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Issue Date: 5/1/2006

## ADVERTISING &amp; MARKETING SOLICITATION

## TELEVISION MEDIA BUY

**Description:** The Battery Park City Authority ("BPCA" or "the Authority") is a public benefit corporation created by the New York State Legislature in 1968 to develop a 92-acre site at the southwestern tip of Lower Manhattan. Parcels are leased to developers who build in accordance with BPCA guidelines, which incorporate "green" provisions mandating state-of-the-art environmental specifications to maximize energy efficiency and minimize water usage. Under an executive agreement, excess revenue generated by the Authority is given to New York City for use in its public coffers. Over the last thirty years, the BPCA has transferred nearly \$1 billion to New York City. Currently, BPCA is seeking an agency to place a 30 minute video on local television stations airing for approximately eight-weeks. The selected contractor must convey total and unlimited intellectual property rights in the project work in perpetuity, and worldwide, to the BPCA. There is no Additional Bid Package. Proposals must be sent by mail only with the proposal project title printed on envelope. Interested firms (or individuals) should download and complete the "Mandatory Forms Packet" located on the BPCA website ([http://www.batteryparkcity.org/pdf/mandatory\\_forms.pdf](http://www.batteryparkcity.org/pdf/mandatory_forms.pdf)). The completed forms are a required part of your proposal submission and must be included with the following: fee structure for account management, media buy-television and agency commission, a statement of qualifications, client listings and references. Minority business subcontracting goals are required. For questions on M/WBE participation and sub-contracting goals, please contact Mr. Anthony Peterson at 212-417-2337. No proposals will be considered without the completed mandatory forms. Late proposals will not be considered. Information about BPCA can be found at [www.batteryparkcity.org](http://www.batteryparkcity.org).

**Minority Sub-  
Contracting Goal:** 5%  
**Women Owned Sub-  
Contracting Goal:** 5%

**Proposal Due:** 5/22/2006 5:30PM**Location:** Battery Park City

**Contact:** Henry Davis, Public Affairs/Public Affairs  
Associate  
Community Affairs  
Hugh L. Carey Battery Park City Authority  
One World Financial Center  
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