

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1581

ISSUE DATE: May 30, 2014

TITLE: *Maryland WIC Program – Radio Station Sponsorship – Baltimore Metropolitan Region*

PLEASE READ THE ENTIRE SOLICITATION BEFORE 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 <http://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 Maryland WIC Program is the designated State Agency for Maryland and responsible for the statewide administration of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC is a federally funded program administered at the federal level by the Food and Nutrition Services, United States Department of Agriculture.

The purpose of the WIC program is to provide supplemental foods and nutrition education through Local Agencies at no cost to eligible persons. The WIC Program serves as an adjunct to good health care during critical times of growth and development to prevent the occurrence of health problems and improve the health status of low-income pregnant and postpartum women, infants, and children under five years of age who are at nutritional risk. The Maryland WIC Program promotes breastfeeding and encourages new mothers to breastfeed their newborn infants. The Maryland WIC Program within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting a Radio station sponsorship for a period of five consecutive weeks to promote breastfeeding. The purpose of this Bid Board Notice is solicit proposals from broadcast radio stations (AM or FM) and companies/individuals who have professional relationships with broadcast radio stations (AM or FM) that have a large listening audience of African American women from the ages of 18 to 35 in the Baltimore Metropolitan Region. The spot shall be aired for up to five (5) weeks, between August 1, 2014 to September 5, 2014.

Financial Proposals equal to \$25,000. The radio station will air 30-second breastfeeding spots owned and provided by DHMH's Maryland WIC Program. The vendor must use the radio ad only.

Scope of Work

The selected Offeror shall:

- A. Provide a work plan outlining the sponsorship that includes the specific timeline of the placement of each Public Service Announcements (PSA).
- B. Provide a schedule including days and times of where and when the PSA will air, focusing on times of high listenership. The majority of listenership for selected channels shall be concentrated in the Baltimore Metropolitan Region, and on stations most frequented by the target populations.
- C. Place the radio ads as per the approved placement schedule.
- D. Provide at least one additional value-added component – e.g., bonus buys, news story, interviews, affiliate coverage, web banner placement on affiliated station website, etc. – in which campaign messaging can be further promoted.
- E. Provide a summary report due within five (5) days of the final ad airtime to include: (1) PSA actual air times; (2) Reach, frequency, and other measures, such as GRPs, that will demonstrate the impact of the ads; (3) a summary of any deviations, modifications, and/or 'make-goods' from the original placement schedule and work plan; and (4) a description of any added value components.

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 photos 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 an 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 ten (10) 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.”

Technical proposals shall include the following mandatory submissions:

- A. Background Information:
 - 1. Organization Name, Contact Person, Position/Title, Address, Telephone Number, E-mail Address and Fax Number.
 - 2. The capabilities of the relevant information establishing qualifications as an expert in media placement and experience working in the targeted region with government and non-profit campaigns. Please provide curriculum vitae for all project staff members as a part of this document.
 - 3. The Offeror’s SBR Number and Federal Identification Number.

- B. The proposed station(s) on which the PSA will air, including the geographic coverage, listener profile, radio format, and reach of the station(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 PSAs and value-added components.

- D. The Offeror shall submit a media buying schedule that maximizes listenership (reach and frequency needed to increase the likelihood that the target audience will hear the ads, understand the messaging, and take action). The schedule shall reflect at what times the PSAs will be aired and on what stations. Airtime will be for five (5) weeks anticipated on or about August 1, 2014 through September 5, 2014.

- E. The Offeror shall identify the total number of times and during which dayparts by station that the (:30s) PSAs shall be aired during the five (5) week period. Dayparts shall be defined as: morning drive (5AM-10AM), mid-day (10AM-3PM), afternoon drive (3PM-7PM), evenings (7PM-12AM), nights (12AM-5AM), and weekends (Saturday & Sunday 10AM-7PM). Average station listenership for each daypart shall also be provided. Overall total number of the target population expected to be reached should be provided.

- 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. 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 maternal and child health efforts, please describe how this funding is being used and the source of the funding.

H. The Offeror must supply a minimum of two (2) letters of recommendation.

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

- A. How experienced is the Offeror in providing media buys in the region?
- B. How strong are the letters of recommendation?
- C. How clear and relevant is the Offeror’s described listener profile and how well do the stations suggested by the Offeror capture the Department’s target audience?
- D. 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 and added value components?
- E. How clear is the Offeror’s schedule of when the PSAs shall air and are the proposed times and justification sufficient to reach the target audiences with maximum listenership (reach and at the frequency necessary for the audiences to process the information)?
- F. How well does the Offeror’s proposal provide airtime and number of spots that will maximize State resources and listenership?
- G. How strong is the Offeror’s value-added component(s)?
- H. 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 from August 1, 2014 to September 5, 2014.

Billing

Payment will be made by the Maryland WIC Program upon satisfactory completion of service. Receipt of an invoice from the Contractor based on the actual spots that are aired during the said period is required by the Maryland WIC Program. Only the agreed spots that are aired will be paid. **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, invoice number and signature in order to be processed.**

We will only pay for the scheduled services.

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 Monday June 9, 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:

Silvia Rivera

Procurement Specialist
Maryland WIC Program
Department of Health and Mental Hygiene
201 W. Preston Street, Room 105
Baltimore, MD 21201
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Email: silvia.rivera@maryland.gov

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

Financial Proposal Form

PROCUREMENT ID NUMBER: PHPA-S1581

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TITLE: Maryland WIC Program – Radio Station Sponsorship – Baltimore Metropolitan Region

A. Offeror Information:

Vendor Name: _____
Federal Tax ID (FEIN#): _____
Contact Person: _____
Address: _____
Telephone/Email: _____
Fax: _____
SBR Number: _____
Radio Station Name and Location: _____

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-S1581

Department of Health and Mental Hygiene Line Item Budget*

Budget Period from Aug 1, 2014 to September 5, 2014

BUDGET ITEM	PROPOSED DHMH SUPPORT
Consultant Fees (breakdown of hourly rate per specific task)	
Placement of Radio Media (English)	
In-state Travel	
Other (please specify)	
TOTAL COST	\$25,000

*** 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.**