BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1673

**EMARYLAND MARKETPLACE BID NUMBER: MDM0031016794**

**ISSUE DATE: September 12, 2014**

**TITLE**: **Maryland Cancer Fund - Donation Promotion - Statewide Advertising 2015**

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

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL**

**PROCUREMENT REGULATIOS 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** [**http://emaryland.buyspeed.com/bso**](http://emaryland.buyspeed.com/bso) **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 Maryland Cancer Fund, (hereafter referred to as MCF) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting a TV/Media outlet to implement a television and web media campaign to encourage donations to the MCF over a selected six (6) week period (See page 3 for the selected airing dates of the campaign.) The 30-second television commercial is pre-recorded. The contract will commence on November 17, 2014 and end April 15, 2015.

Over the course of the six week period, DHMH would like to promote donations to the MCF through television, interviews, and web media outlets within a single vendor. The target audience for the donation promotion is Maryland Taxpayers of all ages within the State of Maryland who are preparing to file their 2014 Maryland Income Taxes.

**FINANCIAL PROPOSALS MUST BE EQUAL TO $24,000.**

# Background of Maryland Cancer Fund

Cancer is the second leading cause of death in the State of Maryland. The American Cancer Society estimates that for 2014, nearly 30,680 Marylanders will be diagnosed with cancer and over 10,500 Marylanders will die from cancer in Maryland. The Center for Cancer Prevention and Control (CCPC) at DHMH directs statewide cancer activities aimed at reducing the burden of cancer within Maryland. CCPC administers the MCF.

The MCF is supported solely through direct donations to the fund from Maryland tax payers. The MCF is a resource for funding for cancer treatment, prevention, and screening in Maryland. Since the MCF was started in 2004, over 650 people have received cancer screenings and over 180 people have received cancer diagnosis and treatment services with this funding.

Previous media promotion has been employed to promote donations to the MCF. DHMH believes that targeting tax payers during the tax season is the best method to increase the amount of money donated to the MCF. If every tax payer in Maryland donated even a few dollars, hundreds of Marylanders would benefit from cancer prevention, early detection, and cancer treatment.

## Scope of Work

A. Recommend to the Department a media strategy which will which promote donations to the MCF during peak programming hours/viewership times and with television and web media venues while also maximizing the number of times the MCF message may be relayed to the Offeror’s audience.

B. Utilize the MCF logo, web banner and the pre-recorded 30-second television commercial that will be provided, the Offeror will develop appropriate MCF donation messaging spots for the television and web messages to include any required logos or tags or disclaimers as needed. The pre-recorded commercial requires a minor edit and may need to be re-recorded. The existing web messaging material may also require a minor edit. The MCF will also provide the MCF and the Department’s logo and other mandatory tags or disclaimers to the selected vendor. Any cost for development of the MCF donation messaging will be included in the Offeror’s bid. 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 MCF 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 MCF messaging would air/appear on the given medium, focusing on times of peak programming/viewership.

F. Provide a schedule including dates and times of where and when the television interviews would be recorded and air/appear on the given medium.

G. Provide a report of when MCF messaging aired/appeared and the number of impressions during the six-week time period.

**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.**

**Mandatory Requirements**

This solicitation has been designated as an SBR. Selected Offeror **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 station reach and viewership). In addition, the Offeror shall send samples of previously produced advertisements for review. (Samples shall returned to Offeror upon request following the selection of a vendor.) One original and three (3) copies should be placed in a sealed envelope labeled “Technical Proposal.”

**Technical Proposals shall includethe following mandatory submissions:**

1. Background Information:
2. Organization Name
3. 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.
4. The Offeror’s SBR Number and Federal Identification Number.

B. The proposed station(s) and television and web venues on which the MCF 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 MCF donation messaging and the Offeror's ability to deliver the MCF donation messaging within fifteen (15) days of contract award to allow for review and approval by the Department.

D. The Offeror shall submit a media buying schedule that maximizes viewership/ airtime/readership and reflects the times and where the MCF messaging will air/appear for the following selected six (6) week period. The Offeror shall identify the total number of times that the MCF messaging shall be aired/appear during the six-week period. The television commercial is pre-recorded and will be provided.

 **Week 1: February 1, 2015 – February 7, 2015**

 **Week 2: February 15, 2015 – February 21, 2015**

 **Week 3: March 1, 2015 - March 7, 2015**

 **Week 4: March 15, 2015 – March 21, 2015**

 **Week 5: March 29, 2015 – April 4, 2015**

 **Week 6: April 9, 2015 – April 15, 2015**

E. The Offeror shall submit a schedule that reflects the dates and times of when and where the television interviews will be recorded and air/appear.

F. The Offeror shall discuss all value-added components – e.g., bonus buys, news stories, interviews, affiliate coverage, web banner placement on affiliated station website, etc. – offered to the Department above and beyond the spots purchased. Please include dollar amount of the value-added item(s) and potential value to the campaign. Any materials developed as a result of the added-value component, will become the property of the Department in appropriate file formats for view and future use by the Department.

G. Samples of previously produced web/print advertisements shall be submitted for review. DHMH shall return samples to Offeror upon request following the selection of a vendor.

H. 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 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.

**Failure to include all the mandatory submissions shall deem your proposal non-responsive.**

**Financial Proposal Submissions**

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.”

**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 proposals based on the following evaluation criteria. These are listed in descending order of importance.

1. How clear and relevant is the Offeror’s described listener/viewer/reader profile and how well does the venue suggested by the Offeror capture the Department’s target audience?
2. To what extent does the Offeror’s proposal provide a work plan that includes a realistic timeline and cost effective plan for placement of the media ads?
3. How clear is the Offeror’s schedule of when the MCF messaging shall air/appear and are the proposed times and justification sufficient to reach the targeted audiences with maximum viewership/readership?
4. How well does the Offeror’s proposal provide airtime/viewtime and numbers of spots to maximize State resources and viewership/listenership?
5. How strong is the Offeror’s proposed value-added component?
6. 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:

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

**Contract Term**

The term of this contract shall be on or about November 17, 2014 through April 15, 2015.

## Billing

Payment will be made 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 from the Contractor. A final invoice for services rendered along with a report of all media activities must be submitted no later than May 1, 2015.

**Invoices must be on company letterhead and include contractor’s name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, invoice number and signature in order to be processed.**

### Bid Submission Information

Interested parties should place both their sealed Financial Proposal envelope and sealed Technical Proposal 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 Friday, October 17, 2014** in order to be considered. Submission envelope must show the Procurement ID Number. **Offerors cannot submit multiple responses and only one Proposal is 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 (3rd) Floor, Room 306 and ask for Chuck Bailey. \*NOTE: When dropping off the proposal, please obtain a receipt.

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.

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 sixty (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**

Procurement Specialist

Prevention and Health Promotion Administration

Department of Health and Mental Hygiene

201 W. Preston Street, Room 306

Baltimore, MD 21201

Phone: 410-767-5601

**E-Mail:****chuck.bailey@maryland.gov**

## ISSUING OFFICE:

**Courtney Lewis, M.P.H., C.H.E.S.**

Director, Center for Cancer Prevention and Control

Prevention and Health Promotion Administration

201 West Preston Street, 3rd Floor

Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED**

**TO RESPOND TO THIS SOLICITATION**

**Financial Proposal Form**

**PROCUREMENT ID NUMBER: PHPA-S1673**

**ISSUE DATE: September 12, 2014**

TITLE: *Maryland Cancer Fund – Donation Promotion – Statewide Advertising Campaign 2015*

**A. Offeror Information:**

Vendor Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Federal Tax ID (FEIN#): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone/Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SBR Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**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-S1673**

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

**Budget Period from November 17, 2014 to April 15, 2015**

|  |  |
| --- | --- |
| **BUDGET ITEM** | **PROPOSED DHMH SUPPORT** |
| 1. Television Airtime |  |
| 2. Web Placement |  |
| 3. Editing of Commercial/Web Ad |  |
| 4. Other |  |
|  |  |
| **TOTAL COST** | **$24,000** |

**\* 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.**