

HARRISONBURG-ROCKINGHAM COMMUNITY SERVICES BOARD
REQUEST FOR PROPOSAL
FOR
MEDIA MARKETING

Issue Date: November 14, 2023

The Harrisonburg-Rockingham Community Services Board (HRCSB) requests qualified media marketing companies to submit a proposal to provide media-marketing services to the agency's Behavioral Health Wellness Program for a period of three (3) consecutive years beginning with fiscal year beginning October 1, 2023 and ending with fiscal year ending September 29, 2026. Media-marketing company would work directly with the agency's Behavioral Health Wellness Coordinator and Media and Communications Specialist to develop, implement, and evaluate all program-related media campaigns.

Renewals: Three (3) consecutive one-year renewals, thereafter, if mutually agreed.

Proposals will be received until 4:00pm on December 11, 2023.

Bids may be delivered either via digital or physical copies, with the following specifications:

Digital Submissions

E-mail Subject: RFP for Media Marketing

Send to: mbowler@hrccb.org

Note: RFP may not be signed with e-signature (digital signature); Please scan originally signed RFP and submit as a PDF

Physical Submissions - Mail or deliver to:

Maureen Bowler
Harrisonburg-Rockingham CSB
1241 N. Main Street
Harrisonburg, VA 22802

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

Maureen Bowler, Behavioral Health Wellness Coordinator

mbowler@hrccb.org | 540-434-1941

REQUEST FOR PROPOSAL FOR MEDIA MARKETING

HARRISONBURG-ROCKINGHAM COMMUNITY SERVICES BOARD

I. PURPOSE

- a. The purpose of this Request for Proposal (RFP) is to enter into a contract with a media marketing firm company (hereinafter called the “Company”) to provide media marketing services to the Community Services Boards Behavioral Health Wellness Program (hereinafter called the “BHW Program”) for a period of three (3) consecutive years beginning with fiscal year beginning October 1, 2023 and ending with fiscal year ending September 30, 2026.
- b. Renewals: Three (3) consecutive one-year renewals, thereafter, if mutually agreed.

II. BACKGROUND

- a. The Harrisonburg-Rockingham Community Services Board (HRCSB) is a public agency providing community-based mental health, developmental, and substance use services to local residents since 1972

III. PROGRAM MISSION & FOCUS

- a. The mission of the BHW Program is to provide education and awareness to the Harrisonburg City and Rockingham County community of local prevention related resources and services
- b. The focus areas of the BHW Program include suicide prevention, mental health and trauma education, substance use prevention, problem gambling prevention, as well as other Virginia Department of Behavioral Health and Developmental Services (DBHDS) identified priority areas

IV. SCOPE OF WORK

- a. **Planning:** Company would work directly with the Behavioral Health Wellness Coordinator to determine year-long media project objectives and timelines on an annual basis at the start of each fiscal year in accordance with the BHW Program’s determined Performance Contract and DBHDS prevention-related priority areas
- b. **Development:**
 - i. Company would work directly with BHW Program staff to develop the messaging and content of all media marketing projects including website content, ad content, voiceover script content, etc.
 1. BHW Program staff would provide behavioral and mental health language and terminology expertise
 2. BHW Program staff would defer to the expertise of the Company on media messaging best practices, guidelines, and optimization

- ii. Company would have the skills and resources to develop and design media graphics, photography, videography, and all other visuals in collaboration with BHW Program staff
- c. **Execution:** Company would manage the initial execution and continued execution of all media project posts, ads, campaigns, etc for the duration of that determined project
- d. **Evaluation & Reporting:** Company would evaluate all projects and project component's relevant performance metrics and provide BHW Program with a comprehensive and professional Project Evaluation Report at the conclusion of each project
 - i. As a grant-funded program, the BHW Program will require, where appropriate, demographics-related reporting data for media projects including but not limited to geographical, age, language, and gender-related data
- e. **Media Formats:** Company would have complete skills and expertise – including knowledge of user or advertiser guidelines or restrictions – to develop and execute media campaigns for the following platforms or formats:
 - i. Meta Platforms (including Facebook and Instagram)
 - ii. Google Display
 - iii. YouTube
 - iv. Radio
 - v. Streaming networks InStream Ads
 - vi. Other media platforms as determined
- f. **Other Skills & Knowledge**
 - i. Company should have experience working with public, grant-funded, and/or not-for-profit agencies or organizations
 - ii. Company should have experience and resources to have media translated – in text or audio – to languages other than English
 - iii. Previous experience of the Company working on projects related to mental health, behavioral health, or substance use topics is preferred
 - iv. BHW Program actively partners with community organizations and coalitions in the development and execution of media content; Company should have the ability to collaborate effectively with multiple stakeholders

V. ANNUAL MEDIA CAMPAIGN DETAILS

- a. Planned media project for Fiscal Year 2024 (October, 1 2023 – September, 29 2024) *tentatively* include:
 - i. Cannabis education and prevention-focused social media campaign targeting Harrisonburg City and Rockingham County youth ages 11-18 years old
 - 1. Media Campaign Formats: Facebook, Instagram, YouTube, InStream ads/commercial

2. Additional Details: Develop and launch a new landing page on the existing mywellnessconnection.org website; local photography/videography may be required
 3. Media firm would collaborate in the development of messaging for both the ads and landing page and graphics development
 4. Anticipated timeframe: Development in December '23, Launch/run ads from January-February '24, Reporting and evaluation March '24
- ii. Problem gambling awareness media campaign targeting Harrisonburg City and Rockingham County residents ages 21-65+ years old
 1. Media Campaign Formats: Facebook, Instagram, YouTube
 2. Media firm would collaborate in the development of messaging for ads and with graphics development
 3. Anticipated timeframe: Development in January '23, Launch/run ads February-March '24, Reporting and evaluation April '24
 - iii. Suicide awareness campaign targeting Harrisonburg City and Rockingham County residents of ages 12-65+ year old – with emphasis on language inclusivity (run ads in English, Spanish, Arabic, Kurdish)
 1. Media Campaign Formats: Facebook, Instagram, YouTube
 2. Media firm would collaborate in the development of messaging for ads and with graphics development
 3. Anticipated timeframe: Development in March '23, Launch/run ads April-June '24, Reporting and evaluation July '24
 - iv. Safe medication disposal resource education media campaign targeting Harrisonburg City and Rockingham County residents ages 18-65+ years old
 1. Media Campaign Formats: Facebook, Instagram, YouTube, Google Display, InStreams ads/commercials
 2. Media firm would collaborate in the development of messaging for ads and with graphics development
 3. Anticipated timeframe: Development in May '23, Launch/run ads June-August '24, Reporting and evaluation September '24

VI. VENDOR REQUIREMENTS: To qualify for consideration, vendor must be able to adhere to the following:

- a. ANTI-DISCRIMINATION 2.2-4311:
 - i. By submitting their bids/proposals, bidders/offerors certify to the CSB that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment
 - ii. Contracting Act of 1975, as amended, where applicable, the Virginians With Disabilities Act, the Americans With Disabilities Act and the Virginia Public Procurement Act.
 - iii. In every contract over \$10,000 the provisions below apply:
 1. During the performance of this contract, the contractor agrees as follows:

- a. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary to the normal operation of the contractor.
 - b. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
 - c. The contractor, in all solicitations or advertisements for employees placed by or on behalf of the contractor, will state that such contractor is an equal opportunity employer.
 - d. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting these requirements.
2. The contractor will include the provisions of 1. above in every subcontract or purchase order over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
- b. DRUG-FREE WORKPLACE: 2.2-4312** During the performance of this contract, the contractor agrees to:
- i.** Provide a drug- free workplace for the contractor's employees;
 - ii.** Post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition;
 - iii.** State in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and
 - iv.** Include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.
- a. IMMIGRATION REFORM and CONTROL ACT OF 1986: 2.2-4311.1** By submitting their bids/proposals, bidders/offerors certify that they do not and will not during the performance of this contract employ illegal alien workers or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986.