

BID BOARD NOTICE

PROCUREMENT ID NUMBER: FHA-S1003

ISSUE DATE: November 22, 2011

TITLE: The Maryland Cancer Fund Donation Promotion Central Maryland Region Advertising 2012

THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07

This is a Small Business Reserve (SBR) procurement, only registered SBRs may respond. Please apply at <https://www.smallbusinessreserve.maryland.gov/> to see if your business qualifies. Your SBR number must be included on the Bid Page.

Summary Statement

The Maryland Cancer Fund, (hereafter referred to as MCF) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting a media outlet to develop and implement a radio, web, and print media campaign to encourage donations to the MCF over a six (6) week period commencing on January 30, 2012 and running until March 5, 2012.

Over the course of the six week period, DHMH would like to promote donations to the MCF through as many radio, web, and print media outlets as possible within a single vendor. For the purposes of this solicitation, print media pertains to newspapers, magazines, or other printed publications. The target audience for the donation promotion is Maryland Taxpayers of all ages and demographics in the Central Region (Baltimore City, Baltimore County, Harford County, Ann Arundel County, Carroll County, Howard County, Montgomery County, and Prince George's County) who are preparing to file their 2011 Maryland Income Taxes.

More information on the MCF is available in the Back ground section below

BACKGROUND

Cancer is the second leading cause of death in the state of Maryland; The American Cancer Society estimates that for 2011 nearly 29,000 Marylanders will be diagnosed with cancer and over 10,000 Marylanders will die from cancer in Maryland. The Center for Cancer Surveillance and Control at DHMH directs statewide cancer activities aimed at reducing the burden of cancer within Maryland. The Center administers the Maryland Cancer Fund (MCF). The MCF is supported solely through direct donations to the fund from Maryland tax payers. The MCF is a resource for funding for cancer treatment, prevention, and screening in Maryland. Since the MCF was started in 2004, over 400 people

have received cancer screenings and over 120 people have received cancer diagnosis and treatment services with this funding.

Limited media promotion has been employed to promote donations to the MCF in the past. DHMH believes that targeting tax payers at the beginning of the tax season is the best method to increase the amount of money donated to the MCF in 2012. If every tax payer in Maryland donated even a few dollars, hundreds of Marylanders would benefit from cancer prevention, early detection, and cancer treatment.

Scope of Work

The selected offeror shall:

A. Recommend to the Department a media strategy which will which promote donations to the MCF during peak programming hours/viewership times and with popular websites and print media while also maximizing the number of times the MCF message may be relayed to the offeror's audience.

B. Utilizing the MCF logo that will be provided, the offeror will develop appropriate MCF donation messaging spots for the radio and web/print messages and include any required logos or tags or disclaimers as needed. The MCF will provide the MCF and the Department's logo and other mandatory tags or disclaimers to the selected vendor. Any cost associated for development of the MCF donation messaging will be included in the offeror's bid. All produced messages/advertisements will be the property of DHMH. The offeror must supply DHMH with electronic copies, in a format usable to DHMH, of all messages/advertisements produced.

C. All messages must be approved by DHMH prior to placement/airing.

D. Provide a work plan outlining the sponsorship opportunity that includes a specific timeline of placement of the MCF messaging. Offeror must be able to deliver a completed media schedule within five days of contract award to allow for review and approval by the Department. If necessary, offeror shall make edits at the Department's request.

E. Provide a schedule including days and times of where and when the MCF messaging would air/appear on the given medium, focusing on times of peak programming/viewership.

F. Provide a report of when MCF messaging aired/appeared and the number of impressions during the six-week time period.

Proposal Submissions

The offeror shall complete the attached Bid Form (page 6) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding station reach and viewership). In addition, the offeror shall send samples of previously produced web/print advertisements for review (these samples will be returned to the offeror upon request following the selection of the

vendor). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The offeror's federal identification number.
- B. The proposed station(s) and venues (web, radio, print) on which the MCF messaging will air/appear including the geographic coverage and listener/reader/viewer profile and reach of the venue(s). The offeror shall identify why the particular venue captures the Department's target audience.
- C. A work plan outlining the sponsorship opportunity that includes a specific timeline of the placement of the MCF donation messaging and the offeror's ability to deliver the MCF donation messaging within 15 days of contract award to allow for review and approval by the Department.
- D. The offeror shall submit a media buying schedule that maximizes viewership/airtime/readership and reflects the times and where the MCF messaging will air/appear for the six (6) week period of January 30 through March 5, 2012. The offeror shall identify the total number of times that the MCF messaging shall be aired/appear during the six-week period.
- E. The offeror shall describe any promotional added value that can be offered to the State, above and beyond the number specified on the bid page.
- F. Samples of previously produced web/print advertisements shall be submitted for review. DHMH shall return samples to offeror upon request following the selection of a vendor.
- G. A Line Item Budget: A suggested template for the budget proposal is included as Attachment I (page 7).
- H. Budget Narrative to accompany the line item budget. The Budget Narrative shall include an explanation/rationale for each line item in the budget; a breakdown of costs for each line item; any other information needed to explain income/expenses concerning the project.
- I. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the offeror is receiving other funding for other cancer control fundraising efforts, please describe how this funding is being used and the source of the funding.

J. Offerors shall submit a completed bid page.

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland and the evaluation criteria found in this solicitation.

Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How clear and relevant is the offeror’s described listener/viewer/reader profile and how well does the venue capture the Department’s target audience?
- B. Is the offeror’s work plan timeline realistic for approval and placement?
- C. How clear is the offeror’s schedule of when the MCF messaging shall air/appear and are the proposed times sufficient to reach the intended audiences with maximum viewership/readership?
- D. How well does the offeror’s proposal provide airtime/viewtime and do the numbers of appearances/airtime maximize State resources?
- E. How strong is the offeror’s proposed value-added component?
- F. Does the offeror have any conflicts of interest?

Contract Term

The term of this contract shall be on or about January 9, 2012 through March 12, 2012.

Billing

Payment will be made upon receipt of acceptable deliverables and invoices from the contractor. The selected offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice from the Contractor. A final invoice for services rendered along with a report of all media activities must be submitted by March 21, 2012.

Invoices must be on company letterhead and include contractor’s name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.

BID SUBMISSION INFORMATION

Interested parties should submit bids using the attached “Bid Page.”

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **PROCUREMENT OFFICER NO LATER than 2:00 p.m. on December 7, 2011** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand deliver bids are requested to please ask the building's security desk to telephone the **PROCUREMENT OFFICER.**

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **PROCUREMENT OFFICER.** Bids and/or unsolicited amendments to bids arriving after the closing hour and date noted above will not be considered. Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **Procurement Officer.** For any response that is not hand-delivered, the bidder must confirm, at least 60 minutes before the deadline, that the bids were received in FHA Procurement. FHA is not responsible for bids dropped off in the mailroom.

Questions regarding this solicitation should be directed to the **PROCUREMENT OFFICER.**

PROCUREMENT OFFICER:

Vern Shird
Family Health Administration
201 West Preston Street Room 306
Baltimore, MD 21201
Phone: 410-767-5555
410-333-7106
Email: vshird@dhmh.state.md.us

ISSUING OFFICE:

Kelly Sage, MS
Deputy Director, Center for Cancer Surveillance and Control
Family Health Administration
201 West Preston Street, 3rd Floor
Baltimore, MD 21201

MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION

BID PAGE

**Maryland Department of Health and Mental Hygiene
Center for Cancer Surveillance and Control
Maryland Cancer Fund Promotion Central Maryland Promotion 2012**

**A) Vendor Name/Address/Contact Name & Phone/Federal Identification Number:
- (facility must guarantee handicap accessibility) -**

B) Small Business Reserve (SBR) Number: _____

C) Submit a specific proposal based on a guarantee of the proposed number of times that the MCF messaging shall be aired/appear from January 30, 2012 through March 5, 2012.

D) Total number of times that the MCF donation messaging shall be aired/appear _____

Total cost of all media sponsorship \$ _____

Total Cost shall equal \$25,000

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in FHA-S1003.

ATTACHMENT I

Department of Health and Mental Hygiene

Line Item Budget Template*
(Total cost must equal \$25,000)

Budget Period from _____ to _____

BUDGET ITEM	COST
1. Ad Development (radio)	
2. Ad Development (web)	
3. Ad Development (print)	
4. Radio Airtime	
5. Web Placement	
6. Print Placement	
7. Other	
8. TOTAL COST	

ORGANIZATION'S NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

FEDERAL IDENTIFICATION NUMBER: _____

** Budget Narrative must include full breakdown of costs for each line item.*