

Clark County Department of Job & Family Services Request for Proposals (RFP)

Introduction

The purpose of this RFP is to solicit providers of media services to implement a marketing campaign for the Clark County Department of Job & Family Services (hereinafter Department), the goal of which is to promote the programs and services that the Department offers to the community.

Contract Period

A contract will be negotiated for the period beginning June 1, 2007 and ending May 31, 2008.

Target Audience

The Department is seeking providers of services to reach the following target audiences in the Dayton/Springfield market:

- a. Ages 35 and over;
- b. Ages 34 and younger

Providers must demonstrate what their share of the target audience is by providing specific demographic information that illustrates access to the target audiences.

Scope of Work

The Provider shall develop and implement a marketing campaign, in consultation with and approval from with the Department's media liaison, that will guarantee maximum exposure in the television and internet/website media outlets. Creative writing, editing and production shall also be included as part of the package.

Proposals shall include the following:

- Up to 35 thirty second commercials per month, with the ability to have specific ads targeted with placement at specific times on specific channels; these ads shall target the 35 and older market;
- Up to 44 thirty second commercials per month, with the ability to have specific ads targeted with placement at specific times on specific channels; these ads shall target the 34 and younger market;
- Creative writing, editing, and production shall be included;

Optional additions to this campaign include rotating banner ads and individualized web pages on the Contractor's website, if available.

Program Proposal

Potential service providers should develop and submit a proposal that addresses each of the following:

1. *Identifying Information:* The name of the proposing organization, address, name of contact person, telephone number, and e-mail address should be clearly identified.
2. *Services to be Provided:* Describe your plan and capacity to provide the requested number of commercials per month, creative writing, editing, and production for the commercials, and rotating website banner ads, if applicable.
3. *Other pertinent information:* This section may include additional information not requested elsewhere.
4. *Cost Breakdown:* This section shall include a breakdown of the costs per commercial, the costs of creative writing, editing and production costs for the entire marketing campaign, and the cost for website banner ads, if applicable.

Proposal Submission Requirements

One copy of the proposal should be submitted to:

Robin Maynard
Office of the Director
Clark County Department of Job & Family Services
1345 Lagonda Avenue
Springfield, Ohio 45503
Telephone: (937) 327-1859

One hard copy should be submitted before 4 p.m., Tuesday, May 1, 2007. Faxed copies are not acceptable.

Responsibilities of the Department

The Department is prepared to negotiate an agreement through which it will accept the following responsibilities:

1. Provide the Contractor with the information and content necessary to produce all commercials and website advertisements.

Proposal Evaluation

All proposals will be forwarded and reviewed by appropriate staff of the Department. Face to face meetings with some proposers may be requested.

Limitations

This RFP does not commit the Department to award a contract or to pay any cost incurred in the preparation of a proposal. The Department reserves the right to accept or reject any or all proposals received, to negotiate services and cost with applicants, and to cancel in part or in its entirety this RFP.

The Department will review each proposal with respect to price, applicant's administrative and programmatic capabilities, and conformance to the RFP criteria. The Department may reject all responses if proposed rates are unreasonable or if the applicants do not meet the RFP acceptance criteria.

All proposals submitted in response to the RFP will become the property of the Department.