



REQUEST FOR PROPOSALS  
(RFP)  
FOR  
MEDIA CONTRACTOR  
23RFP005

January 19, 2023

280 South Decatur Boulevard  
Las Vegas, Nevada 89107

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ATTACHMENT A - Proposal Form

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## **SECTION I - INTRODUCTION**

### **A. Purpose**

The Southern Nevada Health District's (Health District) Office of Chronic Disease Prevention and Health Promotion (OCDPHP) requests proposals from qualified and experienced full-service marketing and/or advertising agencies to provide media advertising and production services (Project).

### **B. Entity Information**

The Health District was created in 1962 when the State Legislature combined the health departments of the county and several adjoining cities. The Health District is one of the largest local public health organizations in the United States, serving more than 2.3 million residents and safeguarding the public health of more than 40 million visitors to Las Vegas annually.

The mission of the Health District is, "To assess, protect, and promote the health, the environment, and the well-being of southern Nevada communities, residents, and visitors."

The Health District is governed by the Southern Nevada District Board of Health (Board). The Board is vested with jurisdiction over all public health matters within Clark County, Nevada.

### **C. Funding**

Any awarded contract will specify the funding source(s), will be subject to the availability of funding, and will be immediately terminated if funding is withdrawn, limited, or impaired.

### **D. Anticipated Contract Type**

Any awarded contract will be a "requirements" contract for the services specified and effective for the period stated.

### **E. Anticipated Contract Term**

The Health District anticipates that any awarded contract will be for one (1) year with four (4) optional one (1) year extensions. The Health District reserves its right to determine the length of the contract term prior to contract award.

### **F. Subcontracting**

Subcontracting must be preapproved by the Health District.

### **G. Ethics in Procurement**

It is unlawful for any Proposer to offer, or any employee of the Health District or their immediate family to solicit or accept a gratuity in connection with the solicitation, award, or administration of any Health District contract or purchase order.

## **SECTION II - SCOPE OF SERVICES**

### **A. Project Description**

1. The OCDPHP is staffed by professionally trained Health Educators. The OCDPHP team works to improve the health of our community by working collaboratively with community partners to educate, motivate, and increase people's skills to maintain healthy and safe lifestyles. OCDPHP programs and coalitions are population-based and policy-focused. They are designed to mobilize residents to respond to health issues and change policies and the physical environment to help support healthy behaviors.
2. OCDPHP programs encourage people to get moving, eat better, live tobacco-free, and self-manage chronic conditions. The OCDPHP also undertakes special projects apart from chronic disease, which currently includes promoting COVID-19 and influenza (FLU) vaccination. The following programs are the cornerstone of OCDPHP's work in southern Nevada:
  - a. Chronic Disease Prevention (including physical activity, nutrition, obesity prevention, diabetes, heart disease)
  - b. Tobacco Control and Prevention
  - c. Special projects (e.g., COVID-19/FLU vaccine promotion)
3. This Project will include target population demographic research and analysis, media planning, interfacing with the CDC Media Campaign Resource Center, the CDC Community Health Media Center, and the State of Nevada, identification of appropriate media sponsorships, media placement services, multi-media and creative production, web and social media support and post campaign evaluation.

### **B. Contractor Activities**

The selected contractor will:

1. Act as the Health District's authorized purchasing agent and media buy contractor in negotiating television, radio and internet advertising, and print advertising including periodicals (e.g., newspaper, magazine), post service and mail house.
2. Achieve the best possible outcome from the Health District's advertising.
3. Provide a proposed advertising spend plan for all advertising (covered by commission bid).
4. Work with Health District staff to update and fine-tune art and copy platforms using existing Health District creative messaging and branding concepts.
5. Communicate with Health District staff on agreed upon intervals during the contract period.
6. Provide the following services:
  - a. Target demographic research and analysis
  - b. Media planning
  - c. Media negotiation
  - d. Media placement
  - e. Media monitoring to ensure quality

- f. Web and social media development
  - g. Web and social media management
  - h. Web and social media placement
  - i. Web and social media monitoring to ensure quality
  - j. Radio production
  - k. Television production
  - l. Billboard production
  - m. Print production
  - n. Script writing
  - o. Special event management
  - p. Post campaign evaluation
  - q. Public relations representation
  - r. Secure sponsorships for media campaigns and outreach activities
  - s. Development and placement of Spanish language media
  - t. Summary and documentation of all expenditures
  - u. Monthly summary of all activities including reach and frequency statistics
  - v. Compilation of information/data for CDC reports and other granting entities, as requested
  - w. Ability to secure or provide in-house translation services for all media development needs
7. Continue other OCDPHP media programs including but not limited to:
- a. Tobacco Control and Prevention
  - b. Chronic Disease Prevention
  - c. Special projects including COVID-19/FLU vaccine promotion

### **C. Health District Activities**

The Health District will:

- 1. Review and approve the targeted media buys and drivers identified by the selected contractor prior to execution or placement.
- 2. Work closely with the selected contractor throughout the process to ensure that:
  - a. Regular updates occur as each phase of the Project commences or completes
  - b. Key Health District staff and information sources are engaged as needed
  - c. Health District stakeholders are fully informed throughout the course of the Project and understand conclusions as they are developed
  - d. Health District staff approves all materials prior to production
  - e. Timelines, deadlines, and other milestones are met or surpassed

## SECTION III - TIMETABLE AND PROVISIONS

### A. Timetable

RFP Issuance .....	January 19, 2023
Deadline to Submit Questions.....	February 2, 2023
Deadline to Disseminate Questions and Answers.....	February 9, 2023
Deadline to Submit Proposals .....	March 2, 2023
Evaluation Completed/Award Notification.....	March 16, 2023
Anticipated Contract Start Date .....	<b>July 01, 2023</b>

### B. Authorized Contact

All questions about this RFP from RFP Issuance to Award Notification shall be directed to the Authorized Contact, **Kevin Bratcher** at [procurement@snhd.org](mailto:procurement@snhd.org). No other person has the authority to respond to questions about this RFP unless expressly authorized by the Authorized Contact. **Proposers that do not adhere to this requirement may be disqualified.**

### C. Questions

Written questions about this RFP must be submitted via email to [procurement@snhd.org](mailto:procurement@snhd.org) by **2:00 p.m.** Pacific Standard Time (PST) on **February 2, 2023**. All written questions and answers will be posted to [the Health District Public Notices website](#) by **5:00 p.m. PST on February 9, 2023**.

### D. Deadline to Submit Proposals

Proposals are due by **2:00 p.m. PST on March 2, 2023**.

### E. Proposal Submission

1. Email Adobe PDF “documents” (**email attachments**) to [procurement@snhd.org](mailto:procurement@snhd.org) as follows:
  - a. One (1) Technical Proposal named “*23RFP005 Media Contractor Technical Proposal*”
  - b. One (1) Price Proposal named “*23RFP005 Media Contractor Price Proposal*”
2. Mailed, hand-carried or faxed proposals, and hyperlinks to proposals will be not accepted.

### F. Late Proposals

Proposals submitted after **2:00 p.m. PST on March 2, 2023** will be rejected as late.

## SECTION IV - REQUIREMENTS

### A. Proposer Qualifications

To be eligible to submit a proposal, Proposer (Proposer's firm) must have:

1. Regularly and continuously provided media advertising and production services for at least seven (7) years.
2. A valid State of Nevada business license (per [NRS 76.100](#)).
3. A valid Clark County "approved for Advertising business" license.
4. An active sam.gov registration.

### B. Proposal Preparation and Submission

To be eligible for evaluation, a proposal must include:

#### 1. Technical Proposal

Prepare and submit **as one PDF document** the Technical Proposal organized as follows:

##### **TAB 1 - Cover Letter and Required Documents**

- a. Submit a cover letter on Proposer's letterhead signed by Proposer's legally authorized representative, including Proposer's name, address, phone number, email address, website; the RFP number and name; and a description of why Proposer wants to provide and should be considered most qualified to provide media services to the Health District.
- b. Complete and submit Attachment A - Proposal Form.
- c. Submit a copy of Proposer's valid State of Nevada business license.
- d. Submit a copy of Proposer's valid Clark County "Advertising" business license.
- e. Submit a copy of Proposer's active sam.gov registration.

##### **TAB 2 - Experience**

- a. Describe your firm's experience providing services like those specified herein and your firm's plan to provide the services required per the RFP. Experience developing public health media campaigns and outreach in the southern Nevada media market is preferred.
- b. Demonstrate at least seven (7) years of significant experience and proficiency in:
  - i. Strategic communications
  - ii. Brand development and design
  - iii. Developing media campaigns in languages other than English
  - iv. Diversity and culturally appropriate representation in media creation and placement
  - v. Community partnership, sponsorships, and outreach events
  - vi. Data-driven user-generated content marketing
  - vii. Insight and knowledge of southern Nevada population and geography
- c. Provide three (3) media campaigns (other than the Health District) your firm has developed in the past three (3) years.
- d. Provide three (3) references (other than the Health District), preferably government agencies, for which your firm has provided similar services in the past three (3) years. Provide client's name, phone number and email address.

### **TAB 3 - Information, Statements, Certifications and Assurances**

Provide the following:

- a. An affirmative statement that Proposer's firm, officers, and affiliates are independent of and not related to the Health District or its operations.
- b. An affirmative statement that no conflict of interest exists between Proposer's firm, officers, and affiliates and the Health District regarding any Health District programs, the RFP scope of services, and/or any Health District programs that encourage people to get moving, eat better, and live tobacco-free including:
  - i. Tobacco Control and Prevention
  - ii. Chronic Disease Prevention
  - iii. Special projects including COVID-19/FLU vaccine promotion

Note: Conflicts of interest whether disclosed by the Proposer or discovered by the Health District will be disqualifying.

- c. A statement disclosing or denying any interest, financial or otherwise, that any employee or official of the Health District or of its governing or advisory boards may have in the Proposer's firm or in the Project.
- d. A disclosure of all litigation, mediation, arbitration, or other alternate dispute resolution procedures involving Proposer's firm, officers, and affiliates in the past five (5) years.
- e. A disclosure of all complaints filed with any state regulatory bodies or professional organizations against Proposer's firm, officers, and affiliates.
- f. A list of exceptions to any RFP specifications or requirements and the proposed alternatives. The Health District reserves its right to reject any proposed alternative.
- g. A list of any work previously performed or currently being performed for the Health District including the nature and scope of the work and the applicable dates of the work.

#### **2. Price Proposal**

Complete and submit **as one separate PDF document** Attachment B - Price Form.

#### **C. Proposer Representations and Certifications**

1. Proposer has read and understands the RFP documents, makes its proposal in accordance therewith, and agrees with and will abide by the RFP terms and conditions.
2. Proposer has not communicated about this RFP or its proposal with anyone associated with the Health District in any capacity other than the Authorized Contact.
3. Proposer's proposal was derived independently and without collusion.
4. Proposer shall comply with all applicable federal, state, and local laws, regulations and ordinances whether explicitly stated, including but not limited to the Federal Civil Rights Act of 1964, the Equal Employment Opportunity Act, and the Disabilities Act of 1990, and regulations issued pursuant to those acts.



## **D. General Conditions**

### **1. Interpretation or Correction of RFP (Documents)**

- a. Proposer shall promptly email the Authorized Contact about any error, inconsistency, or ambiguity in and/or to request clarification or interpretation of this RFP by the Deadline to Submit Questions, except as related to addenda issued after this date.
- b. Changes to this RFP will be only by written addenda issued by the Authorized Contact or designee. Addenda will be posted to [the Health District Public Notices website](#). Proposer shall be responsible for ensuring that its proposal reflects all addenda.

### **2. Responsive Proposal**

A responsive proposal is one that conforms in all material respects to the RFP. The Health District can waive any technicality, irregularity, or informality in determining responsiveness.

### **3. Responsible Proposal**

A responsible proposer is one who has the capability in all respects to perform fully the contract requirements, and the experience, integrity, perseverance, reliability, facilities, and equipment that will assure good faith performance, and who submits a responsive proposal.

### **4. Rejection and Cancellation**

The Health District reserves its right to reject any proposal that does not conform to the RFP requirements and to reissue or cancel this RFP for any reason or no reason.

### **5. Modification or Withdrawal of Proposal**

Proposer may modify or withdraw its proposal by submitting a written request to the Authorized Contact prior to the Deadline to Submit Proposals.

### **6. Proposal Costs**

The Health District will not reimburse any costs incurred to prepare or submit a proposal.

### **7. No Guaranteed Contract**

This RFP neither creates an offer to contract nor commits the Health District to contract.

### **8. Limited Contract**

The Health District reserves its right to contract for less than the services specified herein.

### **9. Exclusivity**

Nothing in this RFP or any resulting contract precludes the Health District from obtaining services like those specified herein from other sources.

### **10. Public Records**

Pursuant to NRS 239.010, et seq., documents provided to the Health District become public records. Proposals must not be marked “confidential” or “proprietary.” The Health District will provide proposals even if marked “confidential” or “proprietary” pursuant to a public records request in compliance with state laws and mandates. The Health District will not be liable for disclosure of any documents provided to the Health District.

## SECTION V - EVALUATION AND SELECTION

Proposals submitted by the Deadline to Submit Proposals will be reviewed for responsiveness to the RFP requirements. Responsive proposals will be evaluated per the following Evaluation Criteria. The Health District reserves its right to consider any other factors when evaluating proposals and Proposers if doing so is in the Health District's best interests.

### A. Evaluation Criteria

Criteria Description	Maximum Score
<ul style="list-style-type: none"><li>- Experience providing services like the RFP Scope of Services</li><li>- Proposed plan to provide the RFP Scope of Services<ul style="list-style-type: none"><li>▪ Experience developing public health media campaigns and outreach in the southern Nevada media market</li></ul></li></ul>	25
Demonstrated significant experience and proficiency in: <ul style="list-style-type: none"><li>- Strategic communications</li><li>- Brand development and design</li><li>- Media campaigns in languages other than English</li><li>- Diversity and culturally appropriate representation in media creation and placement</li><li>- Community partnerships, sponsorships, and outreach events</li><li>- Data-driven user-generated content marketing</li><li>- Southern Nevada population and geography</li></ul>	25
Samples of media campaigns	20
Price	20
Client references	10

### B. Clarification, Site Visits, Interviews, and Presentations

1. The Health District reserves its right as it deems necessary or appropriate to contact Proposers to clarify proposals or to obtain additional information, and/or to conduct site visits and/or interviews, and/or to request that Proposers make presentations.
2. The Health District reserves its right to base its decision solely on written proposals, irrespective of any other interactions with Proposers as referenced in paragraph B.1.

### C. Selection

1. The proposal selected for award, if any, will be the one that is most beneficial regarding Proposer's experience, qualifications and capabilities and price, and/or that best meets the Health District's needs.
2. If the Health District is unable to finalize a satisfactory contract with the selected Proposer within a reasonable time, the Health District shall formally terminate discussions with the selected Proposer and at its sole discretion begin discussions with another Proposer or cancel and reissue the RFP.
3. Any award/contract will be presented to the Board for approval.

## ATTACHMENT A

### Proposal Form

Complete and submit Attachment A. Indicate "None" as applicable.

The undersigned, as an authorized representative of the company named below, acknowledges that they have examined this Request for Proposals and all related documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment, and services necessary to comply with the specifications, terms and conditions set forth herein.

Company name:	
Company headquarters address:	
Company website:	
Ownership type (i.e., partnership, corporation):	
Company officers' names, titles, and number of years in media advertising:	
Number of years in business:	
Number of employees:	
Federal tax ID number:	
Nevada business license number:	
Sam.gov unique entity identifier (UEI):	
Dun & Bradstreet D-U-N-S number:	
Does the proposal include exceptions to any RFP specifications or requirements?	Yes                      No

Signer acknowledges receipt of the following addenda. Indicate "None" if no addenda were issued:

Addendum No. _____	Issue Date _____
Addendum No. _____	Issue Date _____
Addendum No. _____	Issue Date _____
Addendum No. _____	Issue Date _____

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## ATTACHMENT B

### Price Form

Complete and submit Attachment B signed by Proposer's authorized representative.

#### A. Proposed Retainer Fee:

1. Actual hours worked and invoiced will be deducted from the retainer fee. The proposed retainer fee will not be increased.

Year 1	\$ _____ / Hour	\$ _____ / Month (not to exceed)
Optional Year 2	\$ _____ / Hour	\$ _____ / Month (not to exceed)
Optional Year 3	\$ _____ / Hour	\$ _____ / Month (not to exceed)
Optional Year 4	\$ _____ / Hour	\$ _____ / Month (not to exceed)
Optional Year 5	\$ _____ / Hour	\$ _____ / Month (not to exceed)

2. List or describe all services and other items included within the Proposed Retainer Fee:

3. List or describe all services and other items NOT included within the Proposed Retainer Fee:

#### B. Commission (if applicable):

Indicate the gross percentage to be retained by contractor as commission: \_\_\_\_\_ %

#### C. List additional charges not included in the Proposed Retainer Fee and/or Commission:

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_