

**STATE OF SOUTH DAKOTA
DEPARTMENT OF HEALTH
OFFICES OF DISEASE PREVENTION AND HEALTH PROMOTION
600 EAST CAPITAL AVENUE
PIERRE, SOUTH DAKOTA 57507**

**DIABETES AND HEART DISEASE & STROKE HEALTH COMMUNICATIONS AND
MARKETING
PROPOSALS ARE DUE NO LATER THAN 5:00 P.M CST ON APRIL 14, 2023**

RFP #: 23-0904006-014 State POC: Rebecca Piroutek EMAIL: DOHMediaVR@state.sd.us.

READ CAREFULLY

FIRM NAME: _____ AUTHORIZED SIGNATURE: _____

ADDRESS: _____ TYPE OR PRINT NAME: _____

CITY/STATE: _____ TELEPHONE NO: _____

ZIP (9 DIGIT): _____ FAX NO: _____

E-MAIL: _____

PRIMARY CONTACT INFORMATION

CONTACT NAME: _____ TELEPHONE NO: _____

FAX NO: _____ E-MAIL: _____

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Diabetes Program (DP) and Heart Disease & Stroke Prevention Program (HDSPP) are seeking proposals from qualified advertising agencies to assist the Department of Health in developing statewide health communication and marketing services to decrease the incidence of heart disease and diabetes and increase successful self-management through evidence-based interventions. The successful Offeror will be able to demonstrate an ability to work with staff on the current priorities of the Centers for Disease Control and Prevention (CDC), including the National Diabetes Prevention Program (NDPP), Diabetes Self-Management Education and Support program (DSMES), promotion of cardiovascular health throughout various sectors, coordinated services for cardiovascular events, technology-based strategies to optimize care, leveraging the public health workforce (including Community Health Workers), and supporting patients in disease management. The Offeror selected will be expected to help develop evidence-based, innovative, and creative ideas for programs in both heart disease and diabetes and will need to have the ability to reach healthcare professionals, businesses, and individuals. These efforts should build upon the strengths and strategies of the current DP and HDSPP brand identities.

The Offeror will possess the experience and capabilities necessary to implement statewide health marketing efforts. The campaign may include advertising, promotion, public relations, research, social, digital, and interactive components. The Offeror will be responsible for delivering messaging statewide on a schedule jointly determined with program staff.

Offeror Experience:

The selected agency must have experience and demonstrated success in the following areas:

- The offeror has experience in creating effective, high-impact advertising
- The offeror has extensive media buying experience in South Dakota to leverage limited media dollars
- The offeror has interactive capabilities to use digital and social media strategically
- Offeror's account service and planning provides outstanding client service, from strategic planning and counsel to project management
- The offerors must demonstrate the ability to integrate the client's expertise in public health with the Offeror's expertise in marketing and communications
- The offeror has experience in social marketing—in particular, work those changes in attitudes and opinions on health or related topics

Strategic Approach:

The State uses health communications and marketing interventions to address several issues. The successful formula we have used to date is to employ:

- A variety of messages over time
- Multiple media channels to maximize the reach and frequency of the campaigns
- Impactful creative with high-quality products to break through the clutter
- An integrated approach, with all communications efforts (paid advertising, earned media, digital and social media, and community outreach) working together to

- change social norms
- Strategic innovation, using fresh and new ideas that support our mission
- Experience from other sources, using proven ads and strategies from other states or federal organizations to maximize budgets

Key Audiences:

The DP and HDSPP have identified populations at higher risk for developing diabetes and heart disease (aging adults, those with elevated body mass index (BMI), elevated blood pressure, high cholesterol, and/or decreased physical activity, and women with a history of gestational diabetes or polycystic ovarian syndrome), populations with type 1 or type 2 diabetes (diagnosed and undiagnosed), American Indians, healthcare professionals, and rural/frontier populations with limited access to care and/or resources as key audiences.

Key Documents/Websites: Offerors should consult the following resources when preparing proposals:

- [Diabetes Prevention and Control Program](#)
 - [National Diabetes Prevention Program](#)
 - [National Standards for Diabetes Self-Management Education and Support](#)
 - [SD Diabetes Coalition](#)
 - [Undo The Risk](#)
- [Heart Disease & Stroke Prevention Program](#)
 - [Cardiovascular Collaborative](#) and the [Statewide 2022-2026 Strategic Plan](#)
 - [Million Hearts "Start Small. Live Big." Campaign Partner Toolkit](#)
 - [Million Hearts "Live to the Beat" Campaign Partner Toolkit](#)
- [SD Healthy Life Facebook page](#)
- [Healthy People 2030](#)
- [The Community Health Worker Collaborative of South Dakota](#)

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The South Dakota Department of Health is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, Department of Health, Office of Disease Prevention, and Health Promotion. The reference number for the transaction is RFP # 0904006-014. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 LETTER OF INTENT

All interested offerors must submit a **Letter of Intent** to respond to this RFP. Any letters of intent received after the deadline will be late and ineligible for consideration.

The letter of intent must be received by March 10, 2023, by no later than 5 P.M. CST.

The Letter of Intent MUST BE submitted to Rebecca Piroutek via e-mail at DOHMediaVR@state.sd.us. Please place the following in the subject line of your e-mail: **"Letter of Intent for RFP # 23-0904006-014 & "Offeror's Name"**.

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication	March 02, 2023
Letter of Intent to Respond Due	March 10, 2023, by 5:00 P.M. CST
Deadline for Submission of Written Inquiries	March 15, 2023, by 5:00 P.M. CST.
Responses to Offeror Questions	March 22, 2023
Proposal Submission	April 14, 2023, by 5:00 P.M. CST.
Anticipated Award Decision/Contract Negotiation	April 28, 2023

1.5 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Department of Health by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

An electronic PDF version must be e-mailed to DOHMediaVR@state.sd.us.

- Please place the following in the subject line:

**DIABETES AND HEART DISEASE & STROKE HEALTH COMMUNICATIONS
AND MARKETING, RFP # 23-0904006-014, and "YOUR OFFEROR'S NAME"**

If the file is too large to send via e-mail, please provide an alternative option through an FTP site or Dropbox with secured access. Please inform Rebecca Piroutek of this in an e-mail with instructions on accessing it.

The cost proposal must be in a separate e-mail labeled RFP # 23-0904006-014 and "YOUR OFFEROR'S NAME."

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

1.6 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS

By signing and submitting this proposal, the offeror certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation, by any Federal department or agency, from transactions involving the use of Federal funds. Where the offeror is unable to certify to any of the statements in this certification, the bidder shall attach an explanation to their offer.

1.7 NON-DISCRIMINATION STATEMENT

The State of South Dakota requires that all contractors, Offerors, and suppliers doing business with any State agency, department, or institution, provide a statement of non-discrimination. By signing and submitting their proposal, the offeror certifies they do not discriminate in their employment practices with regard to race, color, creed, religion, age, sex, ancestry, national origin or disability.

1.8 CERTIFICATION RELATING TO PROHIBITED ENTITY

For contractors, Offerors, suppliers, or subcontractors who enter into a contract with the State of South Dakota by submitting a response to this solicitation or agreeing to contract with the State, the bidder or offeror certifies and agrees that the following information is correct:

The bidder or offeror, in preparing its response or offer or in considering proposals submitted from qualified, potential Offerors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any Offeror, supplier, or subcontractor, is not an entity, regardless of its principal place of business, that is ultimately owned or controlled, directly or indirectly, by a foreign national, a foreign parent entity, or foreign government from China, Iran, North Korea, Russia, Cuba, or Venezuela, as defined by South Dakota Executive Order 2023-02. It is understood and agreed that, if this certification is false, such false certification will constitute grounds for the State to reject the bid or response submitted by the bidder or offeror on this project and terminate any contract awarded based on the bid or response. The successful bidder or offeror further agrees to provide immediate written notice to the contracting executive branch agency if during the term of the contract it no longer complies with this certification and agrees such noncompliance may be grounds for contract termination.

1.9 RESTRICTION OF BOYCOTT OF ISRAEL

For contractors, Offerors, suppliers, or subcontractors with five (5) or more employees who enter into a contract with the State of South Dakota that involves the expenditure of one hundred thousand dollars (\$100,000) or more, by submitting a response to this solicitation or agreeing to contract with the State, the bidder or offeror certifies and agrees that the following information is correct:

The bidder or offeror, in preparing its response or offer or in considering proposals submitted from qualified, potential Offerors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any Offeror, supplier, or subcontractor, has not refused to transact business activities, has not terminated business activities, and has not taken other similar actions intended to limit its commercial relations, related to the subject matter of the bid or offer, with a person or entity on the basis of Israeli national origin, or residence or incorporation in Israel or its territories, with the specific intent to accomplish a boycott or divestment of Israel in a discriminatory manner. It is understood and agreed that, if this certification is false, such false certification will constitute grounds for the State to reject the bid or response submitted by the bidder or offeror on this project and terminate any contract awarded based on the bid or response. The successful bidder or offeror further agrees to provide immediate written notice to the contracting executive branch agency if during the term of the contract it no longer complies with this certification and agrees such noncompliance may be grounds for contract termination.

1.10 MODIFICATION OR WITHDRAWAL OF PROPOSALS

Proposals may be modified or withdrawn by the offeror prior to the established due date and time.

No oral, telephonic, telegraphic or facsimile responses or modifications to informal, formal bids, or Request for Proposals will be considered.

1.11 OFFEROR INQUIRIES

Offerors may e-mail inquiries concerning this RFP to obtain clarification of requirements. No inquiries will be accepted after the date and time indicated in the Schedule of Activities. Inquiries must be e-mailed to Rebecca Piroutek at DOHMediaVR@state.sd.us with the subject line "RFP # RFP # 23-0904006-014 Inquires".

All inquiries and the State's response will be posted on the state's e-procurement system. Offerors may not rely on any other statements, either of a written or oral nature, that alter any specification or other term or condition of this RFP. Offerors will be notified in the same manner as indicated above regarding any modifications to this RFP.

1.12 PROPRIETARY INFORMATION

The proposal of the successful offeror(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists and non-public financial statements. An entire proposal may not be marked as proprietary. Offerors must clearly identify in the Executive Summary and mark in the body of the proposal any specific proprietary information they are requesting to be protected. The Executive Summary must contain specific justification explaining why the information is to be protected. Proposals may be reviewed and evaluated by any person at the discretion of the State. All materials submitted become the property of the State of South Dakota and may be returned only at the State's option.

1.13 LENGTH OF CONTRACT

The anticipated contract period is June 1, 2023 – May 31, 2024, with the option to renew for three (3) additional years.

1.14 GOVERNING LAW

Venue for any and all legal action regarding or arising out of the transaction covered herein shall be solely in the State of South Dakota. The laws of South Dakota shall govern this transaction.

1.15 DISCUSSIONS WITH OFFERORS (ORAL PRESENTATION/NEGOTIATIONS)

An oral presentation by an offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the Offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the offeror's expense.

This process is a Request for Proposal/Competitive Negotiation process. Each Proposal shall be evaluated, and each respondent shall be available for negotiation meetings at the State's request. The State reserves the right to negotiate on any and/or all components of every proposal submitted. From the time the proposals are submitted until the formal award of a contract, each proposal is considered a working document and as such, will be kept confidential. The negotiation discussions will also be held as confidential until such time as the award is completed.

2.0 STANDARD CONTRACT TERMS AND CONDITIONS

Any contract or agreement resulting from this RFP will include the State's standard terms and conditions as listed below, along with any additional terms and conditions as negotiated by the parties:

- 2.1** The Contractor will perform those services described in the Scope of Work, attached hereto as Section 3 of the RFP and by this reference incorporated herein.
- 2.2** The Contractor's services under this Agreement shall commence on _____ and end on _____, unless sooner terminated pursuant to the terms hereof.
- 2.3** The Contractor will not use State equipment, supplies or facilities. The Contractor will provide the State with its Employer Identification Number, Federal Tax Identification Number or Social Security Number upon execution of this Agreement.
- 2.4** The State will make payment for services upon satisfactory completion of the services. The TOTAL CONTRACT AMOUNT is an amount not to exceed \$_____. The State will not pay Contractor's expenses as a separate item. Payment will be made pursuant to itemized invoices submitted with a signed state voucher. Payment will be made consistent with SDCL ch. 5-26.
- 2.5** The Contractor agrees to indemnify and hold the State of South Dakota, its officers, agents and employees, harmless from and against any and all actions, suits, damages, liability or other proceedings that may arise as the result of performing services hereunder. This section does not require the Contractor to be responsible for or defend against claims or damages arising solely from errors or omissions of the State, its officers, agents or employees.
- 2.6** The Contractor, at all times during the term of this Agreement, shall obtain and maintain in force insurance coverage of the types and with the limits as follows:
- A. Commercial General Liability Insurance:
- The Contractor shall maintain occurrence based commercial general liability insurance or equivalent form with a limit of not less than \$1,000,000.00 for each occurrence. If such insurance contains a general aggregate limit it shall apply separately to this Agreement or be no less than two times the occurrence limit.
- B. Professional Liability Insurance or Miscellaneous Professional Liability Insurance:
- The Contractor agrees to procure and maintain professional liability insurance or miscellaneous professional liability insurance with a limit not less than \$1,000,000.00.
- C. Business Automobile Liability Insurance:
- The Contractor shall maintain business automobile liability insurance or equivalent form with a limit of not less than \$1,000,000.00 for each accident. Such insurance shall include coverage for owned, hired and non-owned vehicles.
- D. Worker's Compensation Insurance:
- The Contractor shall procure and maintain workers' compensation and employers' liability insurance as required by South Dakota law.

Before beginning work under this Agreement, Contractor shall furnish the State with properly executed Certificates of Insurance which shall clearly evidence all insurance

required in this Agreement. In the event a substantial change in insurance, issuance of a new policy, cancellation or nonrenewal of the policy, the Contractor agrees to provide immediate notice to the State and provide a new certificate of insurance showing continuous coverage in the amounts required. Contractor shall furnish copies of insurance policies if requested by the State.

- 2.7** While performing services hereunder, the Contractor is an independent contractor and not an officer, agent, or employee of the State of South Dakota.
- 2.8** Contractor agrees to report to the State any event encountered in the course of performance of this Agreement which results in injury to the person or property of third parties, or which may otherwise subject Contractor or the State to liability. Contractor shall report any such event to the State immediately upon discovery.
- Contractor's obligation under this section shall only be to report the occurrence of any event to the State and to make any other report provided for by their duties or applicable law. Contractor's obligation to report shall not require disclosure of any information subject to privilege or confidentiality under law (e.g., attorney-client communications). Reporting to the State under this section shall not excuse or satisfy any obligation of Contractor to report any event to law enforcement or other entities under the requirements of any applicable law.
- 2.9** This Agreement may be terminated by either party hereto upon thirty (30) days written notice. In the event the Contractor breaches any of the terms or conditions hereof, this Agreement may be terminated by the State at any time with or without notice. If termination for such a default is effected by the State, any payments due to Contractor at the time of termination may be adjusted to cover any additional costs to the State because of Contractor's default. Upon termination the State may take over the work and may award another party an agreement to complete the work under this Agreement. If after the State terminates for a default by Contractor it is determined that Contractor was not at fault, then the Contractor shall be paid for eligible services rendered and expenses incurred up to the date of termination.
- 2.10** This Agreement depends upon the continued availability of appropriated funds and expenditure authority from the Legislature for this purpose. If for any reason the Legislature fails to appropriate funds or grant expenditure authority, or funds become unavailable by operation of law or federal funds reductions, this Agreement will be terminated by the State. Termination for any of these reasons is not a default by the State nor does it give rise to a claim against the State.
- 2.11** This Agreement may not be assigned without the express prior written consent of the State. This Agreement may not be amended except in writing, which writing shall be expressly identified as a part hereof, and be signed by an authorized representative of each of the parties hereto.
- 2.12** This Agreement shall be governed by and construed in accordance with the laws of the State of South Dakota. Any lawsuit pertaining to or affecting this Agreement shall be venued in Circuit Court, Sixth Judicial Circuit, Hughes County, South Dakota.
- 2.13** The Contractor will comply with all federal, state and local laws, regulations, ordinances, guidelines, permits and requirements applicable to providing services pursuant to this Agreement, and will be solely responsible for obtaining current information on such requirements.
- 2.14** The Contractor may not use subcontractors to perform the services described herein without the express prior written consent of the State. The Contractor will include provisions in its subcontracts requiring its subcontractors to comply with the applicable provisions of this Agreement, to indemnify the State, and to provide insurance coverage for the benefit of the State in a manner consistent with this Agreement. The Contractor will cause its subcontractors, agents,

and employees to comply, with applicable federal, state and local laws, regulations, ordinances, guidelines, permits and requirements and will adopt such review and inspection procedures as are necessary to assure such compliance.

- 2.15** Contractor hereby acknowledges and agrees that all reports, plans, specifications, technical data, miscellaneous drawings, software system programs and documentation, procedures, or files, operating instructions and procedures, source code(s) and documentation, including those necessary to upgrade and maintain the software program, and all information contained therein provided to the State by the Contractor in connection with its performance of services under this Agreement shall belong to and is the property of the State and will not be used in any way by the Contractor without the written consent of the State. Papers, reports, forms, software programs, source code(s) and other material which are a part of the work under this Agreement will not be copyrighted without written approval of the State.
- 2.16** The Contractor certifies that neither Contractor nor its principals are presently debarred, suspended, proposed for debarment or suspension, or declared ineligible from participating in transactions by the federal government or any state or local government department or agency. Contractor further agrees that it will immediately notify the State if during the term of this Agreement Contractor or its principals become subject to debarment, suspension or ineligibility from participating in transactions by the federal government, or by any state or local government department or agency.
- 2.17** Any notice or other communication required under this Agreement shall be in writing and sent to the address set forth above. Notices shall be given by and to _____ on behalf of the State, and by _____, on behalf of the Contractor, or such authorized designees as either party may from time to time designate in writing. Notices or communications to or between the parties shall be deemed to have been delivered when mailed by first class mail, provided that notice of default or termination shall be sent by registered or certified mail, or, if personally delivered, when received by such party.
- 2.18** In the event that any court of competent jurisdiction shall hold any provision of this Agreement unenforceable or invalid, such holding shall not invalidate or render unenforceable any other provision hereof.
- 2.19** All other prior discussions, communications and representations concerning the subject matter of this Agreement are superseded by the terms of this Agreement, and except as specifically provided herein, this Agreement constitutes the entire agreement with respect to the subject matter hereof.

3.0 SCOPE OF WORK

The scope of work is intended to describe specific expectations and services that the successful Offeror will be responsible for completing once awarded.

- 3.1 OVERALL EXPECTATIONS:** The successful Offeror will provide a full range of advertising, marketing, and communication services under the direction of the South Dakota Department of Health (SD DOH) Diabetes and Heart Disease & Stroke staff. The Offeror will assist program staff in the creation and/or procurement, production, and dissemination of public health communication and marketing components aimed at populations specified by the State. The Offeror will be required to build on and use existing campaign resources and materials from the SD DOH and other national and State resources when possible. The Offeror must understand messaging and materials need to be consistent with and enhance the existing Diabetes and Heart Disease & Stroke brand identities and help drive users to website(s) and Facebook page.

Specific components for year 1 (one) include:

- Develop a 12-month comprehensive media plan in collaboration with Diabetes and Heart Disease & Stroke program staff.
- Continue to develop social media strategies and messaging to promote the program's existing [Facebook page](#)
- Deliver education to providers and the public about heart disease, stroke, and diabetes risk factors and prevention and self-management strategies
- Format and design heart disease, stroke, and diabetes educational and promotional materials/resources as needed
- Assist the [Cardiovascular Collaborative](#) with implementing and promoting activities within the statewide strategic plan
- Brand and creative development for Cardiac Ready Community designation
- Assist the Diabetes Prevention and Control Program with implementing and promoting strategies within the [South Dakota Diabetes State Plan](#)
- Continue to grow and promote the Prediabetes Awareness Campaign Undo the Risk, www.undootherisk.com
- Develop a campaign around American Diabetes Month in November to increase awareness
- Develop a campaign around American Heart Month in February and American Stroke Month in May

The Offeror will possess the experience and capabilities necessary to implement a statewide effort. The campaign may include advertising, promotion, public relations, research, social, digital, and interactive components. The Offeror will be responsible for delivering messaging statewide on a schedule jointly determined with program staff.

- Develop and produce practical campaign elements that help meet our communications goals.
- Plan, negotiate, and buy statewide media to effectively reach our target audiences and maximize budgets. This may include television, radio, print, outdoor, online, digital, social, and nontraditional media and outreach to diverse communities, including but not limited to populations at increased risk for diabetes, heart disease, and stroke, those affected disproportionately by high blood pressure, high cholesterol, diabetes, or prediabetes, certain racial/ethnic groups, and persons with limited physical activity.
- Provide strong management and outstanding client service, including, but not

limited to, detailed billings, creative briefs, regular status reports, production timelines and calendars, and service reports to record decisions and next steps.

- Participate in campaign evaluations as directed by the State.
- Provide access to senior talent.

- 3.2 CREATIVE SERVICES:** The Offeror will work collaboratively with State staff on creative development, including but not limited to the following: advertising concepts, messages, themes, slogans, design of advertising and publication layouts, production of videos from concept through storyboard to final production, copywriting for print, video, radio, television, social and digital media, digital photo collection (South Dakota specific), design of promotional items, and web development. The Offeror will consider all materials, evaluations, reports, recommendations, documents, drawings, plans, specifications, technical data and information, copyrights, patents, licenses, or other products produced as a result of the services rendered under this Agreement the sole property of the State, except for photography with previous copyrights.
- 3.3 MEDIA PURCHASE/PLACEMENT SERVICES:** The Offeror will be required to evaluate media and provide schedules that deliver advertising in appropriate media environments to the specified audiences efficiently and at satisfactory levels. The Offeror will be asked to execute, purchase and process invoices for media plans, including, but not limited to, television, radio, print, social, digital, and out-of-home media outlets.
- 3.4 DIGITAL/SOCIAL MEDIA SERVICES:** The Offeror will develop content, maintain, track, monitor, provide reports, and implement strategies to increase the reach and engagement of appropriate websites and social media accounts. The Offeror will provide expertise in the use of appropriate digital communication strategies and Internet-based communication tools which may include elements like longer-form videos and native advertising.
- 3.5 DEVELOPMENT, PRINTING, AND PROMOTION PROCUREMENT:** The Offeror will be responsible for developing and designing documents in formats suitable for print and web, for printing advertising, public relations, and promotional materials, and for providing specifications for producing printed materials and promotional items as agreed upon with the State for purchase through the State procurement system.
http://boa.sd.gov/divisions/procurement/Offerors/documents/sdOfferor_manual.pdf
- 3.6 PUBLIC RELATIONS SERVICES:** The Offeror will work collaboratively with State staff on public relations efforts including but not limited to the following: talking points, press releases, op-eds, media kits, and event planning and coordination.
- 3.7 RESEARCH SERVICES** -The Offeror will execute and produce research-driven and evidence-based advertising and marketing campaign strategies through national, regional, and State research analysis. The Offeror will refine strategies with qualitative or quantitative research methods, including but not limited to focus groups, surveys, online testing, etc., to pre-test strategies, concepts, slogans, or messages.
- 3.8 VIDEO, DVD, TV, MOTION PICTURE, AND OTHER ADVERTISING SERVICES:** The Offeror may be required to produce messages in video appropriate for digital and social media platforms (i.e. Facebook), DVD, TV, and/or motion picture quality formats satisfactory to the State.
- 3.9 PLANNING AND PROGRESS REPORTING:** Within one month of the award, the Offeror must provide a detailed campaign plan satisfactory to the State that outlines the overall campaign strategy; campaign budget; and development and placement timelines.

The Offeror will be required to provide monthly written progress reports by the 10th of the month in a format agreed upon with the State. The Offeror may be asked to provide periodic written reports related to specific projects throughout the contract period.

- 3.10 SPECIAL PROJECTS:** The Offeror may be asked to provide services on a per-project basis in support of the collaborative efforts of the South Dakota Department of Health.

4.0 PROPOSAL REQUIREMENTS AND COMPANY QUALIFICATIONS

- 4.1 The offeror is cautioned that it is the offeror's sole responsibility to submit information related to the evaluation categories and that the State of South Dakota is under no obligation to solicit such information if it is not included with the proposal. The offeror's failure to submit such information may cause an adverse impact on the evaluation of the proposal.
- 4.2 **Offeror's Contacts:** Offerors and their agents (including subcontractors, employees, consultants, or anyone else acting on their behalf) must direct all of their questions or comments regarding the RFP, the evaluation, etc. to the buyer of record indicated on the first page of this RFP. Offerors and their agents may not contact any state employee other than the buyer of record regarding any of these matters during the solicitation and evaluation process. Inappropriate contacts are grounds for suspension and/or exclusion from specific procurements. Offerors and their agents who have questions regarding this matter should contact the buyer of record.
- 4.3 The offeror **may be** required to submit a copy of their most recent audited financial statements upon the State's request.
- 4.4 Provide the following information:
- 4.4.1 Specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements;
 - 4.4.2 Resources available to perform the work, including any specialized services, within the specified time limits for the project;
 - 4.4.3 Record of past performance, including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration;
 - 4.4.4 Availability to the project locale;
 - 4.4.5 Familiarity with the project locale;
 - 4.4.6 Proposed project management techniques; and
 - 4.4.7 Ability and proven history in handling special project constraints.
- 4.5 Provide the following information related to at least three previous and current service/contracts, performed by the offeror's organization, which are similar to the requirements of this RFP. Provide this information for any service/contract that has been terminated, expired or not renewed in the past three years.
- a. Name, address and telephone number of client/contracting agency and a representative of that agency who may be contacted for verification of all information submitted;

- b. Dates of the service/contract; and
- c. A brief, written description of the specific prior services performed and requirements thereof.

4.6 Agency Information, Staff, and Capabilities:

- 4.6.1 Agency name, address, phone number, fax number and web address.
- 4.6.2 Name, title, address, phone number and e-mail address of the person we should contact regarding the Proposal.
- 4.6.3 Brief narrative that describes your agency's history, background and length of current continuous term of operation. (max 1 page)
- 4.6.4 Provide the name, title, length of service and short vitae of the agency's principals and the account executive, creative director, media planner/buyer, and social media strategist who will be assigned as day-to-day contacts to this account, and a brief rationale for this staffing choice. Indicate the percentage of each director and staff member's time that will be devoted to this account.
- 4.6.5 If additional staff, such as research, public relations or creative professionals will be involved, please provide name, title, length of service and short vitae for these employees.
- 4.6.6 Current client list, highlighting clients who are government agencies, related to health or prevention, or represent pro bono work.

4.7 Philosophy and Experience:

- 4.7.1 Provide an answer to the following question: How are health marketing and commercial marketing different, and how are they similar? (max 1 page)
 - 4.7.2 Briefly describe your experience in marketing campaigns designed toward prevention. (max of 2 pages)
 - 4.7.3 Briefly describe your experience in developing campaigns designed to reach American Indians and rural South Dakotans. (max 1 page)
 - 4.7.4 Provide one comprehensive case study of a statewide campaign that best represents your work in health issues, or a government, pro bono or public service campaign. The narrative should describe any market research and analysis, budget, objectives, creative strategy, media strategy and execution, documented results, and copies of any advertisements and/or marketing materials. Explain the process.
- 4.8 Describe your strengths, including accomplishments, account leadership and experience with creating advertising that changes attitudes and behaviors. What sets you apart from other agencies, and why are you the right choice for this account? (max 1 page)

5.0 PROPOSAL RESPONSE FORMAT

5.1 Only a PDF copy shall be submitted.

5.1.1 As outlined in section 1.5, "SUBMITTING YOUR PROPOSAL," proposals shall only be submitted electronically

5.1.2 The Proposal should be page-numbered and have an index and/or a table of contents referencing the appropriate page number.

5.2 All proposals must be organized and tabbed with labels for the following headings:

5.2.1 **RFP Form.** The State's Request for Proposal form completed and signed.

5.2.2 **Executive Summary.** The one or two page executive summary is to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the proposal by reading the executive summary. Proprietary information requests should be identified in this section.

5.2.3 **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:

5.2.3.1 A complete narrative of the offeror's assessment of the work to be performed, the offeror's ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the offeror's understanding of the desired overall performance expectations.

5.2.3.2 A specific point-by-point response, in the order listed, to each requirement in the RFP. The response should identify each requirement being addressed as enumerated in the RFP.

5.2.3.3 A clear description of any options or alternatives proposed.

5.2.4 **Cost Proposal.** The cost will be evaluated independently from the technical proposal. Offerors may submit multiple cost proposals. All costs related to the provision of the required services must be included in each cost proposal offered.

See section 7.0 for more information related to the cost proposal.

6.0 PROPOSAL EVALUATION AND AWARD PROCESS

- 6.1 After determining that a proposal satisfies the mandatory requirements stated in the Request for Proposal, the evaluator(s) shall use subjective judgment in conducting a comparative assessment of the proposal by considering each of the following criteria:
- 6.1.1 Specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements;
 - 6.1.2 Resources available to perform the work, including any specialized services, within the specified time limits for the project;
 - 6.1.3 Record of past performance, including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration;
 - 6.1.4 Availability to the project locale;
 - 6.1.5 Familiarity with the project locale;
 - 6.1.6 Proposed project management techniques; and
 - 6.1.7 Ability and proven history in handling special project constraints.
- 6.2 Experience and reliability of the offeror's organization are considered subjectively in the evaluation process. Therefore, the offeror is advised to submit any information which documents successful and reliable experience in past performances, especially those performances related to the requirements of this RFP.
- 6.3 The qualifications of the personnel proposed by the offeror to perform the requirements of this RFP, whether from the offeror's organization or from a proposed subcontractor, will be subjectively evaluated. Therefore, the offeror should submit detailed information related to the experience and qualifications, including education and training, of proposed personnel.
- 6.4 The State reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of the State of South Dakota.
- 6.5 **Award:** The requesting agency and the highest ranked offeror shall mutually discuss and refine the scope of services for the project and shall negotiate terms, including compensation and performance schedule.
- 6.5.1 If the agency and the highest ranked offeror are unable for any reason to negotiate a contract at a compensation level that is reasonable and fair to the agency, the agency shall, either orally or in writing, terminate negotiations with the contractor. The agency may then negotiate with the next highest ranked contractor.
 - 6.5.2 The negotiation process may continue through successive offerors, according to agency ranking, until an agreement is reached or the agency terminates the contracting process.

7.0 COST PROPOSAL

Budget Allocation: Based on experience with key target audiences and experience in developing statewide campaigns for this type of message, provide a general recommendation and explanation for allocating the said budget into the areas detailed in the chart below. Prepare the allocation based on a \$150,000.00 budget; however, please note that this campaign budget is only hypothetical. We will not know the actual budget until we receive our grant funding.

Area	DIABETES Budget Recommendation	HEART DISEASE & STROKE Budget Recommendation	Activities/ Justification
A. Creative Services— original creations			
Print			
Video			
Web/social media			
Radio			
Out-of-Home			
Other			
SUBTOTAL CREATIVE SERVICES			
B. Public Relations Services			
C. Market Research Services			
D. Additional Charges			
Clerical Support			
Consultation with DOH staff			
Attending in-state meetings			
Phone consultations			
Other charges (describe)			
SUBTOTAL SECTIONS A-D			
E. Media Placement			
Traditional (TV, radio, print, out-of-home)			
Digital (online advertising, social media, etc.)			
SUBTOTAL SECTION E			
TOTAL SECTIONS A-E	\$100,000.00	\$50,000.00	

