**STATE OF INDIANA** **MBE/WBE SUBCONTRACTOR COMMITMENT FORM**

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| **RFP#: 24-78769** |
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| **TOTAL BID AMOUNT:** $1,730,000.00 |

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| ** MBE Firm  WBE Firm** |  |  | |
| **Company Name:** Media Mix Advertising, Inc. |  | **Contact Person:** Ginger Happe | |
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| **Address:** 4630 Bayard Park Road  Evansville, IN 47714 |  | **E-mail:** ginger@mediamix1.com | |
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|  | **Telephone Number:**  **(** 812 **)** 473-0600 | **Fax Number:**  **(** 812 **)** 473-8774 |
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| **Sub-Contract Amount:** $175,000.00  **Sub-Contract Percentage of Total Bid:** 10.12% |  | **Describe service/product to be provided and how this is a Valuable Scope Contribution of the Contract.**  **Include the applicable UNSPSC that applies to this commitment.** Advertising, internet advertising, print advertising, radio advertising. Media Mix Advertising will serve as our chosen sub-contractor to implement environmental strategies for the evidence-based program, Talk They Hear You. The subcontractor will providing consulting services and will handle media buys using a multitude of mediums (television and radio, billboards, social media, email list purchasing, etc.) Youth First will also utilize this subcontract for the purchase of several program-related print materials for mass distribution. | |
| **Provide approximate dates when Sub-Contractor will perform on this project:** July 1, 2024 through June 30, 2025 with annual contract renewals, at the same sub-contract percentage of total contract award, in subsequent years for which Youth First is receiving contract funding under RFP 24-78769. | | | |

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| ****  **MBE Firm  WBE Firm** |  |  | |
| **Company Name:** Thomas E. Slade, Inc.  dba: Slade Print/ProMark |  | **Contact Person:** Lisa Slade | |
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| **Address:** 6220 Vogel Road  Evansville, IN 47715 |  | **E-mail:** lisa@sladeprint.com | |
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|  | **Telephone Number:**  **(** 812 **)** 437-5233 | **Fax Number:**  **( )** |
|  |
| **Sub-Contract Amount:** $62,248.75  **Sub-Contract Percentage of Total Bid:** 3.6% |  | **Describe service/product to be provided and how this is a Valuable Scope Contribution of the Contract:**  Letterpress and screenprinting, printing, promotional and advertising printing, stationary and business form printing. Slade Print/ProMark will supply Youth First with promotional and print related program supplies related to our Student Assistance Program and other evidence-based programs offered to youth and families who participate in the programs or as recruiting materials to obtain program participation. Examples might include branded T-Shirts, information packets, program brochures, fidget toys, stress balls, etc. | |
| **Provide approximate dates when Sub-Contractor will perform on this project:**  July 1, 2024 through June 30, 2025 with annual contract renewals, at the same sub-contract percentage of total contract award, in subsequent years for which Youth First is receiving contract funding under RFP 24-78769. | | | |

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| Youth First, Inc. |  | ( 812 ) 421-8336 |
| Respondent Firm  111 SE Third Street, Suite 405 |  | Telephone Number  ( 812 ) 421-0659 |
| Address |  | Fax Number |
| Evansville, IN 47708 |  | [pblack@youthfirstinc.org](mailto:pblack@youthfirstinc.org) |
| City/State/Zip Code  Parri O. Black |  | Email Address |
| Representative  March 22, 2024 |  | Authorizing Signature  Parri O. Black, President & CEO of Youth First, Inc. |
| Date |  | Printed Name and Title |

* Please check if additional forms are attached.

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**FORM MUST BE COMPLETED IN ITS ENTIRETY WITH COMPLETED LETTERS OF COMMITMENT.**