



DELAWARE AIR NATIONAL GUARD

HEADQUARTERS, 166TH AIRLIFT WING
2600 SPRUANCE DRIVE
NEW CASTLE, DE 19720-1615



15 July 2026

Notice Type: Sources Sought

Notice ID: W50S6X26Q0008

Title: Vehicle Wrap Advertising - Delaware

NAICS Code: 541810 (Advertising Agencies) OR 541850 (Outdoor Advertising)

1. DISCLAIMER

This is a Sources Sought Notice only. This notice is issued solely for market research and planning purposes in accordance with FAR Part 10. It does NOT constitute a Request for Quote (RFQ), Request for Proposal (RFP), or a promise to issue a solicitation in the future. This notice does not commit the U.S. Government to contract for any supply or service whatsoever. The Government will not pay for any information or administrative costs incurred in response to this notice; all costs associated with responding to this notice will be solely at the interested party's expense. Not responding to this notice does not preclude participation in any future competitive solicitation, if one is issued.

2. BACKGROUND & REQUIREMENT SUMMARY

The 166th Mission Support Contracting is conducting market research to identify potential small business and socioeconomic contractors capable of providing a targeted vehicle-wrap advertising and brand ambassador campaign. The contractor shall provide fully wrapped vehicles that will operate in highly visible, targeted zones across Delaware (Middletown, Dover, Georgetown/Milton, and Delaware Beach Towns).

The core deliverables include:

- **Fleet Branding:** Ten (10) fully wrapped vehicles – complete coverage (doors, hood, trunk, and back windows), to include installation and de-installation.
- **Targeting & Vetting:** Sourcing drivers whose daily routes align with the specified target zones. Drivers must pass comprehensive background checks.
- **Collateral Distribution:** Distribution of up to 2,000 Government-provided brochures (approx. 200 per vehicle) by the drivers.
- **Analytics & Reporting:** Monthly reporting to include Proof of Performance photos, GPS tracking heat maps, mileage tracking, and verified impression counts to calculate overall campaign exposure.

3. REQUESTED INFORMATION / CAPABILITY STATEMENT

Interested parties are requested to submit a Capability Statement (no more than 5 pages) addressing their ability to perform the services described above. Please include the following administrative information and answer the generic and specific capability questions below.

A. Administrative & Company Information:

1. Company Name, Address, and Point of Contact (Name, Title, Phone, Email).
2. Unique Entity ID (UEI) and CAGE Code.
3. Business Size and Socioeconomic Status under NAICS 541810 (e.g., Small Business, 8(a), HUBZone, SDVOSB, WOSB).
4. Are these services available on an existing Government-wide Acquisition Contract (GWAC) or GSA Multiple Award Schedule (MAS)? If yes, please provide the contract number.
5. Are your services considered commercial under the definition provided in FAR 2.101?

B. Capability Questions:

1. Do you have an established network of local drivers operating within Middletown, Dover, Georgetown/Milton, and the Delaware Beach Towns?
2. How do you map and vet driver routes to ensure the wrapped vehicles are frequently operating in our specific target geographic areas?
3. Are your drivers willing and contractually able to distribute physical promotional collateral (brochures) to passengers/the public, and how do you track their distribution compliance?
4. What specific background checks (e.g., criminal, driving record) do you mandate for your drivers before campaign launch?
5. Do you have the capability to provide monthly GPS heat maps and real-time mileage tracking of the wrapped vehicles?
6. How do you calculate your impression metrics, and do you use an independent or third-party verification system for this data?

4. Pre-Solicitation Questions & Answers (Q&A)

The following Anticipated Q&A is provided to assist interested parties in understanding the Government's requirement and the current market research phase.

Q1: Is there an incumbent contractor currently performing these exact services?

A1: No, this is a new requirement for the Government.

Q2: Has a decision been made regarding a small business set-aside for this requirement?

A2: No. The purpose of this Sources Sought is to conduct market research to determine the availability of capable small businesses (including 8(a), HUBZone, SDVOSB, and WOSB). The Government will use the responses to this notice to make an informed decision on the acquisition strategy and any potential set-asides.

Q3: Will the Government provide the 2,000 brochures/literature pieces, or is the contractor responsible for the printing costs?

A3: The Government will provide the physical brochures/literature pieces to the contractor. The contractor is only responsible for the allocation and distribution of these materials via the campaign drivers.

Q4: Does the Government require the vehicles to be dedicated solely to this campaign, or can they be active rideshare vehicles operating their normal routes?

A4: The Government expects these to be active rideshare (or similar) vehicles operating their normal daily routes, provided those routes consistently overlap with the targeted geographic zones (Middletown, Dover, Georgetown/Milton, and Delaware Beach Towns).

Q5: Will the Government accept alternative advertising methods, such as public transit (buses/trains) or static billboards?

A5: At this time, the Government is specifically researching the capability for wrapped rideshare/ambassador vehicles that allow for targeted geographic roaming and direct passenger collateral distribution. However, if a vendor believes an alternative approach meets the core intent and deliverables, they are welcome to detail that alternative in their Capability Statement.

Q6: When does the Government anticipate releasing the official Request for Quote (RFQ) or Request for Proposal (RFP)?

A6: The solicitation release date is currently To Be Determined (TBD) and is contingent upon the results of this market research and subsequent funding availability.

5. SUBMISSION INSTRUCTIONS

Responses must be submitted via email to the Contract Specialist, Michael Palet Michael.palet.1@us.af.mil and the Contracting Officer Bryan.Driscoll.5@us.af.mil no later than 26 July 2026 at 2359 EST. Please include "Sources Sought Response: Vehicle Wrap Advertising - [Company Name]" in the email subject line. Telephone inquiries will not be accepted.

Note: The Government will compile all submitted questions and post the answers publicly as an amendment to the Sources Sought notice on SAM.gov. Please do not include proprietary or confidential information in your questions