

PERFORMANCE WORK STATEMENT (PWS)
FOR

Advertising Services

1.0 General: Media campaign advertising the 106th Rescue Wing starting on or about 08/01/2022-07/31/2023.

1.1 Scope: The contractor shall provide all personnel, equipment, tools, materials, supervision, and quality control necessary, to perform Advertising Services, as defined in this PWS.

1.1.1 Objectives: To garner public awareness about the New York Air National Guard and 106th Rescue Wing. This media campaign will have exposure to approximately 100,000 people in our recruiting arena. The expectation is to gain qualified individuals from media exposure in order to increase our base readiness and manning. Please see attachment for final media product example.

1.2 Background: Advertising Campaign to bring public awareness of the 106th Rescue Wing, NYANG.

1.3 Period of Performance (PoP): 08/01/2022-07/30/2023.

1.4 General Information: Advertising will take place via LED Scoreboards, University Network, Digital Gameday programs, Website Advertisements, Gameday Programs.

1.4.1 Place and Performance of Services: Advertising will take place from 08/01/2022- 07/31/23 on the campus of Stony Brook University.

1.4.2 Quality Control (QC): The contractor shall develop and maintain an effective QC Plan (QCP) to ensure services are performed in accordance with this PWS.

1.4.3 Quality Assurance (QA): The 106th Rescue Wing Recruiting Office military personnel will do weekly site visits to ensure quality assurance and that our objectives are being met.

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