EDUCATION SERVICE CENTER REGION 19 ALLIED STATES COOPERATIVE
RFP AWARD SUMMARY

RFP TITLE:	Advertising, Graphic Design, Marketing Services and Related – ESC Region 19 Allied States Cooperative
RFP NUMBER:	25-7510
RFP OPENING DATE:	November 5, 2024
CONTRACT TERM:	Date of award until December 31, 2025, with 4 annual extension options. **(Extended by Region 19 until December 31, 2026)** **(Extended by Region 19 until December 31, 2027)**
FUNDING SOURCE:	Various
RFP's ISSUED:	1,156
RESPONSES:	22
ADVERTISEMENT DATES:	El Paso Times – October 7, 2024 & October 14, 2024
RECOMMENDED FOR AWARD:	**11-D Marketing, LLC. (Denisse Olivas)** **AeroFrohne LLC (Derrick ~~Anthony~~ Frohne)** *updated 4/9/26 **~~Alby.Design (Alberto Bordier)~~** *updated 9/24/2025 **Allovus Creative Services (Allovus Design, Inc)** **~~Barracuda Public Relations (HUB)~~** *updated 10/14/2025 **CESO Communications LLC** **~~CultureSpan Marketing (The Laster Group, Inc.) (HUB)~~** *9/18/25 **Borderline Creative LLC, dba CultureSpan Marketing +Digital** **EFO Media (EFO LLC) (HUB)** **For The Brand Marketing LLC** **Fuzzy Red Panda (Patricia Chavarria)** **~~inSegment~~** *updated 9/24/2025 **KFOX14 (Sinclair Communications, LLC) (Sinclair Television Group, Inc. dba KFOX-TV)** **KVIA TV (NPG of Texas, LP KVIA TV) (KVIA, NVIA, OVIA, QVIA)** **Luna Creative, LLC (HUB)** **Magnum Opus (Khaleel Artis dba Magnum Opus Strategic Design LLC)** **Mithoff Burton Partners (Mithoff Advertising, Inc.) (HUB)** **Prime Advertising (Lead AD LLC) (HUB)** **Stanton Street Technology Group, Inc.** **True North Inc.** **Xclaymation (Collaboratorz LLC)**
TOTAL (estimated)	**$2,000,000.00/year**

EXPLANATIONS:

Award of this solicitation will enable ESC Region 19 - Allied States Cooperative (ASC) to establish a contract with vendor(s) for Advertising, Graphic Design, Marketing Services and Related for those procurements made with federal, state or local funds. Evaluation and award recommendation were based on 70% pricing and 30% references. The awarded vendors' pricing and information can be found on the Award Detail spreadsheet. Adams Consulting Tower LLC (Nekita Adams) submitted a proposal however was not considered; vendor does not meet the scope of work. Display Services Inc submitted a proposal however was not considered; vendor was terminated and is ineligible for a new contract at this time. Alby.Design (Alberto Bordier) and inSegment were removed from award for failure to submit insurance as per the bid terms. Barracuda Public Relations is

no longer in business and was therefore removed from this bid award.

SPECIFICATIONS, PREPARATION AND EVALUATION PROVIDED BY:

Rebecca Hernandez – ESC Region 19

Andrea Amiri – ESC Region 19

Patty Delgado - ESC Region 19

Special Conditions

1. ASC members must approve in writing any services before they are rendered. Vendors that provide service before final written approval is granted will be doing so at their own expense and member will not be responsible to pay for service.
2. Vendors are required to provide all equipment and materials needed to perform services.
3. Vendors will provide pricing based on a discount from your pricelist naming the services you are proposing and their rates. All pricing must include the ASC administrative fee as referenced in the terms and conditions and attribute section of the solicitation. The pricelist should include any additional fees or add-on items.
    a. Additional fees may include but are not limited to file management, rights to designs/creations, delivering files, postproduction, etc.
    b. Add-on items may include but are not limited to printed signs, banners, backdrops, etc.
        i. Add-on items may only be sold when services are included. Vendors may not use this RFP to sell products only.

4. ASC members may use any designs, creations, etc. at their discretion.
5. Vendors may request a separate additional contract be signed by ASC member. Refer to the terms and conditions attachment for detailed information regarding supplemental contracts.

Approved By: _____ **Date:** _____

Dr. Armando Aguirre	**November 18, 2024**
Dr. Armando Aguirre	**September 15, 2025**
Dr. Armando Aguirre	**September 2, 2026**