

HARRISONBURG-ROCKINGHAM  
COMMUNITY SERVICES BOARD



HARRISONBURG-ROCKINGHAM COMMUNITY SERVICES BOARD

REQUEST FOR PROPOSAL

FOR

MEDIA MARKETING

Issue Date: February 12, 2020

The Harrisonburg-Rockingham Community Services Board (HRCSB) is seeking a media marketing company to work directly with the agency's Behavioral Health, Wellness, and Learning Coordinator on creating, developing, implementing and evaluating a time limited opioid prevention campaign.

Proposals will be received until 4:00 pm on Friday February 24, 2020

Questions concerning this Request For Proposal (RFP) should be directed to:

Brandy Haden  
bhaden@hrccb.org540-433-3100

**Offer and Agreement:**

In compliance with this Request For Proposal (RFP) and to all the conditions imposed herein, the undersigned offers and agrees to furnish the goods/services in accordance with the attached signed proposal or as mutually agreed upon subsequent negotiation.

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

FAX Number: \_\_\_\_\_

FEI/EIN Number: \_\_\_\_\_

Completed By (Print): \_\_\_\_\_

Date: \_\_\_\_\_

Signature In Ink: \_\_\_\_\_

HRCSB does not discriminate against small and minority businesses or faith-based organizations in accordance with the Code of Virginia 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

## HOW TO SUBMIT A PROPOSAL

Vendor shall prepare a written proposal statement that fully addresses all requested information. Original signatures shall appear on pages 2 of the RFP. Return an electronic copy via email to [bhaden@hrccb.org](mailto:bhaden@hrccb.org) – AND one (1) original hard-copy of the written statement of work and pricing proposal, and any other documentation necessary to fully respond to this RFP, to:

McNulty Center for Children and Families  
ATTN: Brandy Haden  
463 E. Washington Street, Harrisonburg, VA 22802

on or before 4:00 PM on Friday, February 24, 2020. Proposals can be mailed or hand delivered to the receptionist at 463 E. Washington Street building. Mailed proposals must be received by the stated deadline. Proposals shall be clearly marked on the outside of the envelope in the lower left hand corner as follows: “HRCSB Media Marketing RFP”. The name and address of the vendor submitting the proposal shall also appear on the outside of the envelope. Late proposals will NOT be accepted.

## I. PURPOSE

To combat opioid use and abuse by raising community awareness of prevention tools in the Harrisonburg-Rockingham service area via a media campaign.

## II. BACKGROUND

The Harrisonburg-Rockingham Community Services Board is a public agency providing community-based mental health, developmental, and substance use services to local residents since 1972. The HRCSB currently has office locations at 1241 North Main Street and at the McNulty Center for Children and Families located at 463 E. Washington Street, both located in Harrisonburg.

Harrisonburg-Rockingham Board is seeking a media marketing company to work directly with the agency's Behavioral Health, Wellness, and Learning Coordinator on creating, developing, implementing and evaluating an opioid prevention campaign to be completed by September 15<sup>th</sup>, 2020.

## III. SCOPE OF WORK

### A. Marketing Campaign

- a. Focus on the 15-45 year old demographic by:
  - i. Digital banner ads
  - ii. In-stream pre-roll videos
  - iii. YouTube pre-droll
  - iv. Facebook
  - v. Instagram
  - vi. Snapchat
- b. Focus on community awareness through:
  - i. Bus ads
  - ii. Billboards

### B. Website

- a. Launch website to raise awareness of opioid use problems
  - i. Definition of opioids
  - ii. History of opioid crisis
  - iii. About overdose
- b. Direct audience to resources for recovery
  - i. Addiction and treatment
  - ii. Talk to your doctor
  - iii. Storage and disposal

### C. Time-Frame

- a. Implementation and statistics report must be completed by September 1<sup>st</sup>, 2020
- b. All costs must be incurred prior to September 15<sup>th</sup>, 2020.

#### IV. DEMONSTRATION OF EXPERIENCE

The campaign will target the City of Harrisonburg and the County of Rockingham. Eligible companies should meet the following requirements:

- Previous experience working on opioid prevention messaging and campaigns.
- Previous experience working with media outlets such as social media companies, billboard advertising, website advertising, television advertising and other applicable forms of advertising.
- Previous experience in providing media campaign results including engagements, impressions, distribution of materials, video views and other applicable measures.
- Meet a project deadline of September 15<sup>th</sup>, 2019.
- Previous experience in working with Virginia Community Services Boards
- Information shall include the name and phone number of a contact person who is familiar with the vendor's job performance. HRCSB may verify the vendor's experience based upon a list of business references submitted and any other sources which HRCSB deems appropriate.

#### V. PRICING

Proposal shall indicate pricing for all elements of the marketing campaign.. No costs other than those specified in vendor's proposal will be paid by HRCSB unless agreed to in writing in advance of purchase or work being completed. All costs for each project, whether or not included below, must be approved by HRCSB prior to the start of any work.

#### VI. EVALUATION CRITERIA

Proposals will be evaluated based on: proposal thoroughness, availability for the project within time constraints, experience with similar projects, past performance/references, and cost consideration.

#### VII. SELECTION PROCESS

The review committee may engage in discussions with two or more offerors deemed fully qualified, responsible and suitable on the basis of responses. The CSB may, but is not required to interview any or all offerors. At any time during the interviews/negotiations, the CSB may terminate all and re-advertise. The CSB expects to make a selection by March 4, 2020 and will notify all respondents.