



**Request for Proposals
Marketing & Advertising- PHCS
RFP No.: P16-025**

**Purchasing Department
73 Harlow Street
Bangor, Maine 04401
207-992-4282**

Issue Date: February 23, 2016

I. Introduction

The City of Bangor requests proposals from qualified firms for Marketing & Advertising Services to assist the Public Health & Community Services Department (PHCS) in the development and implementation of a multi-media educational campaign for Health Promotion for a period of one (1) year. Option to renewal for additional year(s) is contingent upon available funding and mutual agreement between both parties.

This RFP is designed to provide interested Proposers with sufficient information to prepare a proposal that will meet the minimum requirements of the RFP. It is not intended to limit or exclude content or data deemed relevant or essential by the Proposer.

II. General Information

General information is available on the City's website at the following web address: www.bangormaine.gov/proposals. By submitting a response to this solicitation, the proposer accepts the responsibility for downloading, reading and bidding by the terms and conditions set forth in the City's "General Information for Vendors".

III. Submission

To be considered, all proposal requirements must be submitted in an envelope **clearly** marked "**Proposal No.: P16-025: Marketing & Advertising: PHCS**" by **2:00 PM, Wednesday, March 16, 2016** to City of Bangor, Purchasing Department, 73 Harlow Street, Bangor, Maine 04401. If submitted in hard copy, one electronic copy of the complete proposal must be made available via CD or DVD, flash drive, or via email with the hard copy.

Proposals may also be submitted via email by sending to: bids@bangormaine.gov. If emailing, please reference "**Proposal No.: P16-025: Marketing & Advertising: PHCS**" in the subject line. Proposals will be publicly opened on the date and time stated above.

A tabulation of all proposals received will be available within 24 hours of the bid opening. Bid results may be viewed by visiting the City's website at www.bangormaine.gov/bidtabs.

IV. Questions

All questions must be directed in writing to bids@bangormaine.gov no later than **4:00 PM, Tuesday, March 1, 2016**.

The City will issue a response to any questions or inquiries submitted in writing by the date above, on or before 4:30 PM, **Thursday, March 3, 2016**. The response will be in the form of an addendum, which will be available on the City's website. Individual notice will not be sent.

Any addenda must be acknowledged and included with the proposal submission. All signatures on offers, amendments, or related correspondence must be by persons who are authorized to contractually bind the offerors.

V. Background

Bangor Public Health and Community Services is a department of the City of Bangor, Maine providing a variety of public health services to residents of Eastern Maine. Services include Chronic Disease Prevention, Health Promotion, Immunization & Travel Medicine, STD/I testing, WIC, and Asthma Education. Services for Bangor residents include General Assistance and Maternal and Child Health Nursing. The building is located at 103 Texas Avenue on the University of Maine Augusta, Bangor campus and is open for business from 8am to 12 pm and 1pm to 4:30 pm Monday through Friday. For more information, please visit: www.bangorpublichealth.org.

VI. Objective & Scope of Work

The City of Bangor is seeking a full service marketing and advertising agency to assist the PHCS department in the development and implementation of a multi-media educational campaign for health promotion. It will consist of an opioid overdose prevention educational campaign for that will reach residents of Penobscot, Hancock, and Washington counties. This may include but is not limited to: advertising, commercial art and graphic design, creation of collateral materials, video production, media placement, printing and mailing services, research, and monitoring and evaluation of marketing and advertising results.

The goals of the campaign are to:

- Reduce overdose deaths by reaching those at risk and their loved ones with safety advice and the essential steps for first responders

- Reduce stigma related to substance use disorder
- Increase awareness of best practices to prevent overdoses throughout the region

FMI please review The SAMHSA Opioid Prevention Toolkit at <http://www.samhsa.gov/capt/tools-learning-resources/opioid-overdose-prevention-toolkit>

In addition to this specific campaign, PHCS would also seek assistance with other health promotion marketing and advertising projects as they arise. All projects are contingent on the availability of grant funds.

VII. Instructions

Before submitting a proposal, all prospective Proposers are encouraged to carefully examine the proposal documents, and fully inform themselves as to the existing conditions and limitations under which the work will be performed.

No contract(s) will be awarded except to responsible Proposer(s) capable of performing the work contemplated. Proposer(s) must comply with all State, Federal and municipal laws. Before the award of any contract, Proposer may be required to show that he/she has the necessary facilities, experience, ability, and financial resources to perform the work in a satisfactory manner.

Proposals should be prepared to provide a straight forward, concise delineation of the capabilities proposed to satisfy the requirements of the City. Completeness and clarity of content are requested. All brochures, presentations, and items submitted in support of proposals will become part of the Contract.

VIII. Proposal Content

All proposals must include the following information to be considered:

1. One page cover letter;
2. Background of Proposer to include Proposer's name, address, principal office, and type of entity. Provide the date of incorporation/organization and the state in which the Proposer is incorporated or organized. Indicate the former names, if any, under which the Proposer has conducted business and the years of operation under each name. Number of years in business providing requested services, and Federal tax ID number;
3. An outline of the recommended approach to achieve and evaluate the objectives including a timeline, not to exceed four (4) pages;

4. A description of the team structure and organizational chart, including number of full-time and part-time employees;
5. Comprehensive firm qualifications, including resumes of key personnel who would be assigned to work on this contract, if awarded;
6. At least two (2) samples of previous projects, similar in requirements, including objectives of the project, tactics to achieve the objectives, and sample materials. Additional samples of other recent work that may include graphics or promotional materials, advertisements for print media, television ads, radio advertisements, and website referrals should be included;
7. A minimum of three (3) references from organizations served within the last five (5) years. Provide the name of the organization, a brief description of the services provided, years of service to the organization, and name and contact information of primary contact individuals from the organization served;
8. A comprehensive rate sheet listing costs per hour based on service and/or personnel. All rates are expected to remain firm throughout the term of the contract.

IX. Selection Criteria

The City will evaluate the proposals based upon the following major criteria:

Each proposal will be evaluated based upon the following criteria:

- A. Experience of Proposer and proposal content based on needs of the City;
- B. Capabilities of Proposer and project team to be assigned; and
- C. Prior history and/or experience with Proposer;
- D. Reference checks;
- E. Proposed cost.

In evaluating proposals, the City of Bangor reserves the right to use any or all of the ideas from the proposals submitted without limitation and to accept any part or the entire successful proposal in selecting the services considered to be the most advantageous to the City. All material submitted becomes the property of the City of Bangor.

The City reserves the right to negotiate any portion of the proposal determined to be unclear or to inappropriately address the needs of the City of Bangor.