



Spokane International Airport

Request for Proposals (RFP)

for

Marketing and Advertising Services

Pre-Proposal Meeting		
At this time there is no pre-proposal meeting anticipated		
Contact Person for Questions During the Proposal Process		
Questions should be directed only to: <i>Todd S. Woodard</i> Director of Marketing/Public Affairs twoodard@spokaneairports.net		
Deadline for Submission of Questions		
Questions must be submitted to the individual named above no later than: 4:00 PM 12/28/2022		
Proposal Submission Place and Deadline		
Submit Proposals to: Spokane International Airport ATTN: Todd S. Woodard 9000 W. Airport Drive, Room 204 Spokane, WA 99224	Date: 1/4/2023	Time: 4:00PM (PDT)



Spokane International Airport

Request for Proposals (RFP)

For

Marketing and Advertising Services

Spokane International Airport (“Airport”) is soliciting Proposals from qualified professional firms to provide Marketing and Advertising Services for the Airport for the next three (3) calendar years, commencing on or before February 1, 2023 ending January 31, 2026, with an option for two (2) additional one (1) year terms. The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of radio, print, billboards, digital, and printed materials to support and promote airline routes, sponsorships, parking products, and general airport services and nonstop destinations. Services relating to consultation in other areas of marketing, advertising, promotions, social media, web applications, and branding may be solicited from other Proposers at the Board’s discretion.

Background Information

Spokane Airports is jointly owned by Spokane County and the City of Spokane. The city and county operate the airports under provisions of RCW 14.08, which establishes the operation of airports by more than one municipality under joint agreement. The operating authority of Spokane Airports is the Spokane Airport Board, consisting of seven appointees from the two governmental bodies. The Board annually oversees a capital and operating budget of approximately \$118 million from various funding sources.

The Board operates three facilities: Spokane International Airport, Felts Field Airport, and the Airport Business Park, as well as has a Grant of Authority to operate Foreign-Trade Zone #224.

Spokane International Airport is a 6,000 acre commercial service airport offering 20 nonstop destinations served by six airlines, as well as convenient one-stop connections to most major domestic and international destinations. The Airport recorded 3,280,062 total passengers and 76,569 U.S. air cargo tons in 2021. In addition to Amazon Air’s sort facility, FedEx and UPS provide scheduled all-cargo service at the Airport. U.S. Customs provides Federal Inspection Service for clearing international flights and Signature Flight Support provides Fixed Base Operator services. Further, Aero Center Spokane is constructing a full-service fixed based operator facility at the Airport, with expected completion in 2023.



The Airport is the work site for over 3,000 people serving a variety of aviation and non-aviation related businesses, providing the region with \$1.8 billion in annual economic impact. The geographic area served by Spokane International Airport includes Eastern Washington, Northern Idaho, Western Montana and portions of Southern British Columbia and Alberta. In total, 1.7 million people reside in this market area.

In Fall 2022 work commenced on the Concourse C Expansion Project. The project is the first phase of the Terminal Renovation and Expansion (TREN) Program, the Airport's long-term vision to enhance and expand the Airport's terminal facility to meet the needs of current and future forecasted passenger traffic demand. The \$150 million expansion will add three new gates, replace current ground boarding gates with three passenger loading bridges, modernize existing gates and add six ticket counter locations for airlines to use. It is expected to be complete in 2025.

Felts Field is a 400-acre general reliever airport that had 71,732 aviation operations in 2021 and is home to over 200 aircraft and nine commercial tenants. The Airport has a Fix Based Operator and avionic services available. The Airport has two paved runways and a turf landing strip as well as the ability to accommodate water landings on the adjacent Spokane River. Each year the Airport hosts the Felts Field Neighbor Day, an open-house event where residents in the neighborhoods around Felts Field as well as aviation enthusiasts are able to access the airport ramp and get up close to a variety of vintage and commercial aircraft, enjoy culinary delights from local food vendors, and take in demonstration flights from featured aircraft.

The Airport Business Park is an industrial and business park development that comprises 540 acres. Strategically located adjacent to the airport facilities and Interstate 90, it has 19 buildings and 8 tenants.

The Airport envisions the Airport Area as a world-class, aerospace-focused transportation, logistics and advanced manufacturing center. It is a regional focus for the Airport as well as the City and County of Spokane, as evidenced by the creation of the S3R3 Solutions Public Development Authority (PDA) in 2017. The PDA, a 9,000-acre area in and around the Airport's boundaries, provides a physical infrastructure and financing model mechanism where 75% of local government tax revenue generated within the PDA's boundaries stays within the PDA for investment in infrastructure development and other related initiatives to foster development toward retaining and expanding commerce in the immediate vicinity of the Airport.

Additionally, in October 2022 the Airport completed construction of the Rail-Truck Transload Facility, which will provide multimodal freight movement services to meet the increased demand from the area's commercial and industrial sectors for a larger transportation and logistics network. The \$14.3 million project, located within the PDA's boundaries approximately three miles west of the Airport, includes three new rail tracks, two loading tracks and a running track, which cover nearly two miles and directly connects to the Geiger Spur rail line. It also offers five turnouts and an 182,650 square



foot concrete circulation area for freight truck movement. The facility is expected to be operational in spring 2023.

The Marketing and Advertising services contract supports the promotion of a variety of functions and activities at Spokane International Airport, Felts Field, and the Airport Business Park. The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of radio, print, billboards, digital, and printed materials to support and promote new airline routes, community events, sponsorships, parking products and general airport services, and nonstop destinations. In addition to social and traditional media placement, the Airport has the ability through sponsorships, memberships, subscriptions, and relationships with business organizations, not for profit entities, attractions, resorts, and hotels to broadcast email their members and customers.

The contract would also provide support to the Airport's business development efforts, including production and revisions of various assets used in the recruitment of businesses to the Airport area and the Airport's dedicated website to promote the Airport Area, www.SpokaneAero.com. In addition, the successful proposer would help to develop graphics, updates and other support for www.gegtrex.com, the Airport's website containing the latest news and updates on the TREX Program.

Currently, the Airport has an active community engagement strategy through advertising and sponsorship activities collegiate athletics at Gonzaga, Eastern Washington, Whitworth and Washington State Universities; several community events in the Spokane/Coeur d'Alene region; and paid advertising with Spokane Indians baseball and Spokane Chiefs hockey. There are numerous other special events and meetings such as Women Helping Women, Visit Spokane's Annual Meeting, and Honor Flight's Annual Auction, to name just a few which the Airport sponsors.

Advertising and marketing campaigns, particularly those with an air service focus, are structured in a manner that communicates to the Airport's regional customer base, which includes Eastern Washington, Northern Idaho, and Western Montana, as well as parts of southern British Columbia and Alberta, Canada.

Scope of Work

The Airport has used several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of radio, newsprint, billboards, digital, printed materials, etc., to maximize the individual budget allocation or needs of the project. Services to be provided will include the following:

1. The successful proposer will support the promotion of new nonstop routes as established by the Airport as part of incentive programs they have extended to



the individual airline. Support will also be given to any new or ongoing marketing of traditional and digital campaigns to promote all of the Airport's nonstop cities and the access to individual airline network of cities, as well as any unanticipated announcements that may arise.

2. Provide graphical and communication support for the Terminal Renovation and Expansion Project, including but not limited to signage and wayfinding, project awareness, benefit and update advertising and materials, and support for the project's website, www.gegtrex.com. Special events such as topping out and ribbon-cuttings,, periodic media tours, project milestones, and ribbon-cutting ceremonies will also be an important component of the support to be provided under the contract.
3. Develop branding, awareness, and marketing and advertising materials, including to aid with aerospace, logistics, and advanced manufacturing business development efforts. Provide strategy and tactical support including but not limited to identifying social and digital communication channels, drafting social and email copy, and providing creative support for collateral materials deployed at air shows and aerospace-related conferences. In addition, offer support for the Airport's business development website, www.SpokaneAero.com.
4. Offer marketing and advertising services for special events, sponsorships activities, and trade show materials, including but not limited to retractable signs, fabric wraps, and trade booth design, assembly, and printing.
5. Occasional specialty items will need to be developed of unique marketing items to be presented to airlines and other tenants to achieve top-of-mind awareness and to demonstrate Spokane's creativity on their behalf. In a similar manner use of the Spokane International Airport and the Felts Field logo on marketing specialty advertising give-away items such as coffee cups, folios, apparel, hats, etc., will also come under the contract.
6. Create graphics to help with promotion of Airport parking products, such as shuttle wraps, ground-transportation-related maps, signage and other requested graphics.
7. The successful proposer would also provide media buys as appropriate for the various messaging outlets, with the Airport reimbursing the successful proposer for the actual costs of such media buys.
8. Assist with development and provide support for marketing and advertising of the Airport for all platforms and means of communication, including development of graphical art.



The Airport has not attempted to specifically identify each and every component of the applications sought under this RFP.

Request for Proposals Schedule

The following is the schedule for this RFP process (which is subject to change):

Date	Description
Thursday, December 15, 2022	Issue Date of RFP and posted on Airport's website
Wednesday, December 28 4 PM PT	Deadline for Submission of Questions
Friday December 30, 4 PM PT	Airport's Response to Questions and/or Addenda posted
Wednesday, January 4, 2023 4 PM PT	Proposal Submission Deadline (Due Date)
January 4-9	Review by the Selection Committee
Tuesday, January 10	Notify Finalists
Tuesday, January 17	Presentations (if necessary)
Wednesday, January 18	Airport Board Finance Committee Recommendation
Thursday, January 26	Airport Board Action/Contract Award (Anticipated)

Term of Contract

The term of the contract will commence upon award and conclude upon completion of the scope awarded. Terms will be finalized upon notification of award.

On-going support agreements will be for an initial three (3) year term, with an option for the parties to extend for two (2) additional one (1) year terms.

Funding Source(s)

The work to be performed is funded from the general Airport operating budget, therefore no federal funds are expected to be involved with the work under this RFP.



Evaluation Criteria

The Airport will evaluate Proposals received based on the following evaluation criteria and will score Proposals up to the maximum number of points as noted for each evaluation criterion.

The Proposer must include in its Proposal the information noted in the evaluation criteria and must demonstrate how the firm meets the evaluation criteria.

Evaluation Criteria	Maximum Points
<p>1) <u>Proposal Information Form</u>: The Proposal Information Form, included in Attachment A to this RFP, must be completed, submitted, and signed as part of your Proposal. You must include the name and contact information of the individual in your firm that the Airport should contact regarding questions about your Proposal and scheduling a potential interview. The contact information should include the following: name of individual, title (Mr., Ms., etc.), firm name, address (city, state, zip code), telephone number, e-mail address.</p>	2
<p>2) <u>Cover Letter</u>: A cover letter expressing interest, addressing, at a minimum, the following:</p> <ul style="list-style-type: none"> a) <u>Executive Summary</u>: A high level, executive summary of your firm's relevant qualifications and experiences, as well as the relevant experiences of key staff proposed for this project in performing similar services. b) <u>Firm Size and Workload</u>: Outline the size of your firm and discuss your capability to manage a project of this size and scope within the identified time frame, relative to your current workload. c) <u>Finances</u>: Discuss your firm's financial and organizational stability. <p>The cover letter must be signed by an authorized representative of the Proposer who is authorized to execute contractual agreements and/or commitments on behalf of the Proposer.</p>	3
<p>3) <u>Relevant Experience of the Firm</u>: Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. Provide resumes (not to exceed two (2) pages per person) for the named staff, which include information on the individual's particular skills related to this project, education, experience (both with this</p>	30



<p>Proposer and others), significant accomplishments and any other pertinent information. The Proposer shall commit that staff identified in its Proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the Airport.</p>	
<p>4) <u>Staff Experience and Availability:</u> A description of the staff proposed and discussion of their availability for performing the work as outlined in this RFP that demonstrates relevant experience from other projects. Experience should include projects of similar, or larger, size and scope including work involving large corporations; working under tight time schedules; media placement and analytical evaluation; ability to monitor, evaluate, and modify advertising schedules and messages; and graphic arts. Discuss their experience in developing and implementing successful creative concepts.</p>	10
<p>5) <u>Proposed Implementation Plan:</u> Provide, in as much detail as possible, how your team’s relevant work experience will allow you to will accomplish items 1 -6 outlined in the Scope of Work section.</p> <p>Include in your proposal a tentative work-plan, examples of similar work, anticipated time requirement to complete the tasks and deliverables in order to achieve the goals of this RFP.</p>	35
<p>6) <u>Proposed Cost:</u> The proposed cost of the firm for the project. Proposed costs are to be broken out matching the phases described in the Scope of Work.</p> <p>Provide the current rates for on-going support and an estimate of planned increases for such support.</p> <p>Provide the hourly rates of staff to be utilized through the implementation. At a minimum, break out rates by project management, technical, support, training, and document preparation.</p> <p>Be able to provide documentation of Washington State Department of Enterprise Services (DES) or other national co-operative purchasing agreements (eg: NJPA, US Communities) if the firm’s proposed cost is related to such agreements.</p> <p>Include a statement that the proposed costs quoted are valid for 120 days.</p>	15



<p>The Airport reserves the right to negotiate the cost with the selected firm.</p>	
<p>7) <u>Standard Contract Language:</u> The Airport intends to utilize its standard Consultant or Service Contract for the evaluation, selection and implementation of scope of work contained in this RFP.</p> <p>A sample contract may be viewed at the following website of the Airport: http://business.spokaneairports.net/rfp/ by clicking on "<u>Sample Contract for Non-Architects and Engineers</u>".</p> <p>Each firm must affirm in its Proposal that the terms and conditions of this Contract are acceptable, or if the firm takes exception to any of the proposed language in the sample Contract, the firm must specifically describe the reasons for the exceptions and propose in its Proposal alternative language for review and consideration by the Airport. Firms not taking any exceptions to the terms and conditions of the Contract shall receive the full evaluation points for this criterion. Firms taking exceptions shall be evaluated and rated for this criterion based on the significance of the proposed exceptions and whether the proposed changes are of benefit to the Airport.</p> <p>Support and Service contracts need to follow the form of the Airport's standard contract. These contracts must not be longer than three (3) years and will not include automatic renewal clauses.</p>	5
Total Points	100

Interviews

Proposers may be required to participate in an interview session of approximately one hour with a selection committee and/or other Airport personnel on the date and time noted in the RFP Schedule on page 7. The Airport will establish evaluation criteria and weighting for each interview criterion that will be added to the scores received for the written Proposals as part of making a final selection decision.

Submission Requirements

Proposal Submission Deadline: One unbound original, five (5) bound copies, and an electronic file of the Proposal responding to the information requested in the Evaluation Criteria section of this RFP must be received by the Airport no later than the deadline noted in this RFP. Proposals must be delivered to the address indicated on page 1 of this RFP. Electronic files and submissions of prior work samples must be provided on a



USB drive in a common file format (i.e., PDF, DOC, JPG, WAV, MOV) and must be subject to public dissemination and display with no restrictions.

Late Proposals: Proposals will not be accepted by the Airport after the date and time specified in this RFP. In the event that a Proposal is delivered after the Proposal submission deadline, the Proposal will not be accepted or considered and will be returned to the Proposer unopened. The Airport will not be liable for delays in delivery of Proposals due to handling by the U.S. Postal Service, courier services, overnight carriers, or any other type of delivery service. Proposals may be delivered in person or by a delivery service. No verbal, facsimile (Fax), telegraphic or telephonic Proposals will be accepted. Proposers are responsible for ensuring that the Airport receives the Proposal at the designated location by the deadline stated in this RFP.

Submission Requirements:

- Proposals and their sealed packaging (boxes or envelopes) should be clearly marked with the name and address of the Proposer and should be marked with the name of this RFP as indicated on page 1 of the RFP.
- The bound Proposals should be in an 8 1/2" by 11" format, using a minimum 12 point type size.
- The Airport strongly encourages the use of recyclable materials in the submission of Proposals.
- Proposers are encouraged to "double side" the printing of their Proposals; however, for the purposes of any page limitations of the Proposal outlined in the RFP, one side of a printed page is considered one page.

Organization of Proposals: Proposals must address each of the evaluation criteria in this RFP in a clear, comprehensive, and concise manner. Proposals should include an index, be clearly separated with tabs, labeled by response to specific evaluation criteria and addressed in the same order as included in the RFP. Although there is no expressed page number limitation, Proposers are advised that lengthy or wordy submissions are not necessary and are discouraged.

Clear and Responsive Proposals: The Airport has made every effort to include enough information within this RFP for a firm to prepare a responsive Proposal. Proposers are encouraged to submit the most comprehensive and competitive information possible. Proposals that do not respond completely or sufficiently to the evaluation criteria in this RFP may be rejected as non-responsive, or will receive correspondingly lower scores for those criteria, which may result in the Proposal not scoring high enough to be considered further.

Questions About RFP: Questions regarding this RFP should be addressed solely to the individual identified on page 1 of this RFP. Questions must be asked prior to the deadline indicated on page 1 of this RFP. The Airport may determine that a Proposal is



non-responsive if the Proposer has had contact with any other member of the Airport staff or Airport Board.

Addenda: Oral communications and emails from the Airport, its staff, agents, Airport Board members, employees or outside advisor, or any other person associated with this RFP shall not be binding on the Airport and shall in no way modify any provision of the RFP. Only formally issued addenda shall modify the terms of this RFP. Any addenda issued for this RFP will be published at the following website address: <http://business.spokaneairports.net/rfp>. Proposers are responsible for checking the website prior to submission of Proposals for any addenda. If you are unable to download the addenda, you may contact the individual noted on page 1 of this RFP. Receipt of addenda must be acknowledged by Proposers on the Proposal Information Form that must be submitted with the Proposal.

Selection Process

Selection Process: The Proposals will be reviewed by an evaluation committee and the highest rated firms may be invited to an interview. The selected firm will be invited to enter into negotiations with the Airport. If the Airport and the selected firm cannot agree on terms that are fair and reasonable, the Airport may terminate negotiations and enter into negotiations with the next highest rated firm.

Rights Reserved: The Airport reserves the following rights:

1. To waive as an informality any irregularities in Proposals and/or to reject any or all Proposals.
2. To extend the date for submittal of responses.
3. To request additional information and data from any or all Proposers.
4. To supplement, amend, or otherwise modify the RFP through addenda issued.
5. To cancel this RFP with or without the substitution of another RFP.
6. To reissue the RFP.
7. To make such reviews and investigations, as it considers necessary and appropriate for evaluation of the Proposals.
8. To not select the highest rated firm if the proposed price is more than the Airport's budget for the work.
9. To reject any Proposal in the event that the Airport's analysis of the Proposer's financial status and capacity indicates, in the Airport's judgment, that the firm is not able to successfully perform the work.
10. To cancel the RFP process in the event only one Proposal is received by the deadline.
11. To establish a revised deadline for submission of Proposals in the event only one Proposal is received by the deadline.



Reference Checks: The Airport reserves the right to conduct reference checks for firms submitting Proposals, either before or after Proposals have been evaluated, and/or after interviews have been held. In the event that information obtained from the reference checks reveals concerns about a firm's past performance or their ability to successfully perform the contract to be executed based on this RFP, the Airport may, at its sole discretion, select a different firm whose reference checks validate the ability of the firm to successfully perform the contract to be executed based on this RFP. In conducting reference checks, the Airport may include itself as a reference if the firm has performed work for the Airport, even if the firm did not identify the Airport as a reference, and may conduct reference checks with others not identified by the Proposer.

Administrative Requirements

Cost of the Proposal: The Airport shall not, under any circumstances, be responsible for any costs or expenses associated with the Proposal submitted including, but not limited to, research, investigation, development, preparation, duplication, production, collation, packaging, delivery, transmittal, or presentation of the Proposal or any other related information, data, documentation, and material. All costs and expenses incurred by the Proposer in connection with the Proposal submitted shall be the sole responsibility of (borne solely by) the Proposer.

Public Disclosure:

1. **Property of Airport:** Proposals submitted to the Airport shall become the property of the Airport and shall not be returned to the Proposer.
2. **Proposals are Public Records:** Pursuant to Chapter 42.56 RCW, Proposals submitted under this RFP shall be considered public records and, with limited exceptions, will be available for inspection and copying by the public.
3. **Process for Disclosing Information:** If a request is made for disclosure of material or any portion that may be reasonably considered proprietary or confidential, then the Airport will determine whether the material should be disclosed or made available under the law. If the Airport determines that the material is not exempt and may be disclosed, the Airport will notify the Proposer of the request and allow the Proposer three (3) business days to take appropriate action pursuant to RCW 42.56.540. If the Proposer fails or neglects to take such action within said period, the Airport may release the portions of the Proposal deemed subject to disclosure.
4. **Indemnification by Proposer:** By submitting a Proposal, the Proposer agrees to fully indemnify, defend, and hold harmless the Airport, the City and County of Spokane, and their elected officials, agents and employees, from all damages,



penalties, attorneys' fees and costs related to withholding any portion of public records from disclosure.

5. **No Claim Against the Airport:** By submitting a Proposal, the Proposer consents to the procedure outlined in this section and shall have no claim against the Airport because of actions taken under this procedure.

Basic Eligibility: If required by law, the successful Proposer must be licensed to do business in the State of Washington and must have a state Unified Business Identifier (UBI) number. In addition, the successful Proposer must not be debarred, suspended, or otherwise ineligible to contract with the Airport, and must not be on the federal government's list of firms suspended or debarred from working on federally funded projects.

Non-Discrimination: All Proposers will be afforded the full opportunity to submit Proposals in response to this RFP, and no person or firm shall be discriminated against on the grounds of race, color, age, sex, or national origin in consideration for an award issued pursuant to this RFP.

Approval of Sub-Consultants: The Airport retains the right of final approval of any sub-consultant of the selected Proposer who must inform all sub-consultants of this provision.

Other Contracts: During the original term and all subsequent renewal terms of the contract resulting from this RFP, the Airport expressly reserves the right, through any other sources available, to pursue and implement alternative means of soliciting and awarding similar or related services as described in this RFP.

Funding Availability: By responding to this RFP, the Proposer acknowledges that for any contract signed as a result of this RFP, the authority to proceed with the work is contingent upon the availability of funding.

Prohibition Against Lobbying: The Proposer shall not lobby, either on an individual or collective basis, the Airport Board (its associated City and County employees, or outside advisors) or any federal, state, or local elected or public officials or staff regarding this RFP or its written Proposal. Proposers, the Proposer's acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the Airport Board (its associated City and County employees, or outside advisors) or any federal, state, or local elected or public officials or Airport staff to arrange meetings, visits, or presentations to influence the outcome of the selection process. Violation of this provision, by or on behalf of a Proposer, intentionally or unintentionally, will result in disqualification of the Proposer and/or rejection of a written Proposal.

Insurance: Prior to execution of a Contract for services under this RFP, the successful Proposer will be required to provide acceptable evidence of insurance coverage



consistent with the insurance requirements outlined in the Airport's standard Consultant or Service Contract and referenced on the Airport's website as applying to this RFP.

About Spokane International Airport

Spokane Airports is jointly owned by Spokane County and the City of Spokane. The city and county operate the airports under provisions of RCW 14.08, which establishes the operation of airports by more than one municipality under joint agreement. The operating authority of Spokane Airports is the Spokane Airport Board, consisting of seven appointees from the two governmental bodies. The Board annually oversees a capital and operating budget of approximately \$118 million from various funding sources.

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Attachment A

Spokane International Airport
Request for Proposals for
Marketing and Advertising Services

PROPOSAL INFORMATION FORM

Name of Proposing Firm:	Contact Individual's Name:
Address of Contact Individual:	
Phone Number of Contact Individual:	E-mail Address of Contact Individual:
State of Washington UBI Number:	
Receipt is hereby acknowledged of Addenda No(s).: _____	

OFFICIAL AUTHORIZED TO SIGN FOR PROPOSER:

"I certify (or declare) under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct":	
Signature:	Date:
Print Name and Title	Location or Place Executed: (City, State)

Note: This Proposal Information Form must be completed and submitted as part of your Proposal.

