BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1380

ISSUE DATE: September 16, 2013

TITLE: Maryland's Tobacco Quitline – Network TV Station Sponsorship – Western Maryland Region

PLEASE READ THE ENTIRE SOLICITATION BEFOR SUBMITTING YOUR PROPOSAL

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

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at https://emaryland.buyspeed.com/ 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 bid page.

Summary Statement

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting Network TV station ad placement for four (4) weeks to promote the Maryland Tobacco Quitline – 1-800-QUIT NOW (1-800-784-8669) in the Western 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 November 15, 2013 through February 01, 2014. Proposals must equal $25,000.

Background

CTPC has successfully managed the Maryland Tobacco Quitline (QL), 1-800-QUIT-NOW, since 2006, and has received over 115,000 calls, with a 98% customer satisfaction rate. The QL provides FREE telephone counseling to Marylanders 13 years and older to help them quit tobacco. Services are available 24/7, in English, Spanish, and other languages. Special services are available for pregnant tobacco users and youth. Residents 18 years and older can receive a free supply of Nicotine Replacement Therapy, web, and text support. Learn more at www.smokingstopshere.com.

Mass media constitutes a powerful tool through which messages on health promoting habits and lifestyles may be presented. Television remains a popular media outlet that can reach a large number of people within a geographic region. TV media tends to be extremely effective in motivating residents to call the Quitline.

CTPC recognizes a need to increase promotion of the Maryland Tobacco Quitline during the holidays because many people want to quit tobacco and the Quitline is an excellent resource to assist them. Airing Quitline messages from December 17, 2013 through January 14, 2014 would drive home the message that there is help out there for viewers during the time of year when resolutions are typically the strongest and motivation to quit is high. Calls to the Quitline typically double during December and January months and historically 30% of calls to the Quitline during these months are generated by TV media. TV media tends to be extremely effective in motivating a majority of residents in this region to call the Quitline. **To reach Western parts of Maryland it may be necessary to air ads on Pittsburgh stations which is acceptable for this proposal.**

<u>Scope of Work</u>

The selected Offeror shall:

A. Create promotional spot(s) to air across the network(s) during the four week flight.
B. Provide a work plan outlining the sponsorship opportunity that includes a specific timeline of development and placement of PSAs. CTPC will provide the Quitline and required DHMH logo and other mandatory tags or disclaimers as needed to be placed on created spots.
C. Vendor must be able to deliver a draft of spot(s) within five days of contract award to allow for review, edits, and approval by the CTPC.
D. Provide a schedule including station(s), days, and times of where and when the spot would air on the network, focusing on times of high viewership. Provide rationale for station(s) and schedule selected.
E. Air promotional spot(s) and/or other proposed media.
F. Provide a report of when media actually occurred due within five days of final ad airtime.
G. Provide a summary report at the conclusion of the sponsorship highlighting sponsorship details.
H. All cost associated for producing and placing spots will be at the expense of the Offeror.
I. Provide at least one value added component (community event, news story, etc.) in which the Quitline can be promoted.

<u>Ownership and Rights of Materials</u>

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 design and production related fees must be included in the final bid 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). You must be registered as an SBR in order to submit a proposal.

Proposal Submissions

The Offeror shall complete the attached Bid Form (page 7) and 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 mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

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 Offeror shall submit a work plan that includes a timeline for development and placement of TV PSAs. The work plan shall also include the number and length of all of the spots the Offeror will produce.

C. The Offeror's experience with television media buys in the targeted region.

D. The Offeror shall discuss ideas and/or the themes for the station produced spots, including the rationale supporting the proposed ideas/themes.

E. The Offeror shall submit an example of an existing creative spot that is similar in nature to what the CTPC is requesting, along with a brief explanation of the purpose of the spot.

F. The Offeror shall submit a media schedule that reflects at what times the spots shall be aired and on what station(s) for the four (4) week period of December 17, 2013 through January 14, 2014.

G. The Offeror shall provide the viewer profile of station(s) selected (including the counties where the spots will air) and provide rationale for the particular station(s) and schedules as to how they will capture the Department's target audience.

H. The Offeror shall identify the total number of spots that shall be aired during the four week period.

I. The Offeror shall describe promotional added value (i.e. community event, news story, etc., as well as additional spots, if applicable) and include the actual dollar amounts that will be offered to the State.

J. 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 tobacco control efforts, please describe how this funding is being used and the source of the funding.

K. Offerors shall submit a completed bid page, and provide a separate line item budget and narrative (Attachment A).

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.

Evaluation Criteria of Proposal

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

A. Does the Offeror's proposal provide a work plan that includes a realistic timeline for development and placement of the TV PSAs?
B. How experienced is the Offeror in providing media buys in the region?
C. Does the Offeror's proposal provide a work plan that includes the number and length of all spots the Offeror shall produce?
D. Does the Offeror's proposal present rationale and support that the ideas/themes will reach the demographics that the Department intends to reach?
E. Does the Offeror submit an existing spot that is creative and effective?
F. Does the Offeror's proposal provide a clear schedule and rationale of when the spots shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times sufficient to reach the Department's target audiences?
G. Does the Offeror's proposal provide number of spots that will maximize State resources?
H. How strong is the Offeror's value-added component?
I. Does the Offeror have any conflicts of interest?
J. Does the Offeror provide a clear and rational budget and budget narrative?

Contract Term

The term of this contract shall be on or about November 15, 2013 through February 01, 2014.

Billing
Payment will be made by CTPC 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. **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 submit bids using the attached "Bid Form" as a cover sheet; see page 7. The final bid must include ALL final costs for completing the project.

SUBMISSION DEADLINE
Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on October 7, 2013** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3^{rd}) flood, room 306 and ask for Michael Trombetta. *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039). *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders 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 call will be accepted) to the PROCUREMENT OFFICER.

NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.

PROCUREMENT OFFICER:
Michael J. Trombetta
Agency Procurement Specialist II
201 W. Preston Street
Baltimore, Maryland 21201

Voice: 410-767-5039
michael.**trombetta**@maryland.gov

ISSUING OFFICE:
Center for Tobacco Prevention and Control
(Attn: Sara Wolfe)

201 West Preston Street
Baltimore, MD 21201

Phone: 410-767-1364

MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION

Bid Form

PROCUREMENT
I.D. NUMBER: PHPA-S

ISSUE DATE: September 16 , 2013

TITLE: **Maryland's Tobacco Quitline – Network TV Station Sponsorship – Western Maryland Region**

A. Offeror Information:

Vendor Name: ______________________________

Federal Tax ID (FEIN#): ______________________________

Contact Person: ______________________________

Address: ______________________________

____

Telephone: ______________________________

Fax: ______________________________

SBR Number: ______________________________

B. Total cost for parameter outlined in scope of work section is equal to $25,000.

____

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-S1380.

Attachment A

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from ___________ to __________

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost[1]	
TOTAL COST	

TITLE OF PROJECT: ____

AGENCY NAME: ____

AUTHORIZED SIGNATURE: ____

DATE: ____

FEDERAL IDENTIFICATION NUMBER: __________________________________

* Include Budget Narrative on a separate page.

[1] Indirect cost may not exceed 10% of personnel in item 1.