

QUEEN ANNE'S COUNTY HEALTH DEPARTMENT
Request for Proposal – Information and Requirements
Please reference Bid Number 202110

PART I – Introduction

This document provides information necessary for interested parties to respond to the request for proposals to help provide Queen Anne's County Health Department with various services as described below with the media campaign for Tobacco Prevention Messaging. Services provided in response to this invitation will begin tentatively on March 15, 2021 and continue through June 30, 2021.

PART II – Background

Queen Anne's County Health Department wishes to release a media campaign across various sources relating to Tobacco Prevention Messaging. With this campaign, we are hoping to reach all age ranges and citizens across the county. Approaches may include, but are not limited to the following outlets:

- Television commercials, PSAs for Comcast/Effectv, Atlantic Broadband, and QACTV
- Radio commercials/PSAs for targeted population
- Print – magazines, newspaper, direct/mass mailings, etc.
- Internet and Social Media – web links, YouTube, etc.
- Outdoor billboards
- Movie theater PSAs

PART III – Mandatory Qualifications/Requirements

The Vendor must possess and describe:

- a) Extensive knowledge of Prevention activities on the Mid-Shore;
- b) Creative experience for multiple platforms; and
- c) Experience purchasing of multi-media outlets.

PART IV – Services to be Performed/Statement of Work/Deliverables

- Develop a comprehensive media plan for Queen Anne's County, i.e. messaging, formatting, distribution, brokering/subcontracting of services, timeline;
- Develop overall campaign message and logo using market analytics demographically similar to Queen Anne's County residents;
- Provide at least three (3) design concepts each with different creative, look and feel, as well as overall summaries/descriptions for suggested ancillary material designs;
- Develop and distribute tool kit containing electronic version of all materials for future;

PART VI – Conditions

- A. The Queen Anne's County Health Department reserves the right to accept or reject any or all bids.
- B. Method of Payment – Purchase Order. Payment to be received four weeks from submittal of invoices. All invoices must have the Vendor's federal identification number or social security number to be processed.
- C. If Vendor is selected and fails to meet these conditions, Vendor may become ineligible for participation in future bids.
- D. The Queen Anne's County Department of Health is an Equal Opportunity Employer.

Please provide your vendor information on the next page.

Bid 202110 – Tobacco Prevention Messaging

VENDOR NAME: _____

VENDOR ADDRESS: _____

PHONE NUMBER: _____ FAX: _____

AGENT'S NAME: _____

AGENT'S SIGNATURE: _____

AGENT'S TITLE: _____ DATE: _____

Please email the above information along with your cost proposal and any

questions to:

Michelle Gero
(michelle.gero@maryland.gov)
443 – 262 – 4471

Please have all responses returned no later than Monday, March 8, 2021.