

DIRECTOR ST. HILAIRE

SCORING OF ADVERTISING SERVICES

RFP2018-01-ADV

The NHLC will use a scoring scale 115 points as set forth in the table below:

| CATEGORIES | POINTS | | Wedü | EVR | PRICE BREAKDOWN |
|--|--------|-----|------|------|--------------------|
| | | | | | |
| TECHNICAL | | 60 | | | |
| Experience and Qualifications | 25 | | 25 | 25 | |
| Marketing Strategy, Creativity and Methodology | 35 | | 35 | 25 | |
| ORAL PRESENTATION | | 25 | 23 | 18 | |
| PRICE PROPOSAL | | 30 | 29 | 26.8 | |
| | | | | | |
| TOTAL POTENTIAL POINTS | | 115 | 112 | 94.8 | |

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DIRECTOR BRASSARD JORDAN

SCORING OF ADVERTISING SERVICES

RFP2018-01-ADV

The NHLC will use a scoring scale 115 points as set forth in the table below:

| CATEGORIES | POINTS | | Wedü | EVR | PRICE BREAKDOWN |
|--|--------|------------|------|------|--------------------|
| | | | | | |
| TECHNICAL | | 60 | | | |
| Experience and Qualifications | 25 | | 24 | 24 | |
| Marketing Strategy, Creativity and Methodology | 35 | | 34 | 29 | |
| ORAL PRESENTATION | | 25 | 25 | 20 | |
| PRICE PROPOSAL | | 30 | 29 | 26.8 | |
| | | | | | |
| TOTAL POTENTIAL POINTS | | 115 | 112 | 99.8 | |

Paul B Jordan 4/3/18

SCORING OF ADVERTISING SERVICES

RFP2018-01-ADV

The NHLC will use a scoring scale 115 points as set forth in the table below:

| CATEGORIES | POINTS | | Wedü | EVR | PRICE BREAKDOWN |
|--|--------|------------|------|------|-----------------|
| TECHNICAL | | 60 | | | |
| Experience and Qualifications | 25 | | 20 | 20 | |
| Marketing Strategy, Creativity and Methodology | 35 | | 30 | 25 | |
| ORAL PRESENTATION | | 25 | 22 | 16 | |
| PRICE PROPOSAL | | 30 | 29 | 26.8 | |
| | | | | | |
| TOTAL POTENTIAL POINTS | | 115 | 101 | 87.8 | |

[Handwritten Signature]
4/3/18