

Entity Name: South Dakota State Government
Event Number: 9346
Event ID: 23RFP9346
Event Name: Media Campaign to Promote the Child Care Profession
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 01/15/2024 05:00 PM Central Time
Q&A Cutoff Date: 11/27/2023 2:16 PM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 915-22 Communications Marketing Services; 918-76 Marketing Consulting
Allow Supplier Terms and Conditions: No
Public Responses: No
Display Awardee: Display
Posting Board Status: Published
Event Status: Event Under Review

Section #: Name:

1 Section 1 - 23RFP9346

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing as this is for informational purposes only. Please download the attached RFP document and follow submittal instructions.

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Department of Social Services (DSS), is initiating this Request for Proposal to solicit proposals from vendors, in collaboration with a media/marketing agency, to develop and produce a media campaign, in response to research and data collected, to promote the value of the child care profession. The media campaign will consist of a full range of advertising and marketing communication services to educate and inform South Dakotans about the importance of the child care profession and its role in keeping children safe, healthy, and developing skills they need for future success. The vendor will also provide impact reports and performance metrics to quantify the reach of the campaign.

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The Office of the Secretary is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, Department of Social Services. The reference number for the transaction is RFP9346. Refer to this number on all proposals, correspondence, and documentation relating to the RFP.

Please refer to the Department of Social Services website link <http://dss.sd.gov/keyresources/rfp.aspx> for the RFP, any related questions/answers, changes to schedule of activities, amendments, etc.

1.3 LETTER OF INTENT

All interested offerors are requested to submit a non-binding Letter of Intent to respond to this RFP. While preferred, a Letter of Intent is not mandatory to submit a proposal. The letter of intent must be received by email in the Department of Social Services by no later than December 11th, 2023, and must be addressed to Kirsten.Blachford@state.sd.us. Place the following, exactly as written, in the subject line of your email: Letter of Intent for RFP9346. Be sure to reference the RFP number in any attached letter or document.

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication: 11/27/23

Letter of Intent to Respond Due: 12/11/23

Deadline for Submission of Written Inquiries: 12/18/23

Responses to Offeror Questions: 12/29/23

Request for SFTP folder: 01/15/24

Proposal Submission: 01/15/24

Oral Presentations/discussions (if required): 01/22/24

Anticipated Award Decision/Contract Negotiation: 02/12/24

1.5 SUBMITTING YOUR PROPOSAL

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

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

Proposals must be submitted as PDF's via Secured File Transfer Protocol (SFTP). Offerors must request an SFTP folder no later than

January 15th, 2024, by emailing Kirsten Blachford at the email indicated on page one.

The subject line should be "RFP9346 SFTP Request". The email should contain the name and the email of the person who will be responsible for uploading the document(s).

Please note, offeror will need to work with their own technical support staff to set up an SFTP compatible software on offeror's end. While the State of South Dakota can answer questions, State of South Dakota is not responsible for the software required.

All proposals may be signed in ink or digitally by an officer of the offeror legally authorized to bind the offeror to the proposal, and sealed in the form intended by the respondent. Proposals that are not properly signed may be rejected.

No proposal may be accepted from, or any contract or purchase order 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.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

See attached RFP Document