



**OKLAHOMA**  
Office of Management  
& Enterprise Services

## Central Purchasing

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### PROCUREMENT INFORMATION MEMORANDUM

Subject: Request for Quote required for purchases on SW0135  
Effective Date: August 1, 2024  
Issued by: Amanda Otis, Esq., State Purchasing Director

I. Introduction

As a means of disseminating relevant state procurement information to state entities, the Purchasing Division of Office of Management and Enterprise Services issues Procurement Information Memoranda. To the extent any information in this Procurement Information Memorandum (“PIM”) conflicts with information in a previously issued memorandum, the information in this PIM controls.

II. Background

The State of Oklahoma Purchasing Director has specific statutory authority to ensure compliance with the Oklahoma Central Purchasing Act, including but not limited to, compliance with the competitive bidding requirements. The purpose of competitive bidding is to ensure that the state is receiving the best value on acquisitions, thus benefiting the citizens of Oklahoma. Recently, the Governor issued Amended Executive Order 2024-12 (“EO”), which requires “all contracts with PR Vendors [to] be procured only through a minimum 30-day request for proposal (“RFP”) process.” EO 2024-12 § 1. In addition, the EO prohibits agencies from utilizing PR Vendors for certain activities and requires certain contractual provisions to be utilized in all PR Vendor contracts.

PR Vendor is defined as any vendor providing Public Relations services, marketing services, or other communication services. Statewide Contract 0135 (“SW0135”) is for a full range of as-needed Marketing and Advertising services in one or multiple of the eight categories defined in more detail below. For the sake of clarity, Central Purchasing is interpreting all acquisitions made on SW0135 to fall within the scope of the EO.

SW0135 complies with all the requirements of the EO and therefore, agencies may utilize this contract in lieu of an agency-specific 30-day solicitation. However, when purchasing on SW0135 an agency is required to perform a Request for Quote (“RFQ”) process to ensure the state is receiving the best value on the purchase. The required RFQ process is outlined below.

### III. Request for Quote (“RFQ”) Process

To ensure maximum value for the use of state taxpayer dollars in every acquisition, the State Purchasing Director recommends the use of a Request for Quote (“RFQ”) even for purchases that do not require formal, additional competitive bidding by statute. These include all purchases off statewide contracts and acquisitions under the \$25,000 fair and reasonable threshold, as well as the numerous exemptions from competitive bidding. The required RFQ process is outlined below.

A. The agency identifies a need to purchase services available through SW0135.

B. The agency identifies which category of services are needed:

- Category I: Web-based, Social and Emerging Media
- Category II: Client Services:
  - a. Event Planning
  - b. Event Support
  - c. Business Development
  - d. Project Management
  - e. Quality Assurance
  - f. Public Relations
- Category III: Creative Services:
  - a. Art & Graphic Design
  - b. Commercial Photography
  - c. Video Production
- Category IV: Advertising and Marketing Services
  - a. Marketing
  - b. Advertising
- Category V: Integrated Marketing Services
- Category VI: Value Added Proposals
- Category VII: Direct Media Buys
- Category VIII: Outdoor Advertising

C. The agency completes OMES Form CP132, the RFQ form, attached to this PIM. The form is also available in the CP Library on our website.

- a. [RFQ request form.](#)

D. The agency sends the completed RFQ form to every supplier listed in the relevant category or categories. The agency shall set a deadline for responses; the deadline must be at least two business days from delivery of the RFQ. A current list of suppliers for each category and contact information is located on the Central Purchasing website for SW0135.

- [SW0135 supplier list](#)

- E. The agency evaluates the suppliers' responses using an evaluation tool. A template of an RFQ evaluation tool is available on the CP Contract Structure page under evaluation templates or an agency may design their own evaluation tool.
  - [RFQ Evaluation Tool](#)
- F. For all purchases the agency keeps record of its evaluation and enters a Direct PO in PeopleSoft to encumber the funds. The agency must include the relevant PeopleSoft contract to link this transaction to the relevant statewide contract.



This is a request from the undersigned agency of the State of Oklahoma for a pricing quote for the project outlined below and pursuant to the statewide contract.

**Project Scope Summary** (a general narrative of the needs and scope of the project):

**General Requirements** (define the specific requirements to be met by this project)

**Deliverables** (define the products or work plan to be delivered):

**Schedule of Deliverables** (indicate sequence of deliverables):

**Timeline** (indicate anticipated completion timeline):

**Costs** (define how costs are to be provided, e.g., "turnkey" and/or "hourly by skill set" and/or deliverables and/or milestones):

**The supplier's response shall include:**

1. A written narrative addressing their understanding and approach to the Project Scope, Deliverables; Schedule; and Timeline.
2. A detailed list of costs which may be a total project cost or hourly costs by skill set required in the SOW, with a maximum annual or monthly spend contemplated.
3. If applicable, the skill sets and hours required of each to complete project.
4. If applicable, resumes from associates to be assigned to this project.

This quotation remains valid for 120 days from the date supplied below by the named supplier.

This RFQ is offered, and a quote is requested by:  
(List name and address/email of requesting agency.)

This RFQ is sent to:  
(Supplier name and address/email.)

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Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_