THE COUNTY OF DUPAGE
FINANCE - PROCUREMENT
MARKETING SERVICES - RECYCLING EDUCATION 25-088-FM
BID TABULATION

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Criteria	Available Points	Blueprint Agencies	Elevated Strategy LLC	GMCI Creative	**Güd Marketing, Inc.**	Leap Five, LLC dba (matter)	We Are Novella, LLC dba Novella
Firm Qualifications	25	21	7	23	**24**	18	19
Key Qualifications	20	18	3	18	**19**	14	15
Project Understanding	45	43	3	41	**43**	30	37
Price	10	5	10	5	**5**	5	5
Total	100	88	23	87	**91**	68	76

Fee and Rate Proposal (Design Only)	$ 56,070.00	$ 30,000.00	$ 60,000.00	$ 60,000.00	$ 60,000.00	$ 60,000.00
Percentage of points	54%	100%	50%	50%	50%	50%
Points awarded (wtd against lowest price)	5	10	5	**5**	5	5

NOTES

RFP Posted on 8/1/2025 Bid Opened On 8/20/2025, 2:30 PM by	BR, SR
Invitations Sent	173
Total Requesting Documents	13
Total Bid Responses Received	6