

Progressive Marketing

Proposal Response – Alliance for Innovation (AFI)

Promotional Items, Branded Merchandise, Print/Marketing Collateral, and Related Services

SECTION 1: PRODUCT OFFERING / PRICING STRUCTURE

- **Workstreams proposed and catalog breadth**

Ja Pro Marketing dba Progressive Marketing proposes to participate across all AFI workstreams (1-6), offering broad catalog coverage and custom sourcing capability for public-sector needs. Our online catalog includes over 500,000 promotional items, apparel, and awards, and we routinely source specialty lines and custom-manufactured products beyond standard catalog offerings. Since that is an overwhelming selection, many of our clients ask us for product suggestions. Our knowledgeable team does an excellent job of researching items for our clients and because we have been in business for 47 years, we know which products look and perform well. Also, our design team has designed and made hundreds of different lapel pins and other forms of jewelry. We can design challenge coins, engraved pewter Mint Julep cups, etched crystal awards, and provide the coolest t-shirts you have ever seen. We do it all and do it well.

- **Customization methods supported**

Progressive Marketing supports a wide range of decoration and customization methods through our vetted domestic and international supplier network. These include, as applicable by product category: screen printing, embroidery, engraving/etching (laser/rotary where offered), heat transfer/film methods, and other manufacturer-supported imprint processes.

We also support custom-designed items and product development through supplier partners who can produce custom manufacturing for program-specific or brand-specific needs.

Progressive Marketing brings deep knowledge of contemporary ASI/Promotional products, decoration methods, brand standards, and logo application. We excel at recommending products that best fit our customer's audience, purpose, and brand standards. We understand and can communicate "logo fits-well" considerations and imprint limitations, ensuring that every item ordered is visually pleasing. We can provide creative guidance on product selection to align with the customer's thematic events, product goals, and

company branding, ensuring consistent, high-quality representation of the customer's brand across all promotional items. Because marketing tastes vary with clients, we prefer to make preproduction samples to ensure our client likes the finished product before the entire order is produced.

- **Minimum order quantities and typical lead times**

Minimum order quantities (MOQs) vary by manufacturer and product type, but Progressive Marketing regularly supports both small orders and large-volume programs.

Typical lead times for standard production generally aligns with common industry timelines of 12-15 business days depending on product and imprint method. We can provide rush orders when needed, as certain suppliers can provide 2-5 day turnaround (rush fees, when applicable, are disclosed in quoting process). The turnaround time on a quote request is 4-48 hours.

- **Pricing model details**

Progressive Marketing proposes a discount-off-published-price model consistent with AFI's preferred structure. We offer a baseline 10% catalog discount across all catalog categories. Our catalog can be viewed and searched on our website (<https://www.progressivemarketing.com/>). We offer custom-bid pricing for most orders that can often exceed 30% off catalog list price, due to our direct importer status and long-standing relationship with domestic and international suppliers. We can also offer a tiered pricing model where the baseline catalog discount increases after sales volume goals are met within a single year. Our proposal for a tiered pricing model is 10% off up to the first \$200,000 in yearly sales, 12% off yearly sales between \$200,000 and \$300,000, and 13% off yearly sales over \$300,000. This would start over every year.

All costs are clearly defined with no hidden fees; any setup, imprint, rush production, packaging, warehousing (if applicable), and shipping charges are disclosed at time of quote and itemized as needed. We do not do any regional pricing zones or exceptions that affect the proposed discount. Shipping is typically done via FedEx or UPS, and we receive shipping discounts from them due to the large volume we ship on a yearly basis, which results in savings we can pass on to our customers.

- **Price parity approach and how maintained over time**

Progressive Marketing maintains competitive and consistent public-sector pricing through contract discount consistency, price protection controls, and renewal pricing transparency. The stated discount approach is applied consistently to all contract users. We will only raise pricing if supplier costs increase to us. For any contract period in which

the contractor cannot guarantee price protection, the contractor is responsible for providing a written request for change in price at least 45 days prior to the end of the contract period. If contractor does not provide a written request for price increase, the pricing for the previous contract period will continue through the next contract period providing the contract is renewed. Any request for price changes must be substantiated by firm proof that conditions have changed in the industry, which would warrant a change in price. Any change in pricing may not exceed the maximum percentage increase for the applicable contract period above and must be mutually agreed upon by the customer and contractor.

The current list price can be provided with renewals, and pricing is maintained through documented published price and discount methodology. This approach keeps pricing verifiable, repeatable, and defensible for public agencies across the contract term.

Progressive Marketing is offering a 10% baseline discount across all catalog prices. This is the standard discount that we offer to our public-sector contracts of similar scope to this RFP. Because of our status as a direct importer, the price we can offer in a formal quote is often up to 30% off the listed catalog price. Quotes and orders are handled by our account representatives, who are all trained on the specifications of the contracts they work on. We also keep digital and hard copies of every RFP and contract in organized files for easy reference. This ensures that when a client requests a quote, either through our online catalog or through a direct email to their account representative, our staff will price the quote with at least the contracted 10% discount, but usually the quote will exceed that contracted 10% discount.

- **How line extensions/new items are priced to remain aligned with contract pricing**

Progressive Marketing will price line extensions and newly introduced items using the same contract methodology applied to existing items. Items sourced from published catalogs follow published price less the applicable contract discount (baseline discount, or additional discounts due to our direct importer status when product and timeline allow for it). For specialty items or new items not in a standard catalog, Progressive Marketing will custom bid through our domestic and direct-import supplier network to ensure pricing remains consistent with contract value expectations and quantity-based efficiencies. Any price changes over time remain subject to our price-change controls (only when costs increase to us; proof required; capped annual increases).