

## **BID BOARD NOTICE**

**PROCUREMENT ID NUMBER: PHPA-S1827**

**EMARYLAND MARKETPLACE BID NUMBER: MDM0031019376**

**ISSUE DATE: March 9, 2015**

**TITLE: *HPV Vaccination Media Campaign – Network TV Station Sponsorship – Central Maryland Region (Baltimore City and Baltimore, Harford, Cecil, Carroll, Howard, Montgomery, and Anne Arundel Counties)***

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING  
YOUR PROPOSAL**

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**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL  
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

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**This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emaryland.buyspeed.com/bs0> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the Financial Proposal Form.**

### **Summary Statement**

The Center for Cancer Prevention and Control (hereafter referred to as CCPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting Network TV station ad placement for promotion of increasing the immunization rate for the HPV Vaccine with parents and providers in the Central Maryland Region.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about May 1, 2015 through June 30, 2015. The media campaign must air within this contract period.

**Financial Proposals equal \$25,000. The media ad that will be provided to the selected vendor is a 30 second TV PSA. The vendor must use TV media only.**

### **Background**

According to the most recent CDC National Immunization Survey, HPV Vaccination rates are 31% in Maryland compared to 33% for US for girls with 3 doses of HPV vaccine. Boys in Maryland have a HPV Vaccination rate of 20% compared to 21% for US with 1 dose of HPV Vaccine. Documented barriers to HPV vaccine uptake include missed opportunities with

providers and parental/caregiver acceptance of the vaccine. Parent/caregiver knowledge, attitudes, and beliefs affect whether their children receive vaccines.

Based on the documented barriers to the uptake of HPV vaccines, the effort implemented by CCPC should include the target audience of Maryland parents of adolescents eligible for HPV vaccination. To address the target audience, CCPC would like to utilize mass media, which will be coupled with other DHMH efforts throughout the State of Maryland. Mass media constitutes a powerful tool through which messages on health promoting habits and lifestyles may be presented. Television remains a popular media outlets that can reach a large number of people within a geographic region.

### **Scope of Work**

The selected offeror shall:

- A. Recommend to the Department a media strategy which will promote the uptake of HPV vaccination during peak programming hours/viewership times and with television media venues while also maximizing the number of times the HPV vaccination message may be relayed to the offeror's audience. The vendor must use television media.
- B. Utilizing the pre-recorded HPV vaccination TV PSAs that will be provided, the offeror will develop appropriate HPV vaccination messaging spots for the television messages to include any required logos or tags or disclaimers as needed. The CCPC will provide the CCPC and the Department's logo and other mandatory tags or disclaimers to the selected vendor. All produced messages/ advertisements will be the property of DHMH. The offeror must supply DHMH with electronic copies, in a format usable to DHMH, of all messages/advertisements produced.
- C. All messages must be approved by DHMH prior to placement/airing.
- D. Provide a work plan outlining the sponsorship opportunity that includes a specific timeline of placement of the HPV vaccination messaging. Offeror must be able to deliver a completed media schedule within five days of contract award to allow for review and approval by the Department. If necessary, offeror shall make edits at the Department's request.
- E. Provide a schedule including days and times of where and when the HPV vaccination messaging would air/appear on the given medium, focusing on times of peak programming/viewership.
- F. Provide at least one value added component (community event, news story, etc.) in which the HPV Vaccination messaging can be promoted.
- G. Provide summary report providing details of the contract deliverables, including final air times and number of impressions during the promotion time period; any deviations, modifications, and/or 'make goods' from the original placement schedule and work plan;

reach and frequency data; and description of added value components, **due no later than June 30, 2015**. All cost associated for producing and placing spots will be at the expense of the Offeror.

### **Ownership and Rights of Materials**

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland. All related fees must be included in the final proposal price.**

Final products must be available for the perpetual use of the Department for future campaigns at no additional cost. If talent is used, all talent fees and other related costs must be bought out for the indefinite use by the Department. Signed contracts and proof of talent buy-out must be provided to the Department to keep on file. If stock photo and/or artwork are purchased, proof of buy-out must be provided to the Department to keep on file. The selected Offeror shall provide all material files in a variety of electronic formats as deemed necessary by the Department.

### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). Selected Offerors **must** be registered as an SBR in order to submit a proposal.

### **Technical Proposal Submissions**

The Offeror shall send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be placed in a sealed envelope labeled “Technical Proposal” and with Procurement ID Number on the envelope.

### **Technical Proposals shall include the following mandatory submissions:**

- A. Background Information:
  - 1. Organization Name
  - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
  - 3. The offeror’s small business reserve number and federal identification number.
- B. The proposed television station(s) on which the HPV vaccination messaging will air/appear including the geographic coverage and listener/reader/viewer profile and reach of the venue(s). The Offeror shall identify why the particular venue captures the Department’s target audience.

- C. A work plan outlining the sponsorship opportunity that includes a specific timeline of the placement of the HPV vaccination messaging and the offeror's ability to deliver the HPV vaccination messaging within at least 15 days of contract award.
- D. The Offeror shall submit a media buying schedule that maximizes viewership/airtime/ readership and reflects the times and where the HPV vaccination messaging will air/appear. The Offeror shall identify the total number of times that the HPV vaccination messaging shall be aired/appear during the contract period. The television commercial/PSA is 30 second pre-recorded and will be provided.
- E. The Offeror shall describe in detail any promotional added value that can be offered to the State, above and beyond the number specified in D (above). Also the Offeror will include the actual dollar amounts that will be offered to the State.
- F. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for other cancer control fundraising efforts, please describe how this funding is being used and the source of the funding.
- G. The Offeror must supply a minimum of two (2) letters of recommendation.

**Proposals that fail to include all of the mandatory submissions will be deemed non-responsive and will not be evaluated.**

### **Financial Proposal Submissions**

- A. Offerors shall submit an original signed completed Financial Proposal Form (page 7), and provide an original signed separate line item budget and narrative. One original and three (3) copies shall be placed in a sealed envelope labeled "Financial Proposal" and with procurement ID number on the envelope.

### **Award**

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation. The technical component and financial component are given equal weight.

### **Technical Evaluation Criteria of Proposal**

The State will evaluate technical proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How experienced is the Offeror in providing TV buys in the region?

- B. How strong are the letters of recommendation?
- C. To what extent does the Offeror's proposal provide a work plan that includes a realistic timeline for placement of the TV ads and added value components?
- D. To what extent does the Offeror's proposal provide a clear schedule and rationale of when the ads shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times and stations sufficient to reach the Department's target audience in this region?
- E. To what extent does the Offeror's proposal provide number of ads that will maximize State resources?
- F. How strong is the Offeror's value-added component?
- G. Does the Offeror have any conflicts of interest?

#### **Financial Evaluation Criteria of Proposal**

The State will evaluate financial proposals based on the following evaluation criteria.

- A. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

#### **Contract Term**

The term of this contract shall be on or about May 1, 2015 through June 30, 2015.

#### **Billing**

Payment will be made by CCPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. A final invoice for services rendered must be submitted **no later than July 13, 2015.** Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.

#### **BID SUBMISSION INFORMATION**

Interested parties should place both their sealed Financial Proposal labeled envelope and sealed Technical Proposal labeled envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked. The financial proposal must include ALL final costs for completing the project.

## **SUBMISSION DEADLINE**

Proposals must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on March 23, 2015** in order to be considered. Submission envelope must show the Procurement ID Number. **Offerors cannot submit multiple responses and only one proposal permitted per envelope.**

Offerors who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the Third (3<sup>rd</sup>) Floor, Room 306 and ask for Chuck Bailey. \*NOTE: When dropping off the proposal, please obtain a receipt indicating proposal was received.

Offerors that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Chuck Bailey, 410-767-5601). \*NOTE: When dropping off the proposal, please obtain a receipt indicating proposal was received.

Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (**By e-mail only, no phone calls will be accepted**) to the PROCUREMENT OFFICER.

## **NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

### **PROCUREMENT OFFICER:**

Chuck Bailey  
DHMH, Procurement  
201 W. Preston Street, 3<sup>rd</sup> Floor  
Baltimore, Maryland 21201  
Voice: 410-767-5601  
[chuck.bailey@maryland.gov](mailto:chuck.bailey@maryland.gov)

### **ISSUING OFFICE:**

Nanyamka Hales, MPH  
Federal Grants Manager  
Center for Cancer Prevention and Control  
201 West Preston Street  
Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION**

## Financial Proposal Form

PROCUREMENT I.D. NUMBER: PHPA-S1827

ISSUE DATE: March 9, 2015

**TITLE:** *HPV Vaccination Media Campaign – Network TV Station Sponsorship – Central Maryland Region  
(Baltimore City and Baltimore, Harford, Cecil, Carroll, Howard, Montgomery, and Anne  
Arundel Counties)*

### A. Offeror Information:

Vendor Name: \_\_\_\_\_  
Federal Tax ID (FEIN#): \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone/Email: \_\_\_\_\_  
Fax: \_\_\_\_\_  
SBR Number: \_\_\_\_\_

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1827

### Department of Health and Mental Hygiene Line Item Budget\*

Budget Period from May 1, 2015 to June 30, 2015

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Television Airtime	
2. Other (please specify)	
<b>3. TOTAL COST</b>	<b>\$25,000</b>

\* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form. Budget Narrative must include full breakdown of costs for each line item.