

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------|-------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------|------|-------------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------|--|-------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------|--|--|--|
| <div><div></div><div>Evaluation RFP Opening: RFQ/P Item #26-172 Airport Marketing Agency<br/>for Augusta, GA - Augusta Regional Airport<br/>RFQ/P Due Date: Tuesday, May 12, 2026 @ 11:00 a.m.<br/>Evaluation Date: Thursday, August 20, 2026 @ 3:00 p.m.</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Vendors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |         | Aqua Marketing & Communications, Inc.<br>360 Central Ave., Ste. 420<br>St. Petersburg, FL 33701 |                           | M3 Agency<br>229 Furys Ferry Rd., Suite 123<br>Augusta, GA 30907 |      | The Quotient Group, LLC<br>N1374 Tuckaway Court<br>Greenville, WI 54942 |                                 | TKCG, Inc. dba Trevelino Keller<br>1042 Northside Drive, Suite 960<br>Atlanta, GA 30318 |       | Aqua Marketing & Communications, Inc.<br>360 Central Ave., Ste. 420<br>St. Petersburg, FL 33701 |  | M3 Agency<br>229 Furys Ferry Rd., Suite 123<br>Augusta, GA 30907 |  | The Quotient Group, LLC<br>N1374 Tuckaway Court<br>Greenville, WI 54942 |  | TKCG, Inc. dba Trevelino Keller<br>1042 Northside Drive, Suite 960<br>Atlanta, GA 30318 |  |  |  |
| Phase 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |         | Ranking of 0-5 (Enter a number value between 0 and 5)                                           |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Evaluation Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | Ranking | Points                                                                                          | Scale 0 (Low) to 5 (High) |                                                                  |      |                                                                         | Weighted Scores                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 1. Completeness of Response<br>• Package submitted by the deadline<br>• Package is complete (includes requested information as required per this solicitation)<br>• Attachment B is complete, signed and notarized                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  | N/A     | Pass/Fail                                                                                       | PASS                      | PASS                                                             | PASS | PASS                                                                    |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 2. Qualifications & Experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | (0-5)   | 20                                                                                              | 4.7                       | 4.7                                                              | 3.7  | 3.0                                                                     | 93.3                            | 93.3                                                                                    | 74.7  | 60.0                                                                                            |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 3. Organization & Approach                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  | (0-5)   | 15                                                                                              | 3.9                       | 4.7                                                              | 3.4  | 2.7                                                                     | 59.0                            | 70.0                                                                                    | 51.0  | 40.0                                                                                            |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 4. Scope of Services:<br>•Minimum of five (5) years of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport.<br>•Experience in the development of detailed annual media plans, public relations campaigns, multimedia advertising (design, produce, and buy), web site design and marketing, and direct marketing.<br>•Access to industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency statistics.<br>•Experience in consultation and creative support in order to reinforce brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities.<br>•Experience developing outreach strategies designed to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes. |  | (0-5)   | 15                                                                                              | 4.3                       | 4.8                                                              | 3.7  | 3.2                                                                     | 65.0                            | 72.5                                                                                    | 56.0  | 47.5                                                                                            |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 5. Schedule of Work                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | (0-5)   | 5                                                                                               | 3.8                       | 3.8                                                              | 3.3  | 2.0                                                                     | 19.2                            | 19.2                                                                                    | 16.7  | 10.0                                                                                            |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 6. Financial Stability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | (0-5)   | 5                                                                                               | 4.3                       | 4.8                                                              | 2.7  | 2.7                                                                     | 21.7                            | 24.2                                                                                    | 13.3  | 13.3                                                                                            |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 7. References                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | (0-5)   | 5                                                                                               | 5.0                       | 4.7                                                              | 3.7  | 1.3                                                                     | 25.0                            | 23.3                                                                                    | 18.3  | 6.7                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 8. Proximity to Area - enter the point value for the one line only) Weighted                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |         |                                                                                                 |                           |                                                                  |      |                                                                         | Cost/Fee Proposal Consideration |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Within Richmond County                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | 5       | 10                                                                                              | 5.0                       |                                                                  |      |                                                                         | 0.0                             | 50.0                                                                                    | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Within CSRA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | 5       | 6                                                                                               |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Within Georgia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | 5       | 4                                                                                               |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 20.0                                                                                            |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Within SE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | 5       | 2                                                                                               | 5.0                       |                                                                  |      |                                                                         | 10.0                            | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| All Others                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  | 5       | 1                                                                                               | 5.0                       |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 5.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Phase 1 Total - (Total Maximum Ranking 80 - Maximum Weighted Total Possible 375)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |         | 26.8                                                                                            | 27.7                      | 22.9                                                             | 17.2 | 293.2                                                                   | 352.5                           | 235.0                                                                                   | 197.5 |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Phase 2 (Option - Numbers 9-10) (Vendors May Not Receive Less Than a 3 Ranking in Any Category to be Considered for Award)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 9. Presentation by Team                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  | (0-5)   | 10                                                                                              |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 10. Q&A Response to Panel Questions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | (0-5)   | 5                                                                                               |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| 11. Cost/Fee Proposal Consideration (only choose 1 line according to dollar value of the proposal in relation to all fee proposals - enter the point value for the one line only) Weighted                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Lowest Fees                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  | 5       | 10                                                                                              | 5.0                       |                                                                  |      |                                                                         | 0.0                             | 50.0                                                                                    | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | 5       | 6                                                                                               | 5.0                       |                                                                  |      |                                                                         | 30.0                            | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Third                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | 5       | 4                                                                                               |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Forth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | 5       | 2                                                                                               |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Fifth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | 5       | 1                                                                                               |                           |                                                                  |      |                                                                         | 0.0                             | 0.0                                                                                     | 0.0   | 0.0                                                                                             |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Total Phase 2 - (Total Maximum Ranking 60 - Maximum Weighted Total Possible 125)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |         | 5.0                                                                                             | 5.0                       | 0.0                                                              | 0.0  | 30.0                                                                    | 50.0                            | 0.0                                                                                     | 0.0   |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Total (Total Possible Score 500) Total (May not Receive Less Than a 3 Ranking in Any Category to be Considered for Award)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Total Cumulative Score (Maximum point is 500)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |         | 31.8                                                                                            | 32.7                      | 22.9                                                             | 17.2 | 323.2                                                                   | 402.5                           | 235.0                                                                                   | 197.5 |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Internal Use Only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Evaluator: Cumulative Date: 8/20/26 / 8/21/2/6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Procurement DepartmentRepresentative:_____Nancy Williams_____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |
| Procurement Department Completion Date: 8/20/26 / 8/21/26                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |         |                                                                                                 |                           |                                                                  |      |                                                                         |                                 |                                                                                         |       |                                                                                                 |  |                                                                  |  |                                                                         |  |                                                                                         |  |  |  |