

Request for Quote

Sexually Transmitted Infections Multimedia Outreach Campaign and Media Buy

Procedures

Dates of Review and Submission Documents

Release of RFQ – June 13, 2022 at 8:00 a.m.

Questions or additional information regarding the quote topics can be obtained by emailing the [Purchasing Agent](#).

Questions and responses will be provided to all prospects.

Quote Deadline

Wednesday, June 22, 2022 by 5:00 p.m.

RFQ Submissions

RFQs are to be submitted electronically to the [Purchasing Agent](#).

Submissions submitted after the deadline will not be accepted.

RFQ Evaluation

RFQs will be evaluated on the following:

Level of expertise to perform required tasks, prior experience in field, other relevant experience, presentation of information, correctness of documents/information submitted.

Quote review process: June 23 - 24, 2022

Conduct contractor interviews: June 27 - 28, 2022 (if needed)

Bid Award Notification: June 30, 2022 by 3:00 p.m.

RFQ submissions become property of the Pueblo Department of Public Health and Environment upon submission.

Final RFQ Submissions

Final RFQ submissions must include name of business and contact information for contractor/individual, proposal plan for contractor requirements, documentation relating to qualifications for performance of requirements, and RFQ budget (line-item costs). Email this information to Shannon Roybal [Purchasing Agent](#).

Project Description

The health department is accepting quotes to market a multimedia campaign to reach Pueblo City and County community members with information about getting tested, decreasing the stigma to get tested, and preventing the spread of sexually transmitted infections. The campaign is to place existing advertisements and marketing materials such as television and radio commercials, and digital and print advertising. The expectation would be to place marketing and advertisements in multimedia sources and help with creative and the messaging. Messaging could change throughout the campaign due to changes local coalition feedback and community needs. The campaign is expected to last through December 30, 2022.

Budget

Total funds allowed: \$117,000 with an allocation breakdown \$106,000 for revision, creation, and placement of content and \$11,000 for administrative fee.

Provide a budget proposal on how you would recommend spending funds on the follow items:

Media buys

Designing and adaptation of creative (artwork and messaging)

Audio and visual (TV and radio)

Identify additional marketing sources you would recommend spending funds

Administrative cost

Contractor Qualifications

Provide a brief history of your company, staff size, number of years in business, and experience.

Include three reference names and contact information who can attest to your quality of work and marketing experience. Include a brief description of your relationship to these individuals.

Describe your relationship with local media outlets.

Provide examples of your marketing work, including any public health marketing.

Provide estimated time commitment per your previous professional experience.

Add additional comments, background information, data, etc., pertinent to the selection process.