

Marine Forces Special Operations Command
Card Advertisement Delivery
Statement of Work

19 January 2023

1.0. Introduction: In early 2009, the Recruiting Campaign Working Group (RCWG) identified the requirement for Marine Forces Special Operations Command (MARSOC) to develop a multi-faceted marketing and advertising campaign.

The primary purpose of the campaign is to bolster the command's efforts to recruit qualified Marines. As a component command, MARSOC retains the responsibilities to man, organize, train and equip Marine Special Operations Forces (MARSOFF). As a result, MARSOC is required by the Commander, USSOCOM to recruit, screen, assess and select (RSAS) Marines for service within special operations forces. Successful selection of the 'right' personnel begin with a dynamic, systematic, and well-executed recruiting and screening effort to identify the most qualified candidates. Consequently, the MARSOC Marketing and Advertising Campaign Plan (MMACP) must complement and support the command's Recruiting Campaign Plan (RCP) and the Recruiting, Screening, Assessment and Selection (RSAS) process in targeting key recruiting populations.

The target population is those Marines who meet the criteria for service within MARSOC and are near the end of their first term and those nearing the end of their tour obligation (three years on station and eligible for permanent change of station/permanent change of assignment orders).

The campaign's secondary purpose is to increase institutional awareness of MARSOC at the strategic level. The MMACP should expand the ability of MARSOC leadership to positively influence both civilian and military target audiences. Target population includes current and previous MARSOC personnel, senior military leaders within the Department of Defense, the Special Operations (SO) community, and the Marine Corps as well as other civilian and political leaders.

2.0. Background: In September 2009 MARSOC contracted for services to produce marketing collateral in support of the Marketing and Advertising Campaign Plan. The intent for this contract is targeted at providing direct support to recruiters in their efforts to attract highly qualified candidates to MARSOC as well as positively affect strategic targets where developing an awareness of MARSOC and its critical missions will benefit the command.

3.0. Scope: In the performance of this task, the contractor shall print and deliver insert card advertisements (Specifications: 7.25" x 5.25", full color, duplex. Cards can be perforated if required) to all Marine Corps Recruits during Marine Corps Boot Camp at MCRD Parris Island, MCRD San Diego and Officer Candidate School (OCS) who sign up to receive mail (approx. 36,000 annually). The contractor shall provide a minimum 300,000 run-of-site web banner impressions on news.com and related platforms. These impressions will focus on creating a positive relationship with the civilian and military target audiences. The contractor shall provide a 12- part article series produced in conjunction with COMMSTRAT. The contractor shall provide 300,000 run-of-site web banner impressions that will support viewership of the 12-part content series. No established schedule exists, and the Government will determine the dates for the advertisements and provide no less than fifteen (15) calendar days' notice prior to a requirement being levied.

4.0. Applicable Directives: N/A

5.0. Performance Requirements: The contractor shall adhere to all performance requirements listed below.

5.1 The contractor shall print and deliver insert card advertisements (Specifications: 7.25" x 5.25", full color, duplex. Cards can be perforated if required) to all Marine Corps Recruits during Marine Corps Boot Camp at MCRD Parris Island and MCRD San Diego who sign up to receive mail (approx. 30,000 annually) for a one (1) year commitment.

5.2 The contractor shall pay for all print and delivery of the insert card advertisements during each one (1) year commitment.

5.3. The contractor shall pay for all components necessary to produce and display the website banner impressions and 12-part article series produced in conjunction with COMMSTRAT.

5.4 The contractor shall provide an after action report to include but not be limited to proof samples and advertising campaign analytics sent to MARSOC Recruiting & Advertising representatives quarterly during each one (1) year commitment.

6.0. Personnel Requirements: The Contractor shall furnish all qualified supervisory, administrative, and other personnel to accomplish all contract requirements. At the time the work begins, the Contractor shall designate a responsible employee to supervise work and to coordinate with the Government representative.

7.0. Government Furnished Equipment, and Materials: The Government will provide artwork creatives built to the specifications provided by the contractor electronically in the required format.

8.0. Period of Performance: The Government anticipates awarding a firm fixed price contract for a period of one (1 year).

9.0. Place of Performance: The place of performance shall be at MCRD Parris Island, MCRD San Diego, Officer Candidate School (OCS) and sanboxxnews.com as listed in section 3.0 of this SOW.

10.0. Government Representative: Will be provided at time of contract award.

11.0. Quality Control Plan:

11.1. Quality Control Plan. The contractor shall establish and maintain a complete Quality Control Plan to ensure the requirements of the contract are provided as specified. One copy of the contractor's Quality Control Plan shall be provided to the Contracting Officer upon request.

11.2. Quality Assurance. The Government will evaluate the contractor's performance under this contract based on the inspection of the services clause. The Government will record all surveillance observations. When an observation indicates defective performance, the Contracting Officer Representative (COR) will request the contractor's representative to initial the observation.

11.3. Performance Evaluation Meetings. The contractor may be required to participate in a teleconference with the Contracting Officer's Representative (COR) and the Contracting Officer during the first month of the contract. Teleconference meetings will be held as often as necessary thereafter as determined by the Contracting Officer. However, if the contractor requests, a teleconference meeting will be held whenever a Contract Discrepancy Report is issued. The written minutes of these meetings shall be signed by the contractor's manager, contracting officer and COR. Should the contractor not concur with the minutes, the contractor shall state any areas of non-concurrence in writing to the Contracting Officer within ten (10) calendar days of receipt of the signed minutes.

11.4 Government Quality Assurance Surveillance Plan (QASP)

11.4.1 The QASP is implemented by the Government to evaluate the output quality and responsiveness of the contractor to ensure that the government receives the services for which public funds are expended. The government's QASP is not a substitute for the quality control plan implemented and administered by the contractor. The Contracting Officer will designate a government employee as a Quality Assurance Evaluator (QAE), who will be responsible for the monitoring of contractors performance. In accordance with FAR 52.246-4, Inspection of Services-Fixed Price, each phase of the services rendered under this contract is subject to government inspections during both the contractors operations and after completion of tasks. All findings of unsatisfactory or non-performed work will be administered in accordance with FAR 52.246-4(e). All tasks shall be performed in accordance within contract requirements.

11.4.2 The below listed methods of surveillance shall be used in the administration of the QASP and the standards are delineated in the Performance Requirements Survey set forth in Figure 1.

Figure 1. PERFORMANCE REQUIREMENTS SURVEY

Performance Objective	SOW	Performance Standard	Acceptable Quality Level	Method of Surveillance	Incentives
print and deliver insert card advertisements (Specifications: 7.25" x 5.25", full color, duplex. Cards can be perforated if required	5.1	100% Compliance	100% Compliance	COR random Inspection / Communications with affected Account executive for with affected for proof of performance pictures and/or samples sent to MARSOC R&A Representative.	
Provide 300,000 run-of-site web banner impressions to support brand awareness	5.3	100% Compliance	100% Compliance	Monthly impression reporting provided by to MARSOC R&A Representative	
12-part article series	5.3	100% Compliance	100% Compliance	Each piece will be coordinated with and reviewed by a COMMSTRAT representative during production and prior to posting.	
Provide 300,000 run-of-site web banner impressions to support the 12-part article series	5.3	100% Compliance	100% Compliance	Monthly impression reporting provided by to MARSOC R&A Representative	

12.0. Acceptance

12.1 Acceptance of the contractor's work under this order shall be at the sole discretion of the Contracting Officers Representative (COR) appointed by the MARSOC Contracting Officer who will evaluate the deliverables for quality and quantity. Acceptance will be documented using the Wide Area Workflow – Receipt & Acceptance (WAWF-RA). If a deliverable is unacceptable, the Government will notify the contractor, who shall coordinate with the COR to determine the corrective action to be taken.

13.0 Security and Intellectual Property Requirements

13.1 Performance under this contract may require the Contractor to access data and information sensitive to a Government agency, another Government Contractor, or of such nature that dissemination or use other than as specified in this document would be adverse to the interest of the Government or others. Neither the Contractor nor Contractor personnel will divulge nor release information developed or obtained in the course of Contractor performance; except to authorize Government personnel or upon written approval of the Contracting Officer through the MARSOC Advertising / Marketing Program Manager (PM). Any question on the release or use of information, or doubt a person's authority to request information, will be addressed to the Contracting Officer via the Contracting Officer's Representative (COR) and the Advertising / Marketing PM. Contractor personnel involved in this contract will be required to execute an SF-312, Non-Disclosure Agreement, as a condition of employment.

13.1.1 Inquiries, Comments, and Complaints. The Contractor shall direct to the COR and the Contracting Officer all inquiries, comments, or complaints arising from the matters observed, experienced, or learned as a result of, or in connection with performance, the resolution of which may require dissemination of official information.

13.2 Intellectual Property. All content and materials, such as film-footage and photos and all associated intellectual property rights, in their entirety, shall be the property of the Government. Photographs, slides, film footage, trims and cuts, excess to the final accepted product, and all associated intellectual property rights shall be the property of the Government. All materials and other items required under this contract will be maintained by the contractor during the course of the contract, and by order of the COR shall be turned over to the COR or turned over to a subsequent contractor.

13.3 Dissemination of Information. There shall be no release, dissemination or publication within or outside any Government agency, except within and between the contractor and subcontractors, of any information provided by the Government or any supplies developed under this contract or contained in the reports to be furnished pursuant to the contract without the prior written approval of the Contracting Officer.

13.3.1 Release of Information by the Contractor. The Contractor shall not release any information (including photographs, files, public announcements, statements, denials or confirmations) on any part of the subject matters of this contract or any phase of this course program hereunder without the prior written approval of the of the Contracting Officer, through the MARSOC Advertising / Marketing PM. The Contractor shall not release information regarding individuals associated with this contract without the prior written approval of the Contracting Officer.

14.0 Contract Administration. Correspondence relative to the administration of this contract shall be addressed to the following:

To be provided at time of award.