



Notice of Award

Agency and Awarded Vendor Information

Description: SBE 03 – State Based Exchange Marketing and Communications

Bid Number: DOI-SBE 03

Agency: The Department of Insurance

Vendor Selected for Award: Marketing for Change Co.

Total Award Amount: \$16,229,985

Number of unsuccessful bidders/offerors: 6

<u>Terms</u>	<u>Length</u>	<u>Value</u>
Initial Term	3-years	\$6,955,707.86
Renewal	4-years	\$9,274,277.16

Business Enterprise Program

Awarded Offeror BEP Utilization Plan Goal 30ILCS 575/7 (6)

6% of BEP Per Utilization Plan

<u>List each Offeror</u>	<u>Total bid Amount</u>	<u>Certified BEP Firm</u>	<u>Bid Amount</u>
Marketing for Change Co.	\$16,229,985	Rudd Resources LLC	\$973,791.10



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Agency Contact Name: Michael Underwood

Email: doi.sbmprocurement@illinois.gov

Telephone Number: 217-557-5661

Street Address: 320 West Washington, 4th FL

City: Springfield

State: Illinois

Zip Code: 62629

Written Determination for Contract Award Decision

Request for Proposal - Based on factors set forth in the Request for Proposal, the contract has been awarded to the offeror whose proposal is most advantageous to the State.

Approved

Mike Underwood

Michael Underwood, Agency Procurement Officer

