Scope of Work

The selected agency will serve as an extension of the in-house team, bringing expertise, best practices, and proactive, data-informed strategies that strengthen performance, optimize investments, and advance the College's goals. The agency will be expected to provide ongoing insights, performance reporting, and recommendations to support continuous improvement across campaigns.

This work includes integrating digital tactics with Oakton's institutional website, landing pages, and CRM system (Salesforce/TargetX), as well as utilizing tools such as Google Analytics, Google Tag Manager, and the College's existing social media platforms.

The College operates three primary enrollment campaign periods within the fiscal year: fall (August), spring (January), and summer (June). In addition, Oakton offers multiple sessions throughout each semester, requiring a consistent, year-round marketing presence. Campaigns span enrollment-focused, program-specific, and niche initiatives, with an emphasis on driving brand awareness, strengthening relevance, and generating qualified leads across Community College District 535.

Campaigns are executed across a mix of traditional and digital channels, including, but not limited to, paid search, paid social, programmatic display and video, streaming audio and video (OTT/CTV), digital ad networks, mobile, geofencing, and remarketing/retargeting. Traditional channels, such as broadcast television, out-of-home, print, and other offline media, remain a key component of Oakton's media strategy, ensuring a consistent and visible presence throughout the district and reinforcing the College's connection to the communities it serves.

Oakton is increasingly focused on video-first storytelling and audience engagement across connected TV (CTV), OTT, YouTube, streaming platforms, and short-form social video environments. The agency should demonstrate expertise in strategic video placement, audience targeting, optimization, and performance measurement across these channels.

Media is highly targeted, leveraging geographic parameters (district zip codes and defined markets), audience segmentation, and, when appropriate, first-party data and identified prospect lists provided by the Marketing and Communications team. Creative is primarily developed in-house, with the agency

expected to collaborate closely to ensure alignment with media strategy, messaging, and performance goals.

Oakton maintains an in-house creative team and develops the majority of campaign creative internally. The agency may occasionally be asked to provide supplemental creative support, strategic concepting, copywriting, motion graphics, or video editing services as needed. Agencies should identify available services and associated costs.

Media planning is typically developed in advance of the fiscal year (July–June), with initial planning beginning in March or several months prior to key enrollment periods, and ongoing optimization occurring throughout the year. Ad hoc media opportunities may arise in response to emerging institutional needs.

All digital campaigns are tracked via Google Analytics, with interactions supported through Google Tag Manager.

Areas of Focus
The selected agency should demonstrate how it will support Oakton College in the following areas and goals:

- **Brand Awarenes**s: Strengthening awareness of Oakton's brand while increasing its relevance and connection across Community College District 535.
- **Enrollment and Events:** Reaching prospective students effectively and efficiently across multiple channels, including traditional (high school), adult learners, summer-only, parents, influencers, and current Oakton students. Efforts include converting prospects to applicants and enrollees, re-engaging stop-out students, supporting retention, and helping reduce equity gaps. Campaigns may also support key recruitment events, including two annual open houses.

  The agency should demonstrate experience developing marketing and media strategies that effectively reach diverse audiences and communities. This may include multilingual campaign considerations, accessibility awareness, culturally responsive audience targeting, and approaches that support Oakton's commitment to equity, belonging, and community connection.

  The agency should demonstrate experience supporting enrollment funnel strategies through audience segmentation, nurture and re-engagement tactics, the use of first-party data, and alignment with CRM-driven enrollment workflows.

- **Digital Expertise**: Providing leadership in digital strategy, media planning and buying, analytics, campaign optimization, and performance tracking. This includes recommending and helping establish best practices for KPIs, tracking infrastructure, CRM integration, and campaign measurement.

  The agency should demonstrate how campaign performance will be evaluated beyond impressions and clicks, including contribution to lead generation, application activity, enrollment outcomes, audience engagement, and overall campaign effectiveness.

The agency should also demonstrate awareness of emerging trends impacting higher education marketing, including AI-influenced search behavior, automation tools, evolving privacy regulations, and shifts in digital audience engagement and media consumption.

- **Traditional Expertise:** Bringing experience in traditional media strategy, planning, buying, and optimization to ensure an effective and balanced media mix that supports institutional goals and messaging.
- **Community and Business Partners:** Supporting the College's efforts to strengthen relationships with workforce and industry partners, including identifying and reaching prospective students aligned with career pathways and workforce needs.
- **Strategic Partnership:** Serving as a trusted partner to the Marketing and Communications team by providing proactive insights, industry trends, and innovative ideas to strengthen brand awareness and enrollment outcomes. The agency is expected to bring a quality-control mindset, ensuring consistency and excellence across all channels and efforts, and collaborating effectively with internal teams and external vendors when appropriate.

Please include relevant samples to document the agency's capability.

The successful agency should demonstrate its expertise in developing and executing cost-efficient digital and traditional media plans and campaigns for the Northwest Chicago Demographic Marketing Area.

Please include the following information in your proposal response:

I. Activities will occur during the first 30 days of a contract to ensure a smooth transition. (Note that campaigns must be live on July 1, 2027.

II. Provide information on the project team that will support Oakton directly.
    1. Include the experience and biographies of the buyers and media planning team.
    2. Include the experience and biographies of the senior-level account representatives assigned to Oakton, along with client references.
    3. For each proposed team member, include:
        1. Years with your agency
        2. Years of higher education marketing experience
        3. Years supporting community college clients
        4. Current role and responsibilities
    4. Oakton places a high value on team continuity and higher education experience. If changes to the assigned project team occur during the life of the contract, describe how your agency will ensure replacement team members possess comparable experience and can provide a seamless transition.

III. Agency's media buyers must demonstrate the ability to negotiate the best rate(s) with a digital and/or traditional media company.
    1. Give at least 2 examples on how your agency has accomplished the best rate while passing on increased savings to your customers.
    2. Payment to the media on the college's behalf; the agency invoices the college.

IV. We require access to a live 24/7 dashboard to create visibility into campaign schedules, budget allocation, and campaign results.
    1. How will your agency service provide access to live dashboards and consistent communication/meetings with the college? Reporting should include actionable insights and strategic recommendations, not solely performance metrics.

V. We require consistent communication and collaboration, including recurring campaign and optimization meetings, performance reviews, and strategic planning discussions as appropriate throughout the fiscal year. Please outline your agency's recommended communication cadence and workflow approach.

VI. Provide your agency's rate sheet, commission structure, fee structure, and sliding scales, and provide a list of any ancillary charges that your agency may charge for its services.

VII. Discuss your agency's ability to work efficiently and effectively with in-house marketing and communications staff.

VIII. Substantial knowledge of Oakton College's community district area, experience in the higher education sector, and the community college sector.

Digital Media Strategy and Placement

The College seeks an advertising agency to deliver strategy, planning/buying/expertise, and recommendations/tracking/reporting, including but not limited to Amazon advertising, Paid Search (PPC), Programmatic, digital display, YouTube advertising, retargeting, and remarketing, Mobile, Paid Social, streaming media, and Google Tag Manager and Google Analytics.

Oakton College will retain ownership of all advertising accounts, campaign data, audiences, analytics configurations, pixels, dashboards, and related digital assets developed or utilized during the partnership.

Key areas of interest will include:

- Strategic, niche market plans and campaigns.
- Digital and mobile advertising for display/network, individual websites (e.g., Pandora/Spotify), other streaming platforms, search, social, remarketing, and geotargeting.
- YouTube advertising/video strategy
- Digital trend expertise/consulting/recommendations.
- DSP ad network experience to support geofencing opportunities.
- Target audience analysis:
    - Demographics, behavioral/look-alike audiences/contextual, etc.
    - The use of the current list (s) by Oakton is expected.
- Media placement effectiveness/tracking results.
- Conversion optimization support.
- Relevant platform certifications (Google, Microsoft Advertising, Meta, Amazon, etc.) are required.
- Must be a current Google Premier Partner with demonstrated expertise in Google Ads, Google Analytics, video advertising, and campaign measurement.
- Demonstrated experience with Google Tag Manager implementation and campaign tracking.
- Partner with the Marketing and Communications department to develop professional development opportunities that enhance digital marketing knowledge.
- The agency should demonstrate experience leveraging first-party data, audience segmentation, and privacy-conscious targeting strategies as digital advertising evolves beyond third-party cookies.

Traditional Media Strategy and Placement
The College seeks an advertising agency to deliver strategy/planning/buying/expertise, recommendations/tracking/reporting.

Key areas of interest will include:

- Media trend expertise/consulting/recommendations.
- Media placement effectiveness/tracking results.
- Target audience analysis and identification.
- Buying power that includes bonus opportunities.
- Print, broadcast, streaming, and other opportunities that positively impact Oakton's brand awareness.

Written Narrative
Provide a narrative that demonstrates experience, capabilities, and qualifications, and explain how you would manage the budget for the College's enrollment marketing and brand campaigns. Demonstrate how you will creatively utilize the budget to reach Oakton's target audiences. The narrative should showcase your experience servicing accounts managed by your firm that are similar to what the College is requesting. Include the involvement of the team that will be managing Oakton College's account. The narrative format should outline the situation, the task, the actions taken, and the results. Include an example of how Google Tag Manager will be utilized to manage and track campaigns.

The narrative should *not exceed* 15 pages written with supporting art/graphics, charts, rate sheets, fee structures, and how the overall budget will be broken down and used for the year.

Show the commission formulas used and the model for various channels and niches. State any potential fees, in addition to the media commission, for additional work. The agency must disclose any finder's fees, fee splitting, payments to consultants, or other firm contractual arrangements that could present an actual or perceived conflict of interest.

If your agency is selected as one of the top finalists, be prepared to present virtually. Your agency attendees should consist of the management staff and project managers working directly with Oakton's staff. Failure to attend the virtual interview may result in removal from further consideration.

Oakton welcomes any additional information that helps it make the best decision.

PRICING PAGE

Capability/Need Overview		Pricing Instructions	PRICE
Digital Advertising Strategy Assume the total budget is: $500,000* *The budget will change year to year			
1.	**Digital display and other streaming media:** Pandora/Spotify, Amazon Advertising, mobile, etc.; planning/buying/trafficking including primary sites, social sites, geofencing and geotargeting and network and/or remnant buys. Please provide a summary of media outlets the agency works with and one sample tracking report.	Show the commission formula used, net media expenditure, and actual commission to agency in dollars. Note any fees in addition to media commission.	Formula:
2.	**Paid search and retargeting:** Includes planning, buying, and implementation/management. Includes keyword development with weekly review and adjustments. Includes ad copywriting by agency and review of each ad by Oakton staff. It is preferred that the agency provide access to online advertising provider accounts to Oakton personnel. Please note your agency will be given appropriate access to Oakton's accounts as needed to our relevant Google properties: Analytics, Tag Manager, and CRM (Salesforce/Target X). Please provide an overview of your remarketing strategy opportunities.	Show the commission formula used, net media expenditure and actual commission to agency in dollars. Note any fees in addition to media commission.	Formula:
3.	**Paid Social Media strategy and execution:** Provide tracking/engagement reports. Please provide an overview of your social media opportunities that build on Oakton's organic social media efforts. Please note your agency will be given appropriate access to Oakton's current social media accounts as needed.	Provide per hour fee for: -Strategy Development -Execution	$ _____

4.	**Concepting and creative development, including multimedia:** Please provide one sample each of (if applicable): -Digital display ad/s -Social site display ad/s -Paid Search ad copy	Provide per hour creative development rates for: Design and Copywriting (Not including media production costs.)	$_____
5.	**Traditional Advertising Strategy** Planning, buying, and implementation/management for traditional channels that impact brand awareness and enrollment within District 535. Please provide an overview of traditional advertising opportunities.	Provide per hour fee for: - Strategy Development - Execution - Placement/s	$_____
6.	**New ideas** Please provide an overview of your approach to closing equity gaps to reach prospective students, focusing on adult students (post-traditional/not entering college straight from high school). In understanding the community college market, what new ideas would you implement to assist in Oakton's branding and enrollment efforts.		

Other Considerations:

- Agencies are encouraged to share additional areas of expertise or strategic services that may support Oakton's long-term marketing, enrollment, brand, and audience engagement goals, even if outside the primary scope of this RFP.
- Identify any subcontractors that your agency has partnered with.

Contract Term	Period	Description	Price
INITIAL TERM			
Year 1	July 1, 2027 – June 30, 2028	Price to provide Digital & Traditional Expertise	
Year 2	July 1, 2028 – June 30, 2029	Price to provide Digital & Traditional Expertise	
Year 3	July 1, 2029 – June 30, 2030	Price to provide Digital & Traditional Expertise	
Grand Total (Initial Term – Years 1–3)			
RENEWAL OPTIONS			
First Renewal	July 1, 2030 – June 30, 2031	Price to provide Digital & Traditional Expertise	
Second Renewal	July 1, 2031 – June 30, 2032	Price to provide Digital & Traditional Expertise	

SUBMISSION CHECKLIST

1)	Did you include a company profile?	YES	NO
2)	Did you include the references requested?	YES	NO
3)	Did you complete and include your fully completed price sheets?	YES	NO
5)	Did you complete and include the Contractor's Certification?	YES	NO
6)	Did you read and do you agree to all terms and specifications as noted in the RFP?	YES	NO
7)	Is your company going to use subcontractors?	YES	NO
7a)	If yes, did you include the name, address, phone number of the subcontractors being used?	YES	NO
8)	Is your company or any subcontractor a Minority Business Enterprise?	YES	NO
9)	If so, is this company registered with the State of Illinois Commission on Equity and Inclusion?	YES	NO

******THIS CHECKLIST SHOULD BE RETURNED WITH YOUR SUBMISSION******

Company:_____

Signature:_____

STATE OF ILLINOIS)
) SS.
COUNTY OF COOK)

CONTRACTOR'S CERTIFICATION

Pursuant to Illinois Revised Statutes Chapter 38, Article 33E (Public Contracts), the undersigned certifies that he/she is a duly authorized agent of the contractor submitting the attached bid to Community College District 535, Oakton College and that said contractor is not barred from bidding on this public contract as a result of a violation of either Section 33E-3 or 33E-4 of said statute.

Signed this _____ day of _____, 202____.

By: _____

Title: _____

Address: _____

_____

SUBSCRIBED AND SWORN TO before
me this _____ day of _____, 202_____.

_____
Notary Public

Please return this form with your Submission.

DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Notes to Authorized Representatives completing this Designation:

- **Under Illinois law, prices and price quotes become public information once the information is announced at the public proposal opening and may not thereafter be kept confidential.**
- **Other information cannot be kept confidential unless it is a trade secret, and is identified as such by the party submitting a proposal at the time of submittal as specified in Section 7(1)(g) of the Illinois Freedom of Information Act ("FOIA", 5 ILCS 40/7(1)(g)).**
- **"Trade secret" as defined in Section 2(d)of the Illinois Trade Secrets Act (765 ILCS 1065/2(d)) means information, including but not limited to technical or non-technical data, a formula, pattern, compilation, program, device, method, technique, drawing, process, financial data, or list of actual or potential customers or suppliers, that: (1) is sufficiently secret to derive actual or potential economic value from not being generally known to other persons who can obtain economic value from its or use; and (2) is the subject of efforts to maintain its secrecy or confidentiality that are reasonable under the circumstances.**

* * * *

The attached material submitted in this Response to Oakton College **FY27-RFP#1 Digital & Traditional Marketing Services** includes trade secrets and / or commercial or financial information that is proprietary, privileged, or confidential. The disclosure of specifically identified content within the material would cause competitive harm to:

_____
(insert name of individual or company submitting the response)

as further explained below, such that it may be kept confidential under 5 ILCS 40/7(1)(g).

We request that the pages or parts of pages of this Response, as next indicated, be treated as confidential material and not be released without the prior written approval of our Authorized Representative named on the following page.

Section	Page #(s)	Topic	Why disclosure would cause competitive harm

If the designation of this information as confidential is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality, and agrees to hold the College harmless for any costs, damages, or penalties arising out of the College's agreeing to withhold the information.

Failure to complete and include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to inspection and copying. The College considers other markings of "confidential" in the bid/proposal documents to be insufficient. The undersigned agrees to hold the College harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name: _____

Authorized Representative: _____
Signature

Authorized Representative: _____
Type or Print

E-mail address: _____

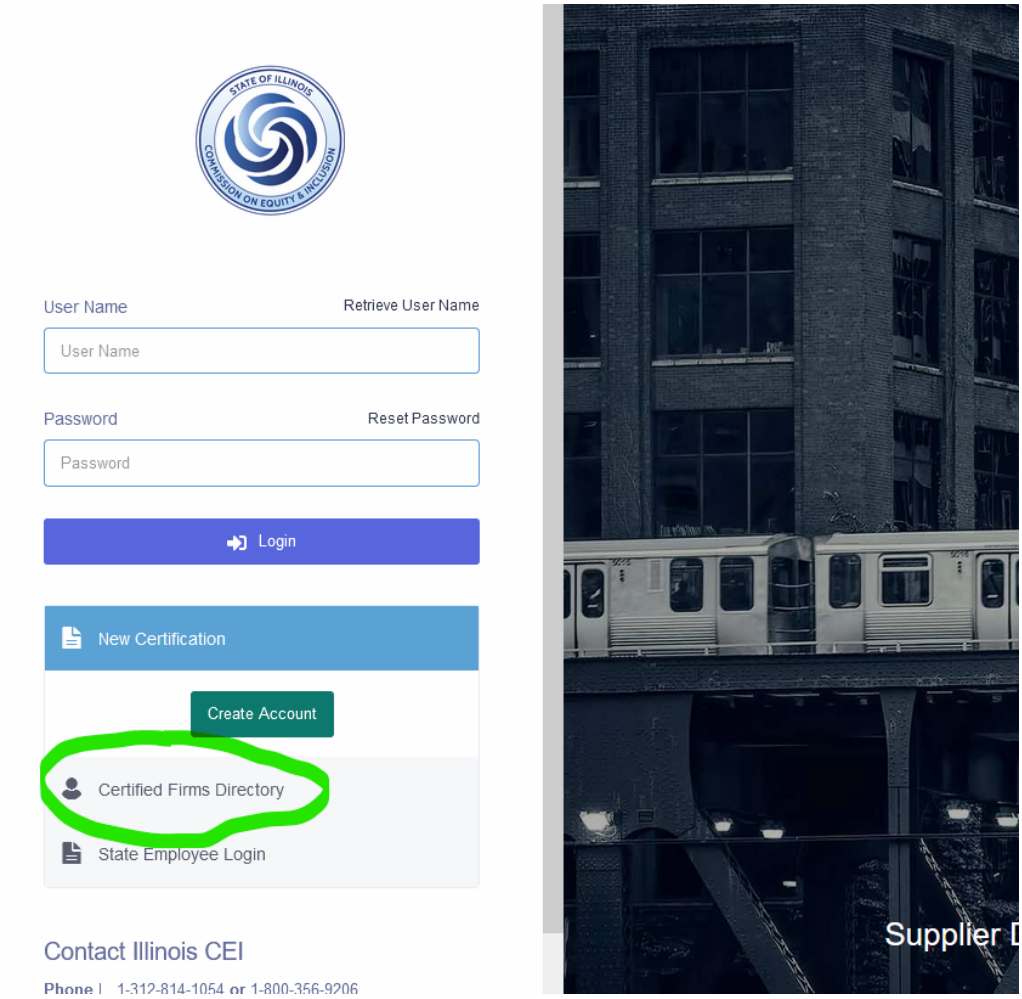
Date: _____

Please be sure to include one copy of your Submission that has confidential and/or proprietary information removed/redacted. Please mark this as "FOIA Copy_ Company's Name."

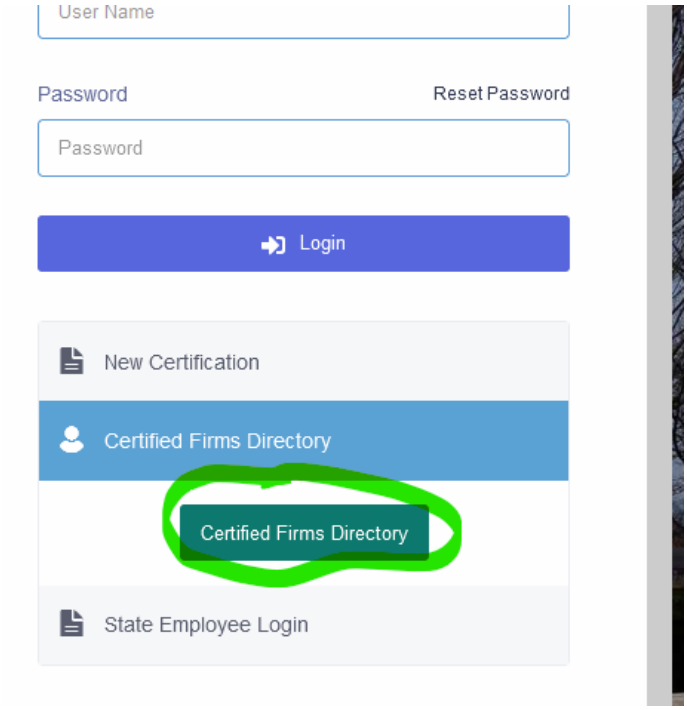
How to use the Supplier Diversity Management Portal to find BEP certified vendors

Go to the website. https://supplierdiversitymanagementportal.illinois.gov/home.aspx

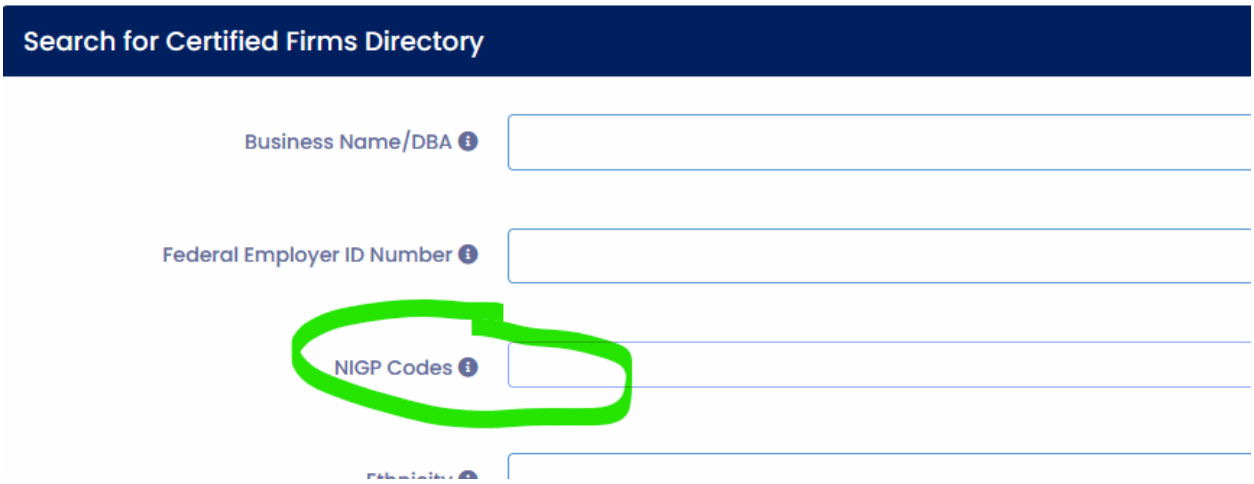
Click on Certified Firms Directory.



Twice.



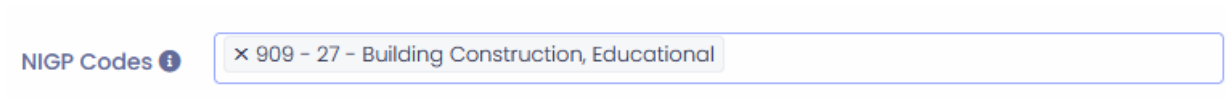
There will be a lot of fields. A description search is available with the NIGP Codes field.



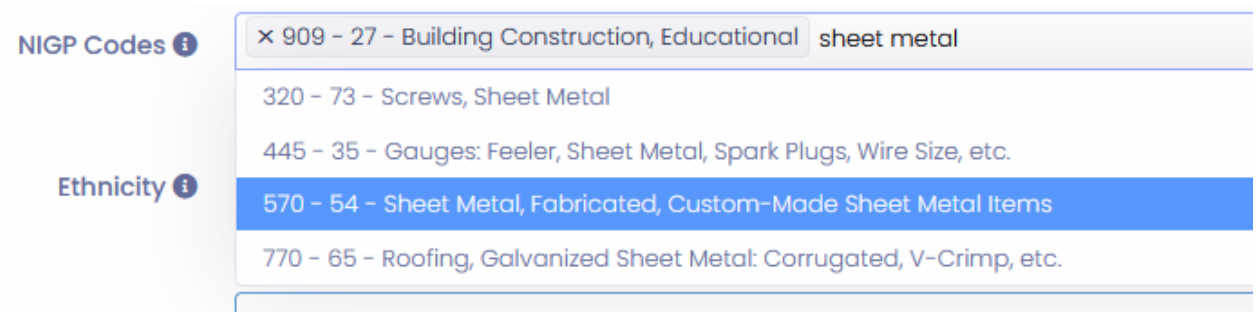
Type the key terms of the vendor type you are looking for in the NIGP Codes field. For example, type “construction” to find NIGP code categories for everything related to construction.

As soon as you start typing a drop-down will appear. Pressing Enter will select whatever line you are currently highlighting.

To find the category you want to search you much scroll through the drop-down and manually select the category that best suits your search.

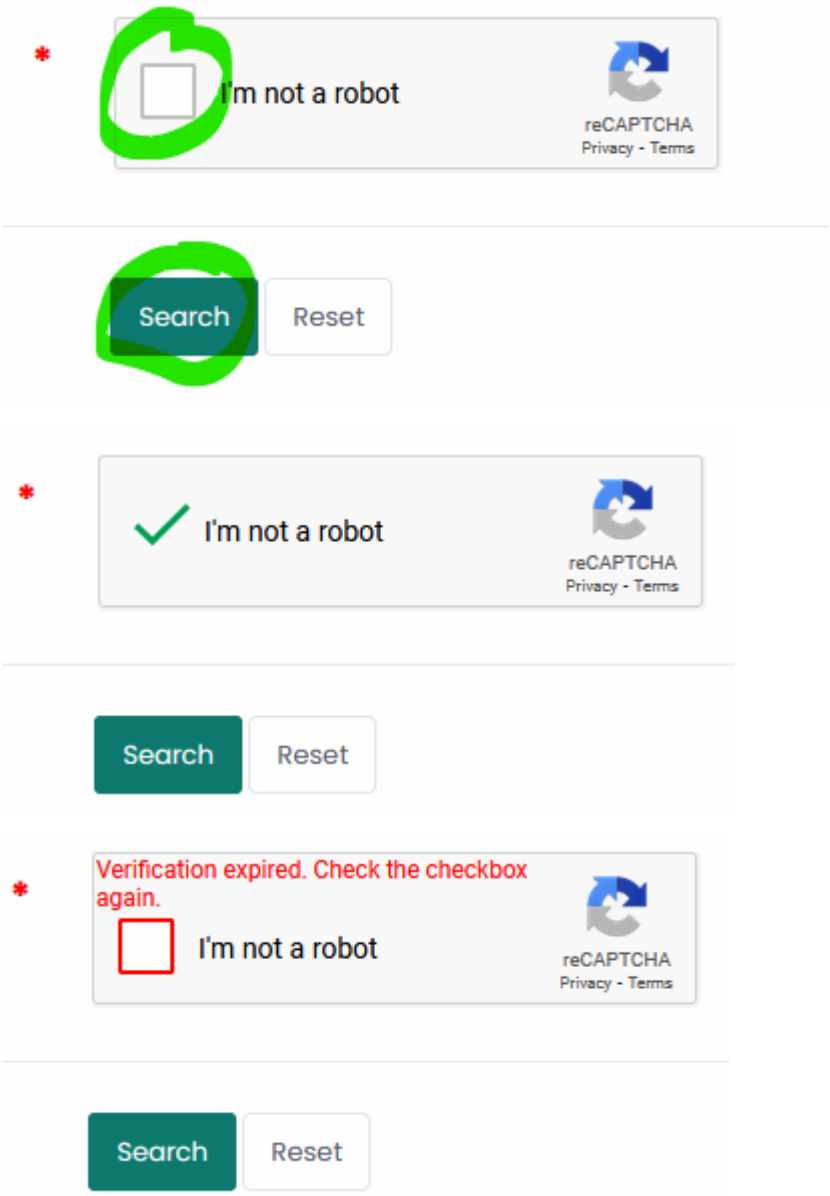


To continue selecting categories, simply click behind the end of the last selected category. The drop-down will appear again.



Continue adding categories until you have captured all the key terms you are searching for.

Click the “I’m not a robot” and once the green checkmark appears click “Search.” If you don’t click Search fast enough the non-robot validation will expire.



The system will run a search for vendors within the selected categories. Scroll down and click this icon on the top right to download the list.

Search Results

NIGP Codes: 570 - 54 - Sheet Metal, Fabricated, Custom-Made Sheet Metal Items, 909 - 27 - Building Construction, Educational, 914 - 50 - Heating, Ventilating and Air Conditioning (HVAC)

Results: 91

Certified Firm	Location	Certification
A & H Mechanical, Inc.	Cook, Chicago, IL	Minority Business Enterprise (MBE)
Aerapy, LLC	Kane, Saint Charles, IL	Women Business Enterprise (WBE)