



Request for Proposal
Marketing & Media Services
August 20, 2021

RELEASE DATE: August 20, 2021

CLOSING DATE: September 3, 2021

PROJECT TITLE: Don't Let Your Summer Go Up In Smoke Wildfire Media Campaign

CONTACT PERSON: Ivy Dickinson
Executive Director
Idaho Firewise
(208) 596-0340
ivy@idahofirewise.org

INTRODUCTION

Idaho Firewise will be disseminating series of Public Service Announcements (PSAs) throughout Idaho and other areas of the Northwest. The PSAs will feature messages designed to build the "Don't Let Your Summer Go Up In Smoke" wildfire education campaign. This RFP is to solicit proposals for the distribution of our PSAs via television, radio, and the internet from mid-September to through the end of October 2021 and May through September 2022.

PROJECT AREA

We would like our PSAs to be disseminated as follows: approximately \$200,000 will be used for the distribution of the PSAs throughout the State of Idaho on a variety of TV channels, Radio Stations, and digital outlets. We ask that vendors submitting proposals use their knowledge of the markets and how they are performing to recommend how much funding is allocated to each.

SCOPE OF WORK

The objectives of the "Don't Let Your Summer Go Up In Smoke" Campaign are threefold: (1) To bring attention to the threat of wildfire in Idaho (2) To generate a sense of ownership and communal interest in reducing the number of human caused wildfires in Idaho, thereby protecting all of our common interests (livelihoods, recreation interests, and health)and (3) To direct people to the Idaho Firewise and Idaho Fire Info websites for more information (websites will be different for Nevada PSAs).

Outlets should target adults aged 18-54. We are seeking professional recommendations regarding the percentage of funds to be allocated to each of the media outlets (television, radio, internet)

EVALUATION

Members of the Idaho Firewise Marketing Committee will evaluate the proposals. Evaluation and selection will be based on experience in doing this type of work, cost, and quality of proposal.

AVAILABLE FUNDS

The maximum amount of funds available for this project is **\$200,000**. The selected vendor must acknowledge and affirmatively indicate that the tasks outlined in the Scope of Work will be performed within this amount. Vendors should submit a proposal for the entire amount. Please include information in the proposal about how funds will be allocated to each outlet and any campaign administrative costs.

PROPOSAL FORMAT

A qualifying proposal must address all of the following items:

1. Letter of Interest, including a statement that the proposal will perform outlined services.
2. Cover Sheet with the following information:
 - a. Title of Proposal
 - b. Name and Address of Company
 - c. Contact person, Telephone Number, and E-mail
3. Understanding of the Project: The vendor shall provide a brief response that demonstrates an understanding of the “Don’t Let Your Summer Go Up In Smoke” campaign objectives and that clearly describes a competency to complete the project.
4. Approach: The vendor shall briefly outline how they will be responsive to the Scope of Work. The vendor shall also provide a detailed list of proposed media outlets that will be used to deliver the campaign.
5. Qualifications of Key Personnel: The vendor shall provide the names of the key people who will be working on this project, their role in the project, and a synopsis of their experience relevant to these roles.
6. Budget(s): The vendor shall provide a budget breakdown for the project

PROJECT MILESTONES

Milestone	Timeline
Release request for proposal	May 29, 2015
Proposals Due	September 3, 2021
Selection of Vendor	September 7, 2021
Contract Issued	September 7, 2021
Viewership Summary Report 1	November 15, 2021
Viewership Summary Report 2	November 15, 2022
Project Completion	October 31, 2022

PROPOSAL SUBMISSION

Proposals must be submitted electronically to the Contact Person. Submissions must be time-stamped no later than 5:00 PM PDT **September 3, 2021**. Receipt of the proposal will be acknowledged via email. No proposals will be accepted after this deadline.

PAYMENT

IDFW shall make payment of the vendor's invoice within 30 days of receipt of the invoice. We must receive your invoice for the full amount of the project no later than September 15, 2021. In order to receive reimbursement for the project, the vendor shall provide an invoice detailing services performed by task and actual costs. The vendor shall not be reimbursed for any additional expenses incurred beyond the maximum amount (described below).

1. Maximum Amount. The maximum payments for this project shall not exceed the amount agreed to in the contract for marketing and media services, provided, however, that such amounts shall not be construed as guaranteed sums, and compensation shall be based upon services actually rendered and expenses actually incurred.
2. Budget Contingency Clause. If funding is reduced or deleted by IDFW for purposes of this project, IDFW shall have the option to either cancel the project contract with no liability occurring to IDFW, or offer a contract amendment to vendor that reflects the reduced amount. If the project contract is cancelled or amended, all services completed prior to the cancelation or amendment will be reimbursed.

NONDISCRIMINATION

The activities associated with this project will be in compliance with the nondiscrimination provisions contained in Titles VI and VII of the Civil Rights Act of 1964, as amended; the Civil Rights Restoration Act of 1987 (Public Law 100-259); and other nondiscrimination statutes: namely, Section 504 of the Rehabilitation Act of 1973, Title IX of the Education Amendments of 1972, the Age Discrimination Act of 1975, and the American's with Disabilities Act of 1990. No person shall on the grounds of race, color, national origin, gender, religion, marital or family status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination.