

**Oakton College**  
Community College District 535  
Procurement Department, Suite 1240  
1600 E. Golf Rd., Des Plaines, IL 60016  
847-635-2607

**Request for Proposal # 1**  
Issue Date: October 4, 2023

**Proposals will be received in the Procurement Department at the above address until  
11:00 AM on Thursday, November 2nd, 2023**

Proposals will be publicly opened at this time. Late proposals will not be accepted.

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**Digital and Traditional Marketing Services**

The College is accepting proposals for services related to traditional and digital marketing.  
The College reserves the right to award this proposal to one company or two different companies.

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(s) best meets our needs and is in the best overall interests of the College.

All questions pertaining to this proposal should be submitted in writing to the e-mail address listed below by 11:00 am on Wednesday, October 18<sup>th</sup>, 2023. Questions will be addressed through an addendum.  
Trinh Than, Purchasing Manager at [tthan@oakton.edu](mailto:tthan@oakton.edu)

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Oakton College District No. 535 is exempt from 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 bid due date, to provide the specified items from the sum shown in accordance with the terms stated herein. All deviations from specifications and terms are in writing and attached hereto. I offer the following discount terms \_\_\_\_\_.

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Signature \_\_\_\_\_ E-mail \_\_\_\_\_

## Instructions to Vendors

1. Forms: Proposals should be submitted on the form provided. Envelopes marked "Sealed Proposal for (commodity being bid)." Proposals cannot be accepted via fax machines or e-mail.
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: Vendors 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: Proposals must specify delivery time. Unrealistically long delivery times may cause proposal 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 proposals, to waive any technicalities in the proposal, and to award each item to different vendors or all items to a single vendor.
8. Vendor Selection: The College will award the purchase to the selected vendor based on what is in the College's best interest using a criteria grounded on pricing, warranty, service, specified components. In the case of tie proposals, the first preference will be given to suppliers located within the boundaries of District #535, and second, from within the state over out of state.
9. Prices: Prices, terms and conditions must be firm for acceptance for sixty (60) days from the date of proposal opening unless otherwise agreed to by District #535 and vendor.
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 proposal 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 vendor 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 submitted. 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.

### **General Proposal Information**

1. The College will contract with the selected agency/ies from July 1, 2024 through June 30, 2025, with the option of renewing for two additional years (one year at a time), from July 1, 2025, through June 30, 2026, and July 1, 2026 through June 30, 2027. The College reserves the right to review, adjust, or cancel the contract each year at its discretion. It is understood that if the operations of the College change significantly during the initial period and the optional two additional years period, the contract may be renegotiated.
2. The RFP will not be awarded based on price alone. The College will award this proposal to the selected vendor(s) based on what is in the College's best interests using a selection criterion based on vendor qualifications and certifications, services provided, reputation, reviews, functionality, total cost of ownership, and suitability and fit for our environment. After a detailed and thorough review of the proposals, the Administration will select the vendor(s) that is in the best overall interest of the College.
3. The College reserves the right to waive technicalities and informalities in the proposal process, to reject any or all proposals, or any part of any proposal, for any reason. The College also reserves the right to obtain clarification of any point in a firm's proposal or to obtain additional information. The determination of whether any proposal by a firm does or does not conform to the conditions and specifications of the Request for Proposal (RFP) is the responsibility of the College.
4. After a thorough review and evaluation of the responses submitted, the College may select companies for an in-person interview and presentation or remote interview and presentation. Dates scheduled for meeting select vendors: Weeks of December 11-14, 2023
5. This contract is subject to the provisions of the Equal Employment Opportunity Clause as provided by the Illinois Fair Employment Practices Commission, and the Illinois Revised Statutes. In addition, contractors must comply with the Illinois Drug Free Workplace Act and the Illinois Human Right Acts.
6. This proposal is scheduled to be awarded at the February 20, 2024, Board of Trustees meeting.
7. Proposal results will be posted on the Oakton website the day following the Board of Trustees meeting. To access the results go to [Oakton/Procurement Department](#).
8. The College reserves the right to cancel a contract with a 30-day written notice for unsatisfactory performance.
9. Pricing must be valid for 90 days from the proposal opening.
10. The Purchasing Department will verify all price calculations. In the event of an error, the unit price will prevail and the total will be adjusted accordingly. The new adjusted total will be

used when awarding an item. All pricing listed on the vendor's response to this Request for Proposal is final.

11. In addition to the required submittals listed on the following pages, please include a company profile with your proposal. The profile must include the following: How long has the firm been in business? How many people does the firm employ? What is the annual revenue for the last fiscal year? Please include three references. Educational references preferred.
12. Because this is a "sealed proposal" we cannot accept proposals over the phone, email or fax machine. If you are sending a proposal response back to the College, you **MUST** write the proposal number on the outside of the envelope as well as your company's name. If you return a proposal response to the College via an overnight carrier or your own envelope, please address the envelope to:  
**Oakton College**  
**Attention: Procurement Office, Room 1240**  
**Request for Proposal # 1: Digital & Traditional Marketing Services**  
**1600 E. Golf Road**  
**Des Plaines, IL 60016**
13. Failure to respond to this Request for Proposal will result in elimination from the College's Request for Proposal list. A "NO BID" is considered a valid response. If submitting a "No Bid", please state the reason why.
14. Please submit proposal on the forms provided.
15. The College participates in the following purchasing consortia:  
Educational and Institutional Cooperative Services (E & I)  
U.S. Communities, Government Purchasing Alliance  
Illinois Department of Central Management Services (CMS)  
Illinois Community College System Purchasing Consortium (ICCSPC)  
Illinois Public Higher Education Cooperative (IPHEC)  
Midwestern Higher Education Compact (MHEC)  
National Joint Powers Alliance (NJPA)  
Suburban Purchasing Cooperative (SPC)  
*Any appropriate discounts and/or special pricing from these consortia should be applied to this proposal/proposal.*
16. 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 request for proposal 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 this as "FOIA Copy." See pages 18 & 19 for further instructions.
17. Please submit *one original bound copy, six paper copies and one digital copy* of your proposal: The paper copies should include: one bound original, five copies, one FOIA copy.

The digital copy should be another copy of your FOIA copy. The College will use the FOIA copy at the public bid/RFP opening. This copy must include your pricing.

18. The College participates in the State of Illinois Business Enterprise Program (BEP). As noted on page 16, please describe how your company can help the College make a good faith effort to meet or exceed the College's aspirational goal of conducting 30% of its business with Minority Business Enterprises. Please indicate if your company or subcontractors are Minority Business Enterprise (MBE), Female Business Enterprise (FBE), Persons with Disabilities Business Enterprise (PBE), Small Business Enterprise (SBE), or Veteran Owned Business (VOB).

Interested businesses may visit the Illinois Department of Central Management Services (CMS), Business Enterprise Program (BEP) to obtain additional details. To qualify, prime vendors or subcontractors must be certified by the CMS as BEP vendors prior to contract award. Go to (<http://www2.illinois.gov/cms/business/sell2/bep/Pages/default.aspx>) for complete requirements for BEP certification.

19. If there are any questions pertaining to this proposal, they must be submitted in writing by 11:00 am on Wednesday, October 18, 2023 to:

Trinh Than, Purchasing Manager at [tthan@oakton.edu](mailto:tthan@oakton.edu)

#### **Dates and Timeframes**

RFP Issued	Wednesday, Oct 4, 2023
Pre-bid Meeting	Monday, Oct 16 <sup>th</sup> , 2023 @ 11AM
Deadline to submit questions	Wednesday, Oct 18, 2023 @ 11AM
Deadline for Vendors submission of proposals	Thursday, Nov 2, 2023 @ 11AM
Virtual Interviews with select Vendors for presentation	Week of Dec 11-14, 2023
Approval from Board of Trustees	Feb 20, 2024
Contract Starts	July 1, 2024

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

## Marketing Agency/Needs Outline

### Summary

Oakton College seeks an integrated media planning/buying and/or digital marketing firm to help plan and strategize the College's digital and traditional advertising campaigns. Oakton's Marketing and Communications team acts primarily as an in-house marketing agency that develops strategy, manages budgets, and executes complex marketing and communication strategies in various media channels for multiple markets. In FY25 (July 2024 - June 2025), it is expected that Oakton may make advertising media expenditures of +/- \$220,000 for digital and +/- \$190,000 for traditional advertising. The College intends to use an external marketing agency to provide significant added value to advance the college's goals and priorities.

The College will contract with the selected agency/ies from July 1, 2024, through June 30, 2025, with the option of renewing for two additional years (one year at a time), from July 1, 2025, through June 30, 2026, and July 1, 2026, through June 30, 2027, if mutually agreed upon by both parties and pending approval by the College's Board of Trustees. At this time, agencies should consider that the terms and conditions listed in this proposal pertain to all three years.

Oakton welcomes any agency qualified for traditional media planning/buying and digital marketing services to bid on both services. However, the agency/firm may bid on each item separately.

The ideal agency will understand the community college mission, its diverse target audiences, and the community college enrollment process and timelines.

*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.*

## **Background and Context**

With campuses in Des Plaines, Skokie, a new health careers education location anticipated in Evanston in 2024/25, 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.

Oakton College launched a new strategic plan beginning July 1, 2022, [Vision 2030: Building Just and Thriving Communities](#), with a focus on three strategic goals:

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

Students enroll at Oakton with the goal of building a better life for themselves and their families and making a positive impact on their community. To reach their successful outcome — a degree or certificate conferred, credits transferred, or improved career — every student needs personal attention, effective support from outstanding instructors, and a caring community. “Vision 2030” is Oakton’s roadmap to helping students reach that goal.

A few key institutional initiatives have occurred:

- [Website](#) redesigned and launched June 2022.
- The college changed from Oakton Community College to Oakton College in 2022.
- The college has completed a brand refresh project (Jan 2022-June 2022) that has created a refresh to our visual identities (logo and seal) and updated brand guidelines and messaging pillars to align with the college's new strategic plan and name change.

Oakton's marketing and communications department is looking for an agency/ies to provide strategy, recommendations, and placement of its digital and traditional marketing efforts while integrating digital tactics with Oakton's institutional website/microsite/s/landing pages and CRM system (Salesforce/Target X) utilizing Google Analytics Google Tag Manager and existing social media accounts.

There are three primary enrollment campaign periods within the fiscal year: fall (August), spring (January), and summer (June). Campaigns may be enrollment-based, program/niche-based, and continuously run through the year to impact brand awareness and lead generation within Community College District 535.

Campaigns encompass a variety of channels and media including, but not limited to, traditional advertising channels, paid social media, digital ad networks, mobile, multimedia, paid and non-paid media search, remarketing and retargeting, broadcast TV, OTT, streaming platforms, and geofencing. Nearly all media is geo-targeted, including district zip codes or market-targeted, and may include identified lists provided by the marketing and communications department. Creative is usually developed in-house. Media is generally pre-planned for the next fiscal year (July-June) the preceding March or several months before enrollment.

Some ad hoc media buys arise due to unexpected internal requests or institutional needs, opportunities, and priorities. All digital campaigns are tracked via Google Analytics, with interactions tracked through Google Tag Manager.

The successful agency will provide a narrative that will discuss its background and how it is best suited to assist Oakton College's Marketing and Communications department with:

- **Brand Awareness:** impacting and raising the awareness of Oakton's brand while strengthening the college's relevance throughout District 535.
- **Enrollment and Events:** reaching prospective students to gain the most reach at the best possible cost. This includes reaching high school students (traditional) and adult students (post-traditional); reaching parents and influencers; utilizing purchased and institutional lists to convert prospective students to apply and enroll; students who have stopped out to re-enroll; and working with Oakton's current student lists to help with retention efforts and reduce equity gaps. Reaching students who are looking to transfer and enter into a career. There are generally two open houses each year to reach new prospective students.
- **Community and Business Partners:** A focus for the institution is to strengthen our relevance with workforce and industry partners. There may be potential need/s to support this audience and identify prospective students for enrollment.
- **Digital Expertise:** providing digital expertise to help manage media buys and budget/s; data and analytics, campaign optimization; and recommendations. The agency may need to help Oakton establish best practices for tracking and identifying KPIs for digital



campaigns and implementation and set up with Google Analytics and Google Tag Manager and integration with the college's CRM system Target X (Salesforce), including integration with the college's official social media channels.

- **Traditional Expertise:** providing experience to help manage media buys/budgets and optimization for traditional media mixes and communications strategy/messaging.
- **Partnership:** providing expertise in best practices and trends in reaching prospective students and offering innovative ideas and solutions that impact brand awareness in higher education. We need the agency/ies to ensure the college's best foot is forward in all channels and provide quality checks with other vendors on our behalf.

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

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

Please include the following information in your proposal response:

- I. What 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, 2024.)
- II. Provide information on the experience of the project team that will support Oakton directly;
  - a. Include experience and biographies of the buyers and media planning team.
  - b. Include experience and biographies of senior-level account representatives on all planning services, and provide references. If the agency/ies change a project team member(s) during the life of the contract, Oakton requires a seasoned team with at least 2-3 years of experience in higher education. Describe how representation transition would occur if needed.
- III. Agency's media buyers must demonstrate the ability to negotiate the best rate(s) with a digital and/or traditional media company.
  - a. Give at least 2 examples on how your agency has accomplished the best rate while passing on increased savings to your customers.
  - b. 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.
  - a. How will your agency service provide access to live dashboards and consistent communication/meetings with the college?
- V. We require team meetings and review of campaign performance/s as needed or deemed appropriate.

- 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, the higher education sector, and the community college system is preferred.

### **Oakton College: Digital Marketing Needs**

The College seeks a digital 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, retargeting, and remarketing, Mobile, Paid Social, streaming media, and Google Tag Manager and Google Analytics.

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.
- Digital trend expertise/consulting/recommendations.
- DSP ad network experience to support geofencing opportunities.
- Target audience analysis:
  - Demographics, behavioral/look-alike audiences/contextual, etc.
  - Utilization of current list/s by Oakton is expected.
- Media placement effectiveness/tracking results.
- Conversion optimization support
- Certified in Microsoft's Bing Ads Accredited Professional is preferred.
- Must be a Certified Google Partner, certified in the following areas:
  - Premier Google AdWords
  - Google Analytics Certified
  - Google Tag Manager Certified
  - Google AdWords Display
  - Google Video Advertising,
  - Appropriate DSP networks such as DoubleClick.
- Google Premier Partner preferred.
- Access to live 24/7 dashboard to monitor and assess all campaign/s results in real-time.
- Proactive communication and quality checks on the college's behalf.
- Partner with the Marketing and Communications department on professional development opportunities to enhance digital marketing knowledge.
- Thought partner to advance the college's goals and priorities to reach diverse audiences.

### **Oakton College: Traditional Marketing Needs**

The College seeks a traditional advertising agency to deliver strategy/planning/buying/expertise, recommendations/tracking/reporting.

Key areas of interest will include:

- Experience or knowledge of Chicagoland media market and opportunities is required
- Media trend expertise/consulting/recommendations.
- Media placement effectiveness/tracking results.

- Proactive communication and quality checks on the college's behalf.
- Target audience analysis and identification.
- Buying power that includes bonus opportunities.
- Print, broadcast, streaming, and other opportunities that positively impact Oakton's brand awareness.
- Thought partner to advance the college's goals and priorities to reach diverse audiences.

## **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 market/s best. 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 who will be managing Oakton College's account. The narrative format should outline the situation, task, action/s taken, and 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 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 be cause for removal from further consideration.

Oakton welcomes any additional information that facilitates its ability to make the best decision.

**PRICING PAGE**

Capability/Need Overview	Pricing Instructions	PRICE
<b>Digital Advertising Strategy</b> Assume the total budget is: \$220,000 and offer recommendations for allocation to the needs outlined below.		
<p>1. <b>Digital display and other streaming media:</b>            Pandora/Spotify, Amazon Advertising, mobile, etc.; planning/buying/trafficking including primary sites, social sites, geofencing and geotargeting and network and/or remnant buys.</p> <p>Please provide an overview of your digital marketing opportunities.</p> <p>Please provide a summary of media outlets the agency works with and one sample tracking report.</p>	<p>Show the commission formula used, net media expenditure, and actual commission to agency in dollars. Note any fees in addition to media commission.</p>	<p>Formula:</p>
<p>2. <b>Paid search campaign and retargeting:</b>            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.</p> <p>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).</p> <p>Please provide an overview of your remarketing strategy opportunities.</p>	<p>Show the commission formula used, net media expenditure and actual commission to agency in dollars. Note any fees in addition to media commission.</p>	<p>Formula:</p>
<p>3. <b>Concepting and creative development, including multimedia:</b></p> <p>Please provide one sample each of (if applicable):            -Digital display ad/s            -Social site display ad/s            -Paid Search ad copy</p>	<p>Provide per hour creative development rates for:            Design and Copywriting (Not including media production costs.)</p>	<p>\$ _____</p>

4.	<p><b>Paid Social Media strategy and execution:</b></p> <p>Provide tracking/engagement reports. Please provide an overview of your social media opportunities that build on Oakton’s organic social media efforts.</p> <p>Please note your agency will be given appropriate access to Oakton’s current social media accounts as needed.</p>	<p>Provide per hour fee for: -Strategy Development -Execution</p>	<p>\$ _____</p>
6.	<p><b>New ideas</b></p> <p>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.</p>		

<p><b>Traditional Advertising Strategy</b></p> <p>Assume the total budget is: \$190,000 and offer recommendations for allocation to the needs outlined below.</p>			
1.	<p>Planning, buying, and implementation/management for traditional channels that impact brand awareness and enrollment within District 535.</p>	<p>Provide per hour fee for: - Strategy Development - Execution - Placement/s</p>	<p>\$ _____</p>

**Other Considerations:**

- Any additional information a vendor may like to provide that will enable the College to make the best decision is welcome, including other services.
- Identify any subcontractors that your agency has partnered with.
- The agency may bid on the services they provide; we would like to see this “a la carte” to determine our needs.

Oakton College

Proposal # 1

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**Year 1: July 1, 2024 to June 30, 2025**

Price to provide Digital Expertise \$ \_\_\_\_\_

Price to provide Traditional Expertise \$ \_\_\_\_\_

**Year 1: TOTAL for both Digital & Traditional Expertise \$ \_\_\_\_\_**

**Year 2: July 1, 2025 to June 30, 2026**

Price to provide Digital Expertise \$ \_\_\_\_\_

Price to provide Traditional Expertise \$ \_\_\_\_\_

**Year 2: TOTAL for both Digital & Traditional Expertise \$ \_\_\_\_\_**

**Year 3: July 1, 2026 to June 30, 2027**

Price to provide Digital Expertise \$ \_\_\_\_\_

Price to provide Traditional Expertise \$ \_\_\_\_\_

**Year 3: TOTAL for both Digital & Traditional Expertise \$ \_\_\_\_\_**

**Grand Total (Year 1- 3) \$ \_\_\_\_\_**







**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 bid 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 disclosure 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 **Request for Proposal #1 for Digital & Traditional Marketing Services** trade secrets and / or commercial or financial information that are proprietary, privileged, or confidential. The disclosure of specifically identified content within the material would cause competitive harm to:

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*(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.

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 RFP response that has confidential and/or proprietary information removed/redacted. Please mark this as "FOIA Copy."**

**The College will use this copy at the public bid/RFP opening, and this copy must include your pricing**