

STATE OF SOUTH DAKOTA
South Dakota Department of Health
600 East Capitol Avenue
Pierre, SD 57501
605.773.3361

CANCER PROGRAM PUBLIC EDUCATION CAMPAIGN
ROPOSALS ARE DUE NO LATER THAN FEBRUARY 2, 2024, BY 5:00 P.M. CST

RFP #: 24-0904006-012 State POC: DOH Communications Team 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)

1.1.1 Background

The South Dakota Department of Health Cancer Program is seeking proposals from qualified advertising agencies to assist the Department of Health in developing statewide cancer prevention, screening, treatment, and survivorship public education and healthcare provider messages, as well as healthcare provider information related to following clinical practice guidelines.

The successful Offeror will develop and execute, in conjunction with Department of Health staff, a written plan to produce an evidence-based, coordinated prevention campaign at the state and local level that builds upon the strengths and strategies of the current www.GetScreenedSD.org website and GetScreenedSD Facebook page. This includes public education materials and messaging to increase breast cancer screening in women between the ages of 40 and 64, increase cervical cancer screening among women between the ages of 30 and 64, increase colorectal cancer screening in men and women between the ages of 45 and 75, and raise cancer awareness on topics including prevention, screening, treatment, survivorship, and community resources.

1.1.2 Agency Experience:

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

- Agency has experience in social marketing particular, work those changes attitudes and opinions on health behaviors or related topics.
- Agency has a breadth of experience in creating effective, high-impact advertising
- Agency has interactive capabilities to strategically use digital and social media
- The agency's account services and planning provide outstanding client service, from strategic planning and counsel to project management
- Agency has extensive media buying experience in South Dakota to leverage limited media dollars
- Agency has extensive experience working with HubSpot and will be capable of transferring the current GetSceenedSD.org site and maintaining the site after the transition. The agency will also be expected to work with South Dakota Bureau Of Information & Telecommunications (BIT) to make sure all standards are met.

1.1.3 Goals and Objectives:

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 production to break through the clutter.
- An integrated approach, with all communication efforts (paid advertising, digital and social media, and community outreach) working together to change social norms.
- Strategic innovation, using fresh and new ideas that support our mission and the South Dakota Comprehensive Cancer Control State Plan
- Experience from other sources, using proven ads and strategies from other states or federal organizations to maximize budgets

1.1.4 Key Populations:

In addition to cancer survivors, the Cancer Programs have identified the following South Dakota populations who are disparately affected by breast, cervical, colorectal, and lung cancer:

- American Indians
- Rural and Frontiers populations

- Low socioeconomic status populations
- Uninsured/underinsured population

1.1.5 Key Resources:

- [GetScreenedSD](#)
- [Facebook Page](#)
- [SD Comprehensive Cancer Control State Plan 2021-2025](#)
- [Community Guide](#)
- [U.S. Preventive Services Task Force](#)
- [CDC National Breast and Cervical Cancer Early Detection Program](#)
- [CDC Colorectal Cancer Control Program](#)
- [CDC National Comprehensive Cancer Control Program](#)

1.2 BIT STANDARD CONTRACT TERMS AND CONDITIONS

Any contract or agreement resulting from this RFP will include the State of South Dakota's (the "State") standard I/T contract terms listed in Appendix A, along with any additional contract terms as negotiated by the parties. As part of the negotiation process the contract terms listed in Appendix A may be altered or deleted. The offeror must indicate in its response any issues it has with specific contract terms. If the offeror does not indicate that there are any issues with any contract terms, then the State will assume those terms are acceptable to the offeror.

1.3 ISSUING OFFICE AND RFP REFERENCE NUMBER

The Communications Team 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. The reference number for the transaction is RFP #24-0904006-012. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.4 LETTER OF INTENT

All interested offerors must submit a **Letter of Intent** to respond to this RFP.

The letter of intent should be received on January 5, 2024, by no later than 5:00 p.m. CST.

Letter of Intent received after the deadline will be late and ineligible for consideration.

The Letter of Intent must be submitted to The Communications Team via email at DOHMediaVR@state.sd.us. Please place the following in the subject line of your email: "**Letter of Intent for RFP #24-0904006-012, (Business Name)**".

1.5 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication	December 14, 2023
Letter of Intent to Respond Due	January 5, 2024, by 5:00 p.m. cst
Offeror Questions Due	January 8, 2024 by 5:00 p.m. cst
Responses to Offeror Questions	January 17, 2024
Proposal Submission	February 2, 2024 by 5:00 p.m. cst
Oral Presentations/discussions (if required)	March 18-22, 2024
Anticipated Award Decision/Contract Negotiation	June 1, 2024

1.6 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: CANCER PROGRAMS COMMUNICATION AND MEDIA RFP #24-0904006-012, 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 the Communications Team of this in an e-mail with access instructions.

The cost proposal must be in a separate e-mail labeled CANCER PROGRAMS COMMUNICATION AND MEDIA RFP # 24-0904006-012 COST PROPOSAL and "YOUR OFFEROR'S NAME."

All proposals must be signed by an officer of the responder legally authorized to bind the responder to the proposal on the form intended by the respondent. If the bidder chooses to submit an electronic copy, an electronic signature may be provided. Proposals that are not properly signed may be rejected. If bidder chose to send the form it must be in sealed envelope should be marked with the appropriate RFP Number and Title. **RFP forms should be addressed and labeled as follows:**

REQUEST FOR PROPOSAL #24-0904006-012
PROPOSAL DUE February 2, 2024, by 5:00 p.m. CST
STATE POC: South Dakota Department of Health,
Attn: Communications Team
600 East Capital Avenue
Pierre, SD 57501

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.

1.7 CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION – LOWER TIER COVERED TRANSACTIONS
Bidders submitting a response to the Department's RFP make each of the following certifications.

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.

1.8 NON-DISCRIMINATION STATEMENT

The State of South Dakota requires that all contractors, vendors, 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.

1.9 BUSINESS WITH A PROHIBITED ENTITY

For contractors, vendors, 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 vendors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any vendor, 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 SDCL 5-18A. 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 BUSINESS THAT BOYCOTTS PERSON OR ENTITY OF ISRAELI ORIGIN

For contractors, vendors, 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 vendors, suppliers, and subcontractors, or in the solicitation, selection, or commercial treatment of any vendor, 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.

1.11 CERTIFICATION OF NO STATE LEGISLATOR INTEREST

Offeror (i) understands neither a state legislator nor a business in which a state legislator has an ownership interest may be directly or indirectly interested in any contract with the State that was authorized by any law passed during the term for which that legislator was elected, or within one year thereafter, and (ii) has read South Dakota Constitution Article 3, Section 12 and has had the opportunity to seek independent legal advice on the applicability of that provision to any Agreement entered into as a result of this RFP. By signing an Agreement pursuant to this RFP, Offeror hereby certifies that the Agreement is not made in violation of the South Dakota Constitution Article 3, Section 12.

1.12 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.

In the event the winning proposer's contract is withdrawn or terminated for any reason, the State reserves the right to revisit the selection of the RFP, and select the next highest scoring qualified bidder, subject to the condition that the offer, as made in the bid, is still valid from the bidder.

1.13 OFFEROR INQUIRIES

Offerors may email 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 emailed to the DOH Communications Team at DOHMediaVR@state.sd.us with the subject line "RFP 24-0904006-012 Inquiries".

The State will respond to the offeror's inquiries, and all inquiries and the State's response will be posted on the state's e-procurement system. Offerors may not rely on any other written or oral statements 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.

1.14 PROPRIETARY INFORMATION

The proposal of the successful offeror(s) becomes public information. Proprietary information can be protected under limited circumstances such as client lists, non-public financial statements, personnel information other than salaries and routine directory information, financial information supplied for qualifying for a bid submitted to the department.

If the bidder desires to protect proprietary or trade information, the bidder shall mark that information in the FRP as proprietary or trade information. It may be contained in a single section or marked by the use of font, size, or markings. An entire proposal may not be marked as proprietary. The Executive Summary must contain specific justification explaining why the information is to be protected. The Department staff will review what information is claimed to be proprietary or trade information and make discretionary decisions regarding its protection under the Public Records Act. All materials submitted become the property of the State of South Dakota and may be returned only at the State's option.

1.15 LENGTH OF CONTRACT

The anticipated contract award period is June 1, 2024- May 31, 2025, with the option for up to four (4) additional contract periods: June 1, 2025- May 31, 2026; June 1, 2026- May 31, 2027; June 1, 2027- May 31, 2028, June 1, 2028- May 31, 2029.

1.16 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:

In the RFP response the bidder should provide some indication whether the terms are acceptable, if negotiation is required or the terms are unacceptable. The State reserves the right to disqualify the bidder based upon terms it deems "NOT AGREEABLE" or if negotiation does not yield an acceptable agreement by the state. These indications assist the parties draft a contract more quickly upon selection.

		Agreeable	Negotiable	Not Agreeable
2.1	The Offeror 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 Offeror will not use State equipment, supplies or facilities. The Offeror 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 Offeror 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 Offeror 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	<p>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:</p> <p>A. Commercial General Liability Insurance:</p> <p>The Offeror 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.</p> <p>B. Professional Liability Insurance or Miscellaneous Professional Liability Insurance:</p> <p>The Offeror agrees to procure and maintain professional liability insurance or miscellaneous professional liability insurance with a limit not less than \$1,000,000.00.</p>			

	<p>C. Business Automobile Liability Insurance:</p> <p>The Offeror 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.</p> <p>D. Worker's Compensation Insurance:</p> <p>The Offeror shall procure and maintain workers' compensation and employers' liability insurance as required by South Dakota law.</p> <p>Before beginning work under this Agreement, Offeror 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 Offeror agrees to provide immediate notice to the State and provide a new certificate of insurance showing continuous coverage in the amounts required. Offeror shall furnish copies of insurance policies if requested by the State.</p>			
2.7	While performing services hereunder, the Offeror is an independent Offeror and not an officer, agent, or employee of the State of South Dakota.			
2.8	<p>Offeror 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 Offeror or the State to liability. Offeror shall report any such event to the State immediately upon discovery.</p> <p><i>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 Offeror to report any event to law enforcement or other entities under the requirements of any applicable law</i></p>			
2.9	This Agreement may be terminated by either party hereto upon thirty (30) days written notice. In the event the Offeror 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 Offeror 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 Offeror it is determined that Offeror was not at fault,			

	then the Offeror 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 Offeror 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 Offeror may not use subcontractors to perform the services described herein without the express prior written consent of the State. The Offeror 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 Offeror 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	Offeror 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 Offeror 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 Offeror 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 Offeror certifies that neither Offeror 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. Offeror further agrees that it will immediately notify the State if during the term of this Agreement Offeror 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.			
2.20	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.			

3.0 SCOPE OF WORK

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

3.1 Overall Expectations:

The successful Offerors will provide a full range of advertising, marketing, and communication services under the direction of the South Dakota Department of Health (SD DOH) Cancer Program's staff. The Offerors will assist program staff in the creation and/or procurement, production, and dissemination of marketing components aimed at populations specified by the State. The Offerors 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 Offerors must understand that messaging and materials need to be consistent with and enhance the existing All Women Count!, GetScreenedSD, and Comprehensive Cancer Control brand identities and help drive users to the www.GetScreenedSD.org website. Primary goals include increasing breast, cervical and colorectal cancer screening, as well as supporting healthcare providers in implementing clinical best practice guidelines.

Specific components for year 1 (one) include:

- 3.1.1** Update the South Dakota Comprehensive Cancer Control State Plan four-page document with updated data, once available.
- 3.1.2** Develop social media strategies and messaging to promote the program's existing Facebook page: www.facebook.com/GetScreenedSD.
- 3.1.3** Develop messaging to promote All Women Count!, GetScreenedSD, and the Comprehensive Cancer Control Program.
- 3.1.4** Develop various small media items as requested, such as rack cards, infographics, monographs, data reports, patient education materials, etc.
- 3.1.5** Mailed reminder letters or postcards for cancer screening.
- 3.1.6** Update colorectal cancer health system infographics.
- 3.1.7** Transition the current GetScreenedSD website to DOH's HubSpot® subscription. In addition, the Offeror must comply with all the BIT requirements found at: https://www.sd.gov/bit?id=bit_standards_web.

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

- 3.2 Creative Services:** The Offerors 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, digital media, a high-quality digital photo collection (South Dakota specific), design of promotional items and web development. As stated in section 3.1, the Offerors will be required to build on and use existing campaign resources and materials from the SD DOH and other national and state resources. All materials that are developed by the Offeror and displayed on GetScreenedSD.org must be within DOH's subscription of HubSpot®.

The Offerors will consider all materials, evaluations, reports, recommendations, documents, 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. The Offerors will be expected to provide the State with all design files in a usable format once the campaign or contract is completed.

- 3.3 Media Purchase/Placement Services:** The Offerors 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 Offerors will be asked to execute, purchase, and process invoices for media plans, which may include, but are not limited to, radio, print, social, digital, out-of-home media outlets, and over-the-top (OTT). The Offerors will not be expected to carry out any paid television advertising.
- 3.4 Digital/Social Media Services:** The Offerors 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 Offerors 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 Offerors will be responsible for developing and designing documents in formats suitable for print and web, for the printing of advertising, public relations, and promotional materials, and for providing specifications for the production of printed materials and promotional items as agreed upon with the State for purchase through the State procurement system. Rules for purchase and procurement are found at <http://boa.sd.gov/central-services/procurement-management/docs/QuoteTerms.pdf>
- 3.6 Public Relations Services:** The Offerors 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 Offerors will execute and produce research-driven and evidence-based advertising and marketing campaign strategies through analysis of national, regional, and state research. The Offerors 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 Offerors 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 (1) month of award, the Offerors must provide a detailed campaign plan satisfactory to the State that outlines the overall campaign strategy; campaign budget; and development and placement timelines. The Offerors will be required to provide monthly written progress reports by the 10th of the month in a format agreed upon with the State. The Offerors may be asked to provide periodic written reports related to specific projects throughout the contract period.
- 3.10 Special Projects:** The Offerors 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** 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.
- 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.

4.4 The Offerors **MAY BE ASKED TO** submit a copy of their most recent audited financial statements.

4.5 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 local
- 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.

4.6 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.

- 4.6.1 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;
- 4.6.2 Dates of the service/contract; and
- 4.6.3 brief, written description of the specific prior services performed and requirements thereof.

4.7 AGENCY INFORMATION, STAFF, AND CAPABILITIES- Provide the following information:

- 4.7.1 Agency name, address, phone number, and web address.
- 4.7.2 Name, title, address, phone number and e-mail address of the person we should contact regarding the proposal.
- 4.7.3 Brief narrative that describes your agency's history, background and length of current continuous term of operation. (max 1 page)
- 4.7.4 Team organization: Provide the following information: Project organization chart: List names, job titles (designate vacancies), and the city and state in which individual will work on this project.
 - 4.7.4.1 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.
 - 4.7.4.2 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.
- 4.7.5 List of all consultants and subcontractors: list all entities to be used for the performance of the services described in this RFP. In the work plan, describe which responsibilities will be assigned to consultants or subcontractors and the city and state in which the consultants or subcontractors are located.

- 4.7.6 Current client list, highlighting clients who are government agencies, related to health or prevention, or represent pro bono work.

4.8 PHILOSOPHY AND EXPERIENCE:

Provide an answer to the following question:

- 4.8.1 How are health marketing and commercial marketing different and how are they similar? (max 1 page)
- 4.8.2 Briefly describe your experience in marketing campaigns designed toward prevention. (max of 2 pages)
- 4.8.3 Briefly describe your experience in developing campaigns designed to reach American Indians and rural South Dakotans. (max 1 page)
- 4.8.4 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.
- 4.8.5 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?
- 4.9 CREATIVE SERVICES:** Discuss the strengths of your creative services and creative process. Explain the creative development process at your agency. Provide examples of agency process and workflow documents such as a creative brief, a production schedule, and other guidelines used for creative development, production, and distribution. Provide examples of how creative is presented to clients in the concept stages, including a print concept, video storyboard, and radio script. Describe your mark-up policy. (max 2 pages)
- 4.10 CREATIVE PORTFOLIO:** Provide a portfolio of concise descriptions and samples of your prevention marketing experience. Include two (2) examples of each of the following:
- 4.10.1 Video ads
- 4.10.2 Audio ads;
- 4.10.3 Print ads designed for newspaper publication;
- 4.10.4 Print ads designed for magazine or event program publications;
- 4.10.5 URL addresses of agency-designed websites;
- 4.10.6 Layout images of brochures or other collateral material;
- 4.10.7 Examples of Internet ads, including mobile;
- 4.10.8 Social Media ads, and
- 4.10.9 Images of out-of-home advertisements.
- 4.11 PHOTOGRAPHY:** Briefly describe the photographic resources (still and video) at your disposal. Photographs and videos consistent with the settings and populations in South Dakota are needed for a variety of marketing and communication applications. It is the desire of the State to build an appropriate photo collection to use for Department materials and publications. (Max 1 page)
- 4.12 PUBLIC RELATIONS:** Briefly describe your agency's experience with public relations related to prevention issues. Discuss success in media advocacy and earned media efforts. Provide appropriate examples. (Max 1 page)
- 4.13 SOCIAL MEDIA:** Briefly describe the agency's process for maintaining, analyzing, and promoting social media accounts. Discuss how your agency integrates social media into overall campaigns, including

content development, promotion strategies, and monitoring processes. Include example documents of social media editorial calendars and social media reports. (Max 1 page)

- 4.14 MARKET RESEARCH:** Discuss your agency's research capabilities and experience in conducting original market research during the campaign planning process. Provide up to two (2) appropriate examples that demonstrate capabilities. Include a paragraph on secondary research in media planning. (Max 2 pages)

4.15 MEDIA PURCHASE/PLACEMENT SERVICES

- 4.15.1 Discuss the tools your agency uses for media planning, buying, measuring the media campaign's success, and reporting. (Max 1 page)
- 4.15.2 Describe your process for soliciting bids for promotional items and printed materials. (Max 1 page)
- 4.15.3 Discuss your agency's experience with media placement for a pro bono or public service campaign. Provide examples of securing bonus time and buying quality media at a low cost. Briefly describe your ability to procure these media placements for a better than not-for-profit rate and an estimate of an average placement cost for a comparative example. Please reference specific media outlets. (max 1 page)
- 4.15.4 Outline your proposed commission rate for media placement. If the rate varies by media type, indicate the proposed commission rate for each media type.

- 4.16 PLANNING, REPORTING:** Describe the agency's ability to provide full capacity service as defined in the scope of work at the start date and describe any services that might be delayed.

Discuss the following related to billing:

- **Fee Schedule:** Include a Offerors fee schedule/billing for services for an account of this size. Include hourly rates for account management, research, creative development, production, media placement, and public relations. If you have different categories or services within these categories, please note that in the fee schedule.
- **Non-billable Services:** List all the services for which your agency does not charge a fee or commission and explain how your agency determines non-billable services to the SD DOH.
- **Travel:** The Offerors may be asked to travel to meetings in-state with SD DOH staff. Does your agency propose to charge for travel time related to these types of meetings? If so, indicate those charges.
- **Policies for Changes:** Outline the Vendor's policy regarding situations when the State is dissatisfied with the Vendor's work product, including the Vendor's policy for billing work that must be re-done.

5.0 PROPOSAL RESPONSE FORMAT

- 5.1 Proposal must be submitted electrically as outlined line in section 1.6. With the cost proposal in a separate email.**

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

5.2 REQUIRED ORGANIZATION OF EACH PROPOSAL

All proposals must be organized, tabbed with labels and presented in this exact order:

- 5.2.1 **RFP Form.** The State's Request for Proposal form (1st page of RFP) completed and signed.
- 5.2.2 **Executive Summary.** The one-to-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 **CORPORATE QUALIFICATIONS:** Please provide responses to each of the following questions in your proposal.
- What year was your parent company (if applicable) established?
 - What is the business of your parent company?
 - What year was your firm established?
 - Has your firm ever done business under a different name, and if so, what was the name?
 - What is your Company's website?
 - Has your firm ever done business with the State of South Dakota? If so, please provide references.
-
- When providing references, the reference must include the following information:
 - 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
 - Dates of the service/contract
 - A brief, written description of the specific prior services performed and requirements thereof.
-
- Has your firm ever done business with other governmental agencies? If so, please provide references.
-
- When providing references, the reference must include the following information:
 - 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
 - Dates of the service/contract
 - A brief, written description of the specific prior services performed and requirements thereof
- 5.2.4 **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:
- 5.2.4.1 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.
- 5.2.4.2 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.
- 5.2.4.3 A clear description of any options or alternatives proposed.
- 5.2.5 **Project Plan:** Provide a project plan that indicates how you will complete the required deliverables and services and addresses for year 1 (one) the following:
- Develop and produce effective 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 social media, radio, print, online, digital, and nontraditional media and outreach to diverse communities.
- 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.
- Transition the current GetScreenedSD website to DOH's HubSpot® subscription meeting the BIT requirements found at: https://www.sd.gov/bit?id=bit_standards_web

5.2.6 **Cost Proposal.** 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.

5.2.7 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.

5.2.8 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.

6.0 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
- 6.1.7 Ability and proven history in handling special project constraints.
- 6.1.8 Philosophy and Experience: specifically answering the questions listed in section 4.6 of RFP.
- 6.1.9 Services and Creative Process. Explain the creative development process.
- 6.1.10 Creative portfolio: meeting the requirement listed in section 4.8
- 6.1.11 Photography: describe the photographic resources consistent with the settings and populations in South Dakota.
- 6.1.12 Social Media: ability and proven history in handling, maintaining, analyzing, and promoting social media accounts.
- 6.1.13 Market research: research capabilities and experience in conducting original market research during the campaign planning process.
- 6.1.14 Website maintenance and performance:

- 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.
- 6.5.3 If the agency negotiates a contract with any qualified vendor and the contract is terminated for any cause it may return to this bid and negotiate a contract with a qualified bidder.

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 \$60,000.00 budget; **however, note that the campaign budget is not set and may vary from year to year.**

Area	Budget Recommendation	% of Total Budget	Activities/ Comments
A. Creative Services— original creations			
Print			
Video			
Social Media			
Website:			
Radio			
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			
Digital (online advertising, social media, etc.)			
TOTALS SECTIONS A-E			