



## **REQUEST FOR PROPOSALS FOR PAID MEDIA AND MARKETING SERVICES**

### **I. PURPOSE**

The Connecticut Green Bank (“Green Bank”) seeks proposals from vendors (“Contractors”) to provide services related to paid media campaign planning and execution, including placement of paid advertising, search engine marketing, search engine optimization, and content creation (animations, short videos, etc.) to support these paid efforts.

### **II. GREEN BANK BACKGROUND**

The Green Bank was established by the Connecticut General Assembly in 2011 as the nation’s first state-level green bank and has since supported the creation of nearly 30,000 green jobs in the state, while reducing the energy cost burden on over 71,000 families, businesses, and nonprofits.

The Green Bank’s vision is a planet protected by the love of humanity and its mission is to confront climate change by increasing and accelerating investment into Connecticut’s green economy to create more resilient, healthier, and equitable communities. This is accomplished by leveraging limited public resources to scale-up and mobilize private capital investment into Connecticut. To date, the Green Bank has mobilized more than \$3 billion into the State’s green economy. This has reduced the energy costs for thousands of families and businesses, and reduced greenhouse gas emissions that cause climate change and worsen public health.

In 2021, the Green Bank’s scope was expanded beyond green energy into environmental infrastructure, which includes subsectors such as agriculture, land conservation, parks and recreation, environmental markets, water, and waste and recycling.

The Green Bank develops and administers various financing, investment, and incentive programs for energy efficiency and renewable energy projects for residential, commercial, industrial, institutional, and municipal customers in Connecticut. These projects include, but are not limited to, energy upgrades such as weatherization, efficient lighting, appliances, HVAC systems, fuel conversion, solar photovoltaic systems, hot water systems, battery storage, and electric vehicle (EV) charging infrastructure. In addition, the Green Bank engages with a network of contractors, banks, credit unions and other capital providers to attract private financing and investment to help support its programs. For more information about the Connecticut Green Bank, please visit [www.ctgreenbank.com](http://www.ctgreenbank.com).

### III. SCOPE OF SERVICES

The Green Bank is seeking a contractor to manage our paid digital marketing and paid media strategy to support our brand, products, and programs in a manner that is consistent with our brand hierarchy, which was updated, redesigned, and relaunched in January 2023.

The selected contractor would work with Green Bank marketing team, an external graphic designer, and other vendors as necessary to create a comprehensive advertising calendar for digital/paid engagement inclusive of brand and program awareness for the fiscal year (July 1 through June 30). This would include general master brand awareness, as well as specific campaigns supporting the solutions lines ([Home Solutions](#), [Building Solutions](#), [Investment Solutions](#), [Contractor Solutions](#), and [Community Solutions](#)) and associated products, such as the [Smart-E loan](#), [C-PACE](#), [solar power purchase agreement \(PPA\)](#), [Green Liberty investments](#), and [Energy Storage Solutions](#). The calendar and plans would need to be flexible enough to allow for future program expansion or campaigns to support new initiatives or offerings. Please visit our website [www.ctgreenbank.com](http://www.ctgreenbank.com) to understand the solution lines and associated products.

We envision this work to include, but not necessarily limited to, the following:

- Development of a 12-18 month strategy and advertising calendar.
- Development of criteria for targeting key audiences and stakeholders at the brand, solution line, and product levels.
- Development and placement of digital/paid media creative, such as:
  - Banner ads,
  - Pay per click ads,
  - SEM,
  - Social media advertisements, and
  - Remarketing and web videos.
- Develop or advise on the development of landing page environments optimized for conversion.
- Ongoing evaluation, adjustment, and reporting of performance.
- SEO strategy and optimization.
- Non-digital media buying and placement to support calendar and/or specific campaigns (this could include radio, broadcast, OTT/streaming, out-of-home, and print media).

Additionally, the plan should include a separate strategy for the promotion of Energy Storage Solutions. This program is overseen by the Public Utilities Regulatory Authority (PURA), is paid for by electric ratepayers, and is administered by the Green Bank, Eversource, and UI. Part of the Green Bank's administration role includes marketing this incentive program which launched in 2022. This program was designed to promote the adoption of battery storage technology at homes and businesses by providing upfront and performance-based incentives that help lower the cost of purchasing. Energy Storage Solutions has its own branding, messaging, and budget separate from the Green Bank's. More information about the program can be found at [www.energystoragect.com](http://www.energystoragect.com).

## V. REQUIREMENTS

### 1. PREFERRED QUALIFICATIONS

The ideal candidate should have:

- a. At least 5 years of experience in digital marketing and media placement.
- b. Experience in the energy efficiency or renewable energy space.
- c. Knowledge of the Connecticut market as it relates to our audiences (homeowners, building owners, businesses, contractors, etc.), including familiarity and relationships with Connecticut print media and other media companies. A Connecticut location is strongly preferred.
- d. Willingness and ability to work with Green Bank, our graphic designer, and other vendors as necessary to incorporate existing brand guidelines and standards.
- e. Ability to create digital assets such as videos and animations.
- f. Ability to provide consultation on SEO and AIO is a plus.

### 2. PROPOSAL TIMELINE AND PROCESS

Each bidder should carefully examine the RFP and any and all amendments, exhibits, revisions, and other data and materials provided with respect to this process. Bidders should familiarize themselves with all proposal requirements prior to submitting their proposal. Should the bidder note any discrepancies, require clarifications, or wish to request interpretations of any kind, the bidder shall submit a written request to [rfp@ctgreenbank.com](mailto:rfp@ctgreenbank.com). The Green Bank shall respond to such written requests in kind and may, if it so determines, disseminate such written responses to other prospective bidders.

#### RFP Timeline

RFP opened	Tuesday, March 3, 2026
Questions due	Tuesday, March 17 at 5:00 pm eastern time
RFP deadline	Tuesday, March 31 at 5:00 pm eastern time

If Contractor is interested in submitting a proposal, the following requirements should be observed:

- a. Proposals must be received no later than **Tuesday, March 31 at 5 pm eastern time**. Proposals received after the aforementioned date and time may not be considered in Green Bank's sole discretion.
- b. Proposals shall be submitted electronically email to [rfp@ctgreenbank.com](mailto:rfp@ctgreenbank.com). The subject line should be identified as: "Proposal for Paid Media and Marketing Services."

Contractors that make the shortlist of proposals may be required to interview with Green Bank staff.

### 3. PROPOSAL FORMAT

The following format should be followed to provide Green Bank with a working basis on which to compare proposals.

Each of the elements within this outline is expected to be addressed in any submitted proposal. The Green Bank has the right to disregard any proposals that fail to meet this format. However, additions may be made where necessary for purposes of clarification or amplification. Please limit proposals to no more than ten (10) pages (work samples should be included in the proposal as links).

#### a. **EXECUTIVE SUMMARY**

1. General background of Contractor, including history of the company, number of employees, clients, and examples of key projects.
2. Listing of three (3) clients for reference use for whom Contractor has performed similar services as those contemplated by this RFP. Please include the name, email address, and telephone number(s) of the contact person at each reference.
3. Description of any litigation, pending judgments, etc., which could affect the proposer's ability to enter into an agreement with Green Bank. A description of the circumstances involved in any defaults by the proposer. If you have been subjected to any outside audits in the past three years, state by whom the audit was performed, for whom, the facility involved, and the results of the audit.

Include in the proposal any other information you may deem relevant or helpful in Green Bank's evaluation of Contractor or proposal.

#### b. **TECHNICAL REQUIREMENTS**

All proposals which comply with submittal requirements will:

1. Describe your overall approach, plans, and qualifications for accomplishing the specific services described above. Please specifically consider the following:
  - a. Describe how you would approach our organization, programs, and hierarchy.
2. Provide the names of the employees in your company who would be assigned to this project, give a description of each person's experience and qualifications, and indicate probable areas of responsibility. Please tell us how the relationship with the Green Bank would be managed (i.e., dedicated account representative, team calls, calendars, etc.). Please let us know if any services

are outsourced versus completed in-house, or if you have partnerships that are relevant.

**c. COST OF SERVICES**

The Green Bank has not yet established a budget for this engagement for the next fiscal year. We anticipate using proposals submitted to help us determine our spend, so providing cost estimates and ranges is helpful as we compare proposals.

Cost estimates will be considered as “not to exceed” quotations, except to the extent that the assumed scope is changed by mutual agreement in writing. If Contractor has discounted rates for governmental entities such as Green Bank, then please provide such rates.

To help us evaluate proposals comparatively, please submit cost structure to include the following details:

Phase 1 – Kickoff and Discovery.

- We envision a kickoff and planning session where more details about the Green Bank, our programs, and previous strategies will be discussed.

Phase 2 – Strategic Planning and Calendar Creation

- Using the information gathered in phase 1, the contractor will be asked to create a strategic plan with calendar.
- Plan and calendar will be reviewed by Green Bank marketing team. Once approved, contractor would move to phase 3.

Phase 3 – Executing Plan and Strategy.

- Since our budget has not been established, please describe your rate structure to support on a sliding scale. Please differentiate costs (e.g., creative vs. media placement) and describe in detail any fees associated with media placement that are not based on hourly rates such as percentage-based fees.

Please provide your proposed billing rates and titles for any individuals or employees who would be involved with respect to each service you are proposing to provide.

**V. GENERAL TERMS AND CONDITIONS**

If Contractor elects to respond to this RFP, submission of your proposal assumes the acceptance of the following understandings:

- a. Green Bank reserves the right to reject proposals received after the time and date set forth above. All proposals shall remain open for one hundred twenty (120) days after the RFP due date. Green Bank intends to select one or more contractor from among those that submit proposals to this RFP to provide the above-stated categories of marketing services as requested by Green Bank for a period of up to three (3) years. Green Bank, however, will reserve the right to utilize the services or retain the services of any other contractors related to any ongoing Green Bank related matters in its sole discretion.
- b. Green Bank reserves the right to reject any or all of the proposals received in response to the RFP, to waive irregularities or to cancel or modify the RFP in any way, and at any Green Bank chooses, in its sole discretion, if Green Bank determines that it is in the interest of Green Bank.
- c. Proposals will be opened at Green Bank's convenience on or after the RFP due date. Note that all the information submitted in response to this RFP is subject to Connecticut's Freedom of Information Act.
- d. Green Bank further reserves the right to make awards under this RFP without discussion of the proposals received. Proposals should be submitted on the most favorable terms from a technical, qualifications, and price standpoint. Green Bank reserves the right not to accept the lowest priced proposal.
- e. Proposals must be signed by an authorized officer of the Contractor. Proposals must also provide name, title, address, and telephone number for individuals with authority to negotiate and contractually bind Contractor, and for those who may be contacted for the purpose of clarifying or supporting the information provided in the proposal.
- f. Green Bank will not be responsible for any expenses incurred by any proposer in conjunction with the preparation or presentation of any proposal with respect to this RFP.
- g. Green Bank's selection of a Contractor through this RFP is not an offer and Green Bank reserves the right to continue negotiations with the selected Contractor until the parties reach a mutual agreement.
- h. Contractor will execute a Professional Service Agreement (PSA) as set forth in the attached Exhibit A. **If the Contractor does not agree with any of the specific terms set forth in the PSA, the Contractor must set forth such terms and rationale in your response to this RFP.**

**GREEN BANK IS SUBJECT TO THE REQUIREMENTS OUTLINED IN SECTIONS 16-245N OF THE CONNECTICUT GENERAL STATUTES. GREEN BANK SHALL HAVE NO LIABILITY OR OBLIGATION OF ANY SORT HEREUNDER, INCLUDING, WITHOUT LIMITATION, IF FOR ANY REASON OR NO REASON A BINDING AGREEMENT IS NOT ENTERED INTO WITH ANY PROPOSER. IN MAKING ITS SELECTION OF A SUCCESSFUL BIDDER, GREEN BANK MAY CONSIDER ANY AND ALL FACTORS AND CONSIDERATIONS WHICH GREEN BANK, IN ITS SOLE DISCRETION, DEEMS RELEVANT, THE RELATIVE IMPORTANCE OF WHICH SHALL BE IN THE SOLE DISCRETION OF GREEN BANK.**

**Exhibit A - SAMPLE STANDARD PROFESSIONAL SERVICES AGREEMENT (PSA)**  
**(does not need to be completed with the RFP submission, but please acknowledge that completing this would not be an issue if selected)**

**STANDARD PROFESSIONAL SERVICES AGREEMENT**

This Standard Professional Services Agreement (“Agreement”) is made on **INSERT DATE** (“Effective Date”), by and between the CONNECTICUT GREEN BANK (“Green Bank”), a quasi-public agency of the State of Connecticut, having its business address at 75 Charter Oak Avenue, Suite 1-103, Hartford, CT 06106, and **INSERT NAME** (“Consultant”), having its business address at **INSERT ADDRESS**. Green Bank and Consultant together are the Parties and each individually is a Party to this Agreement.

**WHEREAS, INSERT SUMMARY LANGUAGE AS NECESSARY;** and

**WHEREAS, INSERT SUMMARY LANGUAGE AS NECESSARY;**

**NOW, THEREFORE,** Green Bank and Consultant, intending to be legally bound, agree as follows:

1. **Scope of Services.** Consultant shall provide Green Bank with professional consulting services (“Services”) as detailed in Consultant’s proposal in Attachment A (“Scope of Services”), which is incorporated into this Agreement. **In the event of a conflict between the terms and conditions in this Agreement and the terms and conditions in the Proposal, this Agreement shall control.**

**[INSTEAD OF AN ATTACHMENT, YOU MAY DROP-IN THE SCOPE OF SERVICES.]**

2. **Period of Performance.** Green Bank agrees to retain Consultant, and Consultant agrees to perform the Services under this Agreement, beginning on the Effective Date and ending twelve (12) months from the Effective Date (“Period of Performance”), unless earlier terminated in accordance with Section 8 of this Agreement. The Parties can extend the Period of Performance only by a written amendment to this Agreement signed and dated by Green Bank and Consultant.

3. **Payment.** Green Bank agrees to pay Consultant for the Services performed within the Scope of Services of this Agreement, but in an amount not-to-exceed **INSERT AMOUNT** inclusive of hourly fees and any other expenses. The person(s), and their title and their hourly rate, performing the Services under this Agreement are [set forth in the Scope of Services][as follows]:

**INSERT NAME(S) AND TITLE(S)**

**INSERT HOURLY RATE**

**THE NOT-TO-EXCEED AMOUNT OF THIS AGREEMENT CAN BE MODIFIED BY THE PARTIES ONLY BY A WRITTEN AMENDMENT SIGNED AND DATED BY GREEN BANK AND CONSULTANT PRIOR TO ANY SERVICES TO BE PERFORMED BY**

**CONSULTANT WHICH WOULD RESULT IN PAYMENTS IN EXCESS OF THE NOT-TO-EXCEED AMOUNT OF THIS AGREEMENT.**

**TO ENSURE TIMELY PAYMENT, CONSULTANT SHALL PROVIDE A FORM W-9 AND ELECTRONIC PAYMENT INSTRUCTIONS AT THE TIME OF SIGNING TO THIS AGREEMENT.**

**4. Invoices.** Consultant shall submit itemized monthly invoices with detailed accounting for hourly fees and expenses. Out of pocket expenses shall be billed at cost with receipt. Expenses above \$75.00 are subject to the Green Bank's prior written approval [only if applicable, otherwise remove]. All invoices shall be subject to Green Bank's approval for conformity with the terms and conditions of this Agreement. For approved invoices, Green Bank will pay Consultant within thirty (30) days of receipt by Green Bank of an invoice. Consultant agrees to include the PSA #, which can be found at the top of this Agreement, on all invoices submitted to Green Bank in connection with Services performed under this Agreement. Invoices shall be submitted to:

Connecticut Green Bank  
75 Charter Oak Avenue  
Suite 1-103  
Hartford, CT 06106  
Attn: Accounts Payable Department

**UNDER NO CIRCUMSTANCES WILL GREEN BANK ACCEPT INVOICE(S) SUBMITTED BY CONSULTANT WHICH THE TOTAL AMOUNT OF THE INVOICE(S) EXCEEDS THE NOT-TO-EXCEED AMOUNT OF THIS AGREEMENT.**

**5. Subcontracting or Assignment.** Consultant shall not subcontract, assign, or delegate any portions of the Services under this Agreement to any other person or entity not identified in Section 3, above, without prior written approval from Green Bank.

**6. Independent Contractor.** Consultant understands that it is acting as an independent contractor and shall not hold itself out as representing or acting in any manner on behalf of Green Bank except within the Scope of Services of this Agreement or any other active agreements between Green Bank and Consultant.

**7. Disclosure of Information, Security Incident and Notification.** Consultant shall adequately safeguard Green Bank confidential and nonpublic information it creates, receives, transmits, or maintains, and shall disclose to Green Bank any information discovered or derived in performing the Services. Consultant shall not disclose Green Bank information without Green Bank's prior written permission, except for information that is publicly available through no breach of this Agreement. Consultant shall ensure that all subcontractors are bound by these same obligations and safeguard such information.

Consultant shall promptly notify Green Bank in writing of any actual or suspected unauthorized access, acquisition, disclosure, alteration, or loss of such information. Consultant shall promptly provide relevant details and cooperate with Green Bank's investigation and remediation, including providing reasonable access to, records and systems; Green Bank may conduct its own assessment or audit. Consultant shall flow down these obligations to subcontractors and ensure their prompt notice and cooperation.

**8. Termination.** (a) This Agreement may be terminated by either Party giving ten (10) business days prior written notice to the other Party. In the event of such termination, Green Bank shall be liable only for payment in accordance with the payment provisions of the Agreement for the Services actually performed prior to the date of termination.

(b) If this Agreement is not renewed at the end of this term, or is terminated for any reason, the Contractor must provide for a reasonable, mutually agreed period of time after the expiration or termination of this Agreement, all reasonable transition assistance requested by Green Bank, to allow for the expired or terminated portion of the services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such services to Green Bank or its designees. Such transition assistance will be deemed by the Parties to be governed by the terms and conditions of this Agreement, except for those terms or conditions that do not reasonably apply to such transition assistance. Green Bank will pay the Contractor for any resources utilized in performing such transition assistance at the most current rates provided by this Agreement. If there are no established contract rates, then the rate shall be mutually agreed upon. If Green Bank terminates this Agreement for cause, then Green Bank will be entitled to offset the cost of paying the Contractor for the additional resources the Contractor utilized in providing transition assistance with any damages Green Bank may have otherwise accrued as a result of said termination.

(c) Upon expiration or termination, and at Green Bank's written request, Contractor shall promptly return all non-public, confidential Green Bank data (including copies held by subcontractors) or securely destroy it, and provide written confirmation upon request.

**9. Indemnification and Limitation of Liability.** Consultant agrees, to the fullest extent permitted by law, to indemnify and hold harmless Green Bank, its officers, directors, and employees against all damages, liabilities, or costs, including reasonable attorneys' fees and defense costs, to the extent caused by the Consultant's negligent performance of professional services under this Agreement and that of its sub-consultants or anyone for whom the Consultant is legally liable.

Neither Party shall be liable to the other Party for indirect, incidental, punitive, special, or consequential damages arising out of this Agreement, even if the Party has been informed of the possibility of such damages, including but not limited to, loss of profits, loss of revenues, failure to realize expected savings, loss of data, loss of business opportunity, or similar losses of any kind. However, this limitation shall not apply to damages of any kind related to criminal, intentional, reckless, or grossly negligent conduct or omissions on the part of either Party.

**10. Quality of Service.** Consultant shall perform the Services with care, skill, and diligence in accordance with the applicable professional standards currently recognized by his/her profession, and shall be responsible for the professional quality, technical accuracy, completeness, and coordination of all work product and/or Services furnished under this Agreement. If Consultant fails to meet applicable professional standards, Consultant shall, without additional compensation, correct or revise any errors or deficiencies in any work product and/or Services furnished under this Agreement.

**11. Severability.** In the event that any one or more of the provisions contained in this Agreement shall be held to be invalid, illegal, or unenforceable in any respect, then such invalidity, illegality, or unenforceability shall not affect any other provisions of this Agreement, and all other provisions shall remain in full force and effect. If any provision of this Agreement is held to be excessively broad, then that provision shall be reformed and construed by limiting and reducing it to be enforceable to the maximum extent permitted by law.

**12. Entire Agreement.** This Agreement constitutes the entire agreement of the Parties hereto, and supersedes any previous agreement or understanding. This Agreement may not be modified or extended except in writing executed by the Parties.

**13. Governing Law.** The validity, interpretation, and performance of this Agreement shall be governed by the laws of the State of Connecticut. All disputes which arise in connection with, or in relation to, this Agreement or any claimed breach thereof shall be resolved, if not sooner settled, by litigation only in Connecticut or the Federal Court otherwise having subject matter jurisdiction over the dispute and not elsewhere, subject only to the authority of the Court in question to order changes of venue. To this end, Consultant waives any rights it may have to insist that litigation related to this Agreement to which Consultant is a party be had in any venue other than the above court, and covenants not to sue Green Bank in court other than the above courts with respect to any dispute related to this Agreement.

**14. Non-Discrimination.** The Consultant will not discriminate or permit discrimination against any person or group of persons pursuant to Conn. Gen. Stat. §§ 4a-60 and 4a-60a.

**15. Consulting Agreements Representation.** Pursuant to section 4a-81 of the Connecticut General Statutes, the Consultant makes the representations set forth in the Consulting Agreements Representation (OPM Form 2) attached hereto.

**16. Occupational Safety and Health Act Compliance.** Consultant certifies it (1) has not been cited for three or more willful or serious violations of any occupational safety and health act or of any standard, order or regulation promulgated pursuant to such act, during the three-year period preceding the date of the Agreement, provided such violations were cited in accordance with the provisions of any state occupational safety and health act or

the Occupational Safety and Health Act of 1970, and not abated within the time fixed by the citation and such citation has not been set aside following appeal to the appropriate agency or court having jurisdiction or (2) has not received one or more criminal convictions related to the injury or death of any employee in the three-year period preceding the date of the Agreement.

**17. Campaign Contribution Restriction and Certification.** For all state contracts, defined in section 9-612 of the Connecticut General Statutes as having a value of \$50,000 or more, or a combination or series of such agreements or contracts having a value of \$100,000 or more in a calendar year, the authorized signatory to this Agreement represents that they have received the State Elections Enforcement Commission's notice advising state contractors of state campaign contribution and solicitation prohibitions, and will inform its principals of the contents of the notice. See [https://seec.ct.gov/Portal/data/forms/ContrForms/seec\\_form\\_10\\_final.pdf](https://seec.ct.gov/Portal/data/forms/ContrForms/seec_form_10_final.pdf). The Consultant makes the representations set forth in the Campaign Contribution Certification (OPM Form 1) attached hereto.

**18. Large State Contract Representation for Contractor.** Pursuant to section 4-252 of the Connecticut General Statutes and Acting Governor Susan Bysiewicz Executive Order No. 21-2, promulgated July 1, 2021, the Consultant, for itself and on behalf of all of its principals or key personnel who submitted a bid or proposal, represents:

- a. That no gifts were made by (A) the Consultant, (B) any principals and key personnel of the Consultant, who participate substantially in preparing bids, proposals or negotiating State contracts, or (C) any agent of the Consultant or principals and key personnel, who participates substantially in preparing bids, proposals or negotiating State contracts, to (i) any public official or State employee of the State agency or quasi- public agency soliciting bids or proposals for State contracts, who participates substantially in the preparation of bid solicitations or requests for proposals for State contracts or the negotiation or award of State contracts, or (ii) any public official or State employee of any other State agency, who has supervisory or appointing authority over such State agency or quasi-public agency;
- b. That no such principals and key personnel of the Consultant, or agent of the Consultant or of such principals and key personnel, knows of any action by the Consultant to circumvent such prohibition on gifts by providing for any other principals and key personnel, official, employee or agent of the Consultant to provide a gift to any such public official or State employee; and
- c. That the Consultant is submitting bids or proposals without fraud or collusion with any person.

**19. Large State Contract Representation for Official or Employee of Quasi-Public Agency.** Pursuant to section 4-252 of the Connecticut General Statutes and Acting Governor Susan Bysiewicz Executive Order No. 21-2, promulgated July 1, 2021,

the Green Bank official or employee represents that the selection of the most qualified or highest ranked person, firm or corporation was not the result of collusion, the giving of a gift or the promise of a gift, compensation, fraud or inappropriate influence from any person.

**20. Summary of State Ethics Laws.** Pursuant to the requirements of section 1-101qq of the Connecticut General Statutes (a) the Green Bank has provided to the Consultant the summary of State ethics laws developed by the Office of State Ethics pursuant to section 1-81b of the Connecticut General Statutes, which summary is incorporated by reference into and made a part of this Agreement as if the summary had been fully set forth in this Agreement; (b) the Consultant represents that the chief executive officer or authorized signatory of the Agreement and all key employees of such officer or signatory have read and understood the summary and agree to comply with the provisions of state ethics law; (c) prior to entering into a contract with any subcontractors or consultants, the Consultant shall provide the summary to all subcontractors and consultants and each such contract entered into with a subcontractor or consultant on or after July 1, 2021, shall include a representation that each subcontractor or consultant and the key employees of such subcontractor or consultant have read and understood the summary and agree to comply with the provisions of state ethics law; (d) failure to include such representations in such contracts with subcontractors or consultants shall be cause for termination of the Agreement; and (e) each contract with such contractor, subcontractor or consultant shall incorporate such summary by reference as a part of the contract terms.

**21. Iran Energy Investment Certification.**

- a. Pursuant to section 4-252a of the Connecticut General Statutes, the Consultant certifies that it has not made a direct investment of twenty million dollars or more in the energy sector of Iran on or after October 1, 2013, as described in Section 202 of the Comprehensive Iran Sanctions, Accountability and Divestment Act of 2010, and has not increased or renewed such investment on or after said date.
- b. If the Consultant makes a good faith effort to determine whether it has made an investment described in subsection (a) of this section, it shall not be subject to the penalties of false statement pursuant to section 4-252a of the Connecticut General Statutes. A "good faith effort" for purposes of this subsection includes a determination that the Consultant is not on the list of persons who engage in certain investment activities in Iran created by the Department of General Services of the State of California pursuant to Division 2, Chapter 2.7 of the California Public Contract Code. Nothing in this subsection shall be construed to impair the ability of the state agency or quasi-public agency to pursue a breach of contract action for any violation of the provisions of the Agreement.

**22. Limitation on Recourse.** All liabilities and obligations of Green Bank under this Agreement are subject and limited to the funding available under Connecticut law.

**23. Non-impairment and Assessment.** As a further inducement for the Consultant to enter into this Agreement, subsection (h) of section 16-245n of the Conn. General Statutes is incorporated into this Agreement.

**24. Freedom of Information Act.** Green Bank is a “public agency” for purposes of the Connecticut Freedom of Information Act (“FOIA”). This Agreement and information received pursuant to this Agreement will be considered public records and will be subject to disclosure under the FOIA, except for information falling within one of the exemptions in Conn. Gen. Stat. Sections § 1-210(b) and § 16-245n(d).

Because only the particular information falling within one of these exemptions can be withheld by Green Bank pursuant to an FOIA request, Consultant should specifically and in writing identify to Green Bank the information that Consultant claims to be exempt. Consultant should further provide a statement stating the basis for each claim of exemption. It will not be sufficient to state generally that the information is proprietary or confidential in nature and not, therefore, subject to release to third parties. A convincing explanation and rationale sufficient to justify each exemption consistent with General Statutes §1-210(b) and § 16-245n(d) must be provided.

Consultant acknowledges that (1) Green Bank has no obligation to notify Consultant of any FOIA request it receives, (2) Green Bank may disclose materials claimed by Consultant to be exempt if in its judgment such materials do not appear to fall within a statutory exemption, (3) Green Bank may in its discretion notify Consultant of FOIA requests and/or of complaints made to the Freedom of Information Commission concerning items for which an exemption has been claimed, but Green Bank has no obligation to initiate, prosecute, or defend any legal proceeding, or to seek to secure any protective order or other relief to prevent disclosure of any information pursuant to an FOIA request, (4) Consultant will have the burden of establishing the availability of any FOIA exemption in any such legal proceeding, and (5) in no event shall Green Bank or any of its officers, directors, or employees have any liability for the disclosure of documents or information in Green Bank’s possession where Green Bank, or such officer, director, or employee, in good faith believes the disclosure to be required under the FOIA or other law.

**25. Execution and E-Mail.** This Agreement may be executed in any number of counterparts (including those delivered by electronic means), and each of such counterparts shall for all purposes be deemed to be an original; and all such counterparts, shall together constitute but one and the same agreement.

[signature page follows]

**IN WITNESS WHEREOF**, the Parties have executed this Agreement as of the day and year first above written.

**CONNECTICUT GREEN BANK**

By: \_\_\_\_\_  
Bryan T. Garcia, President and CEO

**CONSULTANT**

By: \_\_\_\_\_  
INSERT NAME  
INSERT TITLE

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**Contractor**

Contractor Name: \_\_\_\_\_

Name of Signatory (print): \_\_\_\_\_

Title of Signatory: \_\_\_\_\_

The undersigned, being the person signing the Contract, swears that the representation in the Consulting Agreements Representation provision in this Contract is true to the best of my knowledge and belief, and is subject to the penalties of false statement.

\_\_\_\_\_  
Signature

Sworn and subscribed before me on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Commissioner of the Superior Court  
or Notary Public

\_\_\_\_\_  
My Commission Expires



## STATE OF CONNECTICUT CAMPAIGN CONTRIBUTION CERTIFICATION

*Written or electronic certification to accompany a bid or proposal or a non-competitive contract with a value of \$50,000 or more, pursuant to C.G.S. § 9-612.*

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### INSTRUCTIONS:

Complete all sections of the form. Attach additional pages, if necessary, to provide full disclosure about any campaign contributions made to campaigns of candidates for statewide public office or the General Assembly, as described herein. Sign and date the form, under oath, in the presence of a Commissioner of the Superior Court or Notary Public. Submit the completed form to the awarding State agency at the time of submission of your bid or proposal (if no bid or proposal— submit this completed form with the earliest submittal of any document to the state or quasi-public agency prior to the execution of the contract), and if there is a change in the information contained in the most recently filed certification, such person shall submit an updated certification either (i) not later than thirty (30) days after the effective date of such change or (ii) upon the submittal of any new bid or proposal for a contract, whichever is earlier.

### Check One:

Initial Certification

Updated Certification because of change of information contained in the most recently filed certification

### CAMPAIGN CONTRIBUTION CERTIFICATION:

**I certify that neither the contractor or prospective state contractor, nor any of its principals, have made any contributions to, or solicited any contributions on behalf of, any party committee, exploratory committee, candidate for state-wide office or for the General Assembly, or political committee authorized to make contributions to or expenditures to or for, the benefit of such candidates, in the previous four years, that were determined by the State Elections Enforcement Commission to be in violation of subparagraph (A) or (B) of subdivision (2) of subsection (f) of Section 9-612 of the General Statutes, without mitigating circumstances having been found to exist concerning such violation. Each such certification shall be sworn as true to the best knowledge and belief of the person signing the certification, subject to the penalties of false statement. If there is any change in the information contained in the most recently filed certification, such person shall submit an updated certification not later than thirty days after the effective date of any such change or upon the submittal of any new bid or proposal for a state contract, whichever is earlier.**

**All Campaign Contributions on behalf of any party committee, exploratory committee, candidate for state-wide office or for the General Assembly, or political committee authorized to make contributions to or expenditures to or for, the benefit of such candidate, for a period of four years prior to signing the contract or date of the response to the bid, whichever is longer, include:**



