

# **Advancing Tobacco-Free Communities in New York State**

## **Request for Proposal (RFP)**

**Purpose:**

Create, Produce, Coordinate, and Place Collaborative Multi-Media Campaign(s)

**Release Date:** August 20, 2019

**Questions Due:** August 27, 2019

**Questions, Answers, and Updates Posted:** September 5, 2019

**Proposals Due:** September 20, 2019 by 4:00 p.m.

**Top Three Vendors Selected and Notified by:** October 4, 2019

**Oral Presentations & Video Submissions:** October 21, 2019 in Albany, N.Y.

**Anticipated Date of Award by:** November 1, 2019

**Contact Name & Address:** Heather Bernet

ATFC Statewide Coordinator

BRiDGES, Madison County Council on Alcoholism & Substance Abuse, Inc.

112 Farrier Ave Suite 314

Oneida, NY 13421

[atfcmediaproject@gmail.com](mailto:atfcmediaproject@gmail.com)

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**REQUEST FOR PROPOSAL:  
ADVANCING TOBACCO-FREE COMMUNITIES IN NEW YORK STATE**

The Advancing Tobacco-Free Communities in New York State grant is seeking proposals from vendors to deliver multimedia counter-marketing campaign(s) for a 56-month contract, subject to annual renewals, ending on June 30, 2024. The first term is anticipated to be 8 months starting November 1, 2019 and ending June 30, 2020. Annual renewals are contingent upon a determination that the vendor's work is satisfactory, and funding is available. The vendor selected will develop multimedia advertising and promotion campaign(s) to reduce tobacco use and further establish the tobacco-free norm in New York State. The vendor selected will best demonstrate their ability to frame issues in a way that creates an environment for policy change.

**OVERVIEW**

**About Advancing Tobacco-Free Communities in New York State**

Advancing Tobacco-Free Communities (ATFC) is funded by the New York State Department of Health Bureau of Tobacco Control (BTC). There are 21 ATFC grantees covering all 62 counties in New York State. For the purpose of the media campaign the 21 ATFC grantees will be referred to as the ATFC Statewide Media Collaborative, or the Collaborative.

ATFC goals are to prevent and decrease tobacco use among youth and young adults, motivate adult smokers to quit and to eliminate exposure to secondhand smoke. Through education and community mobilization, ATFC grantees work locally to decrease the social acceptability of tobacco use and create environments that support tobacco-free living. A primary focus of ATFC work has been on creating environments that demand policy change to improve the lives of those most affected by tobacco use, including those with the lowest income, poor mental health, substance use disorders, the least education, and those living with disabilities.

ATFC efforts are not limited to preventing the use of combustible tobacco such as cigarettes or cigars, but ATFC efforts also address non-cessation-approved nicotine-based products, which may be categorized as but are not limited to cigarillos, e-cigarettes or vape products such as JUUL, and smokeless "tobacco-free" nicotine products like snus, spit tobacco, and other similar products. Efforts also include addressing flavored tobacco products.

ATFC grantees make up a statewide network that combines elements of community engagement and youth action. Every ATFC grantee has a community engagement and youth action coordinator who work collaboratively whenever possible. ATFC's youth action component is known statewide as *Reality Check*, while the name of each individual ATFC grantee varies across the state.

ATFC grantees engage community members, including youth, and leverage resources from the community to advance local and statewide tobacco control action. Grantees engage local stakeholders, educate community leaders and the public, and mobilize community members and organizations to strengthen both organizational and municipal tobacco-related policies.

This work is carried out through four initiatives: 1) Tobacco Industry Influence in the Retail Environment; 2) Tobacco-Free Outdoors (TFO); 3) Smoke-Free multi-unit Housing (SFH); and 4) Smoke-Free Movies (SFM). The initiatives are described under the heading **ATFC Initiatives and Priorities**.

Within each initiative, every ATFC grantee is committed to the elimination of health inequities in its target population. Certain groups in NYS face significant barriers to achieving a healthy lifestyle. Health disparities occur when demographic groups experience more disease, death, or disability beyond what would normally be expected based on their relative size in the population. Health is also determined by where people live, work, and play and can be affected because of race/ethnicity, sexual orientation, gender, geographic location or some combination of these factors. In NYS, some populations disproportionately affected by tobacco use include those with the lowest incomes, the least education, and those with disabilities including mental illness and substance use disorders.

This approach to chronic disease prevention utilizes a community-based strategy which includes community education, community mobilization, government policy maker education, and advocacy with organizational decision makers to create local environments that are receptive to or demand change.

The BTC uses the most current public health surveillance, program evaluation and research findings to drive program activities and works collaboratively with state and national partners to meet program goals. The BTC demonstrates the benefits of policy change through evidence-based strategies that alter social norms and makes tobacco less desirable, less acceptable and less accessible, and systematically evaluates its efforts to maximize impact and improve outcomes.

For additional information on tobacco control, tobacco control in New York and tobacco control media, please visit the following:

#### NY State Tobacco Control Data and Information

- [health.state.ny.us/prevention/tobacco\\_control/](http://health.state.ny.us/prevention/tobacco_control/)
- [tobaccopolicycenter.org](http://tobaccopolicycenter.org)
- [tobaccofreenys.org](http://tobaccofreenys.org)
- [realitycheckofny.com](http://realitycheckofny.com)
- [smokefreehousingny.org](http://smokefreehousingny.org)
- [nysmokefree.com](http://nysmokefree.com)
- [NY State Stat Shot Retail Environment](#)
- [NY State Stat Shot E-cigarette use by youth increase 2018](#)
- [NY State Stat Shot Smoking Rates among those with a disability 2016](#)

#### NY State Tobacco Control Media

- [seenoughtobacco.org](http://seenoughtobacco.org)
- [nysmokefree.com/NewsRoom/Campaigns](http://nysmokefree.com/NewsRoom/Campaigns)

#### National Tobacco Control Media

- [cdc.gov/tobacco/media\\_communications/countermarketing](http://cdc.gov/tobacco/media_communications/countermarketing)

#### National Tobacco Control Data and Information

- [cancer.gov](http://cancer.gov)
- [cdc.gov/tobacco](http://cdc.gov/tobacco)
- [thecommunityguide.org/topic/tobacco](http://thecommunityguide.org/topic/tobacco)
- [tobaccofreekids.org](http://tobaccofreekids.org)
- [truthinitiative.org](http://truthinitiative.org)
- [center4tobaccopolicy.org](http://center4tobaccopolicy.org)
- [smokefreemovies.ucsf.edu](http://smokefreemovies.ucsf.edu)
- [countertobacco.org](http://countertobacco.org)
- [no-smoke.org](http://no-smoke.org)
- [Article on JUUL reps in classroom testimony](#)

- [U.S. Surgeon General Report on E-cigarettes 2016](#)
- [U.S. Surgeon General E-cigarette Epidemic 2018](#)
- [U.S. Surgeon General Tobacco-Related Disparities](#)

### **Advancing Tobacco-Free Communities Media Collaborative**

The vendor awarded this contract will serve the ATFC Statewide Media Collaborative comprised of all 21 ATFC grantees. The vendor awarded will work regularly with the ATFC Statewide Coordinator who serves as the fiscal agent and lead contact who facilitates the statewide action for the Collaborative Media. The vendor awarded along with the Coordinator will communicate on a regular basis with the Workgroup which represents the ATFC Media Collaborative to develop the campaign(s). All ATFC media or creative and placement plans must be reviewed by the BTC before the campaign is finalized.

### **Purpose**

The purpose of the NYS ATFC media campaign is to create cohesive statewide messaging that establishes an environment for policy change. Media campaign(s) are an important part of raising public awareness to better understand tobacco-related issues and to change the social norms regarding tobacco and other related non-cessation-approved nicotine-based products. They provide high profile exposure, stimulate interest, reinforce key messages, and amplify the effects of on-the-ground activities that drive community education efforts. Statewide media campaigns developed and placed by a single vendor ensure that effective marketing materials are being used, that key messages are being delivered in a uniform manner, and that all regions of the state are targeted in the same timeframe.

### **ATFC Initiatives & Priorities**

**Tobacco Industry Influence in the Retail Environment** refers to the marketing practices employed by the tobacco industry in retail settings. Exposure to tobacco marketing in stores is a primary cause of youth smoking. Every day, people including children are exposed to prominent tobacco displays at the cash register, price promotions, flavored products and other excessive tobacco marketing/promotions at tobacco retailers throughout the community. The more tobacco kids see, the more likely they are to use tobacco products.

The tobacco industry spends billions of dollars in the United States (\$192.1 million in NYS every year) to market its deadly products in stores including: paying retailers to prominently display tobacco products, in-store displays, price discounts, and other in-store promotions. Evidence suggests that limiting youth exposure to in-store tobacco marketing, keeping the price of tobacco products high, and reducing the availability of flavored products that appeal to children, will substantially reduce the likelihood that youth will ever use tobacco. Studies have concluded that kids are twice as sensitive to tobacco marketing compared to adults, and one third of underage experimentation is attributable to tobacco marketing.

The tobacco industry also heavily markets their products to socioeconomically disadvantaged communities. These communities are exposed to more tobacco retailers, more prominent tobacco advertising in these stores, and more frequent tobacco price discounts. This industry-driven marketing contributes to the normalization of tobacco use and environmental cues that increase tobacco initiation and decrease cessation success. Research studies have linked higher neighborhood tobacco retailer density with higher odds of ever smoking.

Federal law has banned cigarette advertising on radio and television since 1970 and the Master Settlement Agreement (1998) imposed further restrictions on billboards and magazine advertising, however these restrictions are not applicable to e-cigarettes, which is classified as a tobacco product by the Food and Drug Administration (FDA). In 2018, the U.S. Surgeon General declared youth e-cigarette use an epidemic in this country. Nationally, more than 3.6 million youth currently use e-cigarettes. In New York State, e-cigarette use by high school students increased 160% between 2014 and 2018. Cigarette smoking among high school youth declined by 82% between 2000 and 2018. From 2016 to 2018 the rate increased from 4.3% to 4.8%, the first increase in combustible cigarette use among youth in NYS since 2000.

The Family Smoking Prevention and Tobacco Control Act (2009) gives the FDA authority to regulate the manufacture, distribution and marketing of tobacco products. It also preserves the ability of states and localities to regulate the time, place and manner in which tobacco products are sold. As a result, several policy solutions are available to states, cities, towns and counties that can decrease exposure to tobacco marketing in the retail environment. Among these are:

- Prohibiting the sale of flavored tobacco products
- Restricting tobacco sales near schools
- Limiting the number and/or density of tobacco retailers in a municipality
- Prohibiting the sale of tobacco products in pharmacies
- Prohibiting tobacco retailers from redeeming coupons or offering multi-pack discounts

**Tobacco Industry Influence in the Retail Environment** is a priority initiative for ATFC grantees. It is anticipated that all media that is developed and placed for major statewide campaign(s) for this contract will focus on one or more aspects of this initiative.

The primary goal of this initiative is to reduce the impact of the tobacco industry's presence in retail stores, inclusive of combustible and non-combustible tobacco products including, but not limited to cigarillos, e-cigarettes, and other current or emerging non-cessation-approved nicotine-based products. The main goal of the **Tobacco Industry Influence in the Retail Environment** initiative is to create an environment that demands policy change that: a) restricts the density of tobacco retailers, b) keeps the price of tobacco products high, and/or c) prohibits the sale of flavored tobacco products, including menthol.

#### **Other ATFC initiatives:**

It is not anticipated that the initiatives listed below will be the subject of a major statewide media campaign. Creative materials, such as print, banner or billboard ads may be requested for future use or local placement. Local placement funds are separate from those dedicated to the Statewide Media Collaborative and are not included in this proposal. These would be negotiated as needed.

**Tobacco-Free Outdoors (TFO):** Tobacco use and use of other non-cessation-nicotine based products in outdoor areas such as parks, beaches, and other shared outdoor spaces are not consistent with the tobacco-free norm in New York State, and these products are dangerous to the environment. Grantees educate municipalities and employers in ways that they can keep outdoor areas free of pollution, litter, prevent exposure to second-hand smoke, protect children and animals from ingesting toxic tobacco litter, and maintain the tobacco-free norm for New York State.

**Smoke-Free Multi-Unit Housing (SFH):** Non-smoking buildings are healthier, safer and less costly to maintain. ATFC grantees work with property owners and managers to create more smoke-free multi-unit housing options, especially for low income individuals and families.

**Smoke-Free Movies (SFM):** Smoking imagery in movies has a major influence on youth smoking initiation. The objective of this initiative is to restrict pro-tobacco imagery from youth-rated movies.

**Deliverables:**

The selected vendor will develop and implement annually: 1 to 2 cost-effective, non-TV multimedia campaign(s) to be placed within New York State. Each campaign should maximize reach for counter tobacco marketing in the retail environment initiative and detail solutions to protect vulnerable populations, including youth, from predatory marketing practices by the tobacco industry. Material should be culturally and linguistically appropriate, and inclusive.

In general, these campaigns will occur in the fall and spring. In year 1 discussion will begin after the execution of the contract. The first-year contract will be from November 1, 2019 – June 30, 2020. At the start of each contract year the scope of work may be revised. Adjustments and added details will be negotiated based on availability of funds.

The selected vendor will develop, host, and maintain a website(s) with guidance and direction from the Coordinator and the Workgroup. Current websites are TobaccoFreeNYS.org, SeenEnoughTobacco.org, RealityCheckOfNY.com, and SmokeFreeHousingNY.org

In some cases, if funds are available, strategies and collateral materials may need to be developed for specific action days including but not limited to: Legislative Education Day in February, Kick Butts Day in March, World No Tobacco Day in May, New York State Youth Summit in July, Seen Enough Tobacco Day in October, and the Great American Smoke-Out in November. These collateral materials should provide the Collaborative opportunities to capitalize our marketing message during these action days.

**Contract Dates:**

- Contract Year #1: November 1, 2019 - June 30, 2020
- Contract Year #2: July 1, 2020 - June 30, 2021
- Contract Year #3: July 1, 2021 - June 30, 2022
- Contract Year #4: July 1, 2022 - June 30, 2023
- Contract Year #5: July 1, 2023 - June 30, 2024

## **SCOPE OF SERVICES AND EXPECTATIONS:**

### **Vendors must have the capability to provide the following services:**

#### **Creative:**

- Conceptualize, develop, pre-test and produce media for major campaigns that focus on exposing tobacco marketing in the retail environment, including marketing of non-cessation-approved nicotine-based products.
- Develop multiple creative concepts for each campaign, which will be presented to the Workgroup for consideration;
- Construct a timeline for each campaign that includes ample time for a revision process that allows the Workgroup to review and give feedback, and for refining the creative;
- Pre-test selected creative with members of the target audience; refine creative, as needed, based on pre-test outcomes
- Develop creative that is compatible both in social and digital media, with interactive capabilities.
- Develop collateral materials for specific events and activities including but not limited to Legislative Education Day in February, the Reality Check Youth Summit in July, and Seen Enough Tobacco Day in October, as the budget permits.
- Develop collateral materials for the TFO, SFH and SFM initiatives for use by ATFC grantees at the local level, as requested, and negotiated separately.
- Develop, host, and maintain a website(s) about ATFC and their initiatives. The website(s) should be interactive, engaging, and include a mechanism for visitors to register their support, both for initiatives and any call to action. The website(s) should be consistent with the statewide campaign and adaptable to each new campaign, thus creating a singular brand.
- The website(s) should have a password protected section allowing all ATFC grantees to access a well-organized cache of proprietary data, information, and the creative files.
- Individual ATFC grantees may request that collateral material allow for local program contact information to be listed on the items placed within markets, if the campaign allows.
- Provide public relations strategic planning and support for at least one campaign a year, to include message development, designing and executing plans for outreach and follow up with media representatives across NYS.

#### **Media Placement**

- Provide media placement services within New York State on a regional/media market basis; develop media plans with the Coordinator and the Workgroup for each catchment/media market area
- Propose media plans that include an analysis showing why the specific media mix was chosen, the projected reach, frequency and estimated cost.
- Provide cost-effective, efficient media to successfully reach target audiences.
- Provide non-profit pricing and, wherever possible, generate in-kind services such as media buy matching, earned media and any other value-added opportunities.

#### **Administrative and Management**

- Develop a management and monitoring plan to keep the Coordinator, the Workgroup and the BTC apprised of all campaign activities;

- Schedule regular conference calls or other forms of effective communication with the Coordinator, the Workgroup and BTC staff. Plan to attend up to two face-to-face meetings in Albany;
- Provide complete documentation, as needed, for use in preparing reports on the campaigns' implementation and outcomes;
- Provide monthly written reports and budget summaries to the Coordinator, in a format prescribed by the Coordinator. Reports should include a summary of monthly activities and a status of each open deliverable, estimates and billing, and other details as required by the Coordinator, the Workgroup, and BTC;
- Provide relevant data and evaluation results to the Coordinator;
- Provide evaluation of the campaigns. Data may include but not limited to monthly Internet statistics, affidavits of performance, tear sheets, and completion photos of OOH, Internet screenshots, and post-buy analyses. See Terms of Agreement.

### **Budget and Payment**

The annual 12-month budget for the full scope of services outlined in this RFP (creative, media placement, website(s), administrative, ancillary) is \$850,000, based on availability of funds.

### **Administrative Guidance**

This undertaking will henceforth be referred to as the Advancing Tobacco-Free Communities Media Project (ATFC Project). Funding for this campaign is provided by the ATFC grantees, who allocate a percentage of their annual program funding to the proposed media campaign. This RFP is designed to provide interested vendors with sufficient information to submit proposals that meet minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential data.

### **Terms of Agreement**

The first media campaign launch will be discussed after the execution of the contract. The contract will include a clause that prohibits the provider from discriminating against employees on the basis of their race, sex, religion, age, national origin or disability. Invoices must be received no later than 30 calendar days following the end of each campaign. Internet statistics, affidavits of performance, tear sheets, and completion photos of OOH, Internet screenshots, post-buy analysis, scheduled media buys and run schedules must accompany all invoices. All invoices will be paid by net 30 days.

### **Disallowances**

The agency awarding the contract shall review financial reports and supporting documentation as required, and may disallow for payment for any charges which were not rendered, documented, and/or authorized in accord with the terms of this agreement, or for failure to deliver any required service or work product.

### **Disclosure**

Cost and price information will be held in confidence and may not be revealed or discussed with competitors. Proposals submitted will be reviewed and evaluated by those officials with a legitimate interest.

### **Copyrights**

Materials developed with funds from this contract shall become the property of the New York State Department of Health. All original files will be provided to the contract holder and the Department of Health. This will include all components of final creative, including the fonts for both PC and MAC operating systems, and photographs. If stock images, graphics or photographs are used, the agreement for use rights, and the vendor information must be provided as well.

### **Decision to Award the Contract**

The Workgroup will evaluate all proposals and determine which vendor will receive the contract based on the highest scores in the written proposal and the oral presentation.

### **Proposal Format**

The written technical proposal should be no more than ten pages (Times New Roman, 12 Font, black ink only, single-spaced, ½ inch margins), not including appendices, and be prepared in an outline format.

### **Eligibility Requirements**

This RFP is open to both for-profit and not-for-profit entities with at least seven years' experience developing advertising campaigns, and a signed guarantee that the vendor or its parent corporation, if the vendor is a subsidiary, will perform the obligations of the contract awarded from this RFP.

Eligible vendors must have no affiliations or contractual relationships with any tobacco company (or distributor), its affiliates, its subsidiaries or its parent organization. This includes e-cigarette and "tobacco-free" nicotine-based product manufacturers, companies, etc. All vendors should include a statement verifying the vendor's "no tobacco affiliation" status. This includes any acceptance of tobacco industry money, services, or products.

## **INSTRUCTIONS FOR COMPLETING THE PROPOSAL**

### **Cover Page**

The proposal must have a cover page that includes:

1. Title of Project;
2. Name of vendor;
3. Type of organization;
4. Project Director (name, title, address, email address, telephone, and fax numbers);
5. Name, title, address, telephone and fax number of the person authorized to sign a contract for vendor organization;
6. Original signature(s) of the Project Director and the person authorized to enter into a contractual agreement. This signature should be found on the cover page.
7. Federal Employer Tax Identification number.
8. A statement on the cover page verifying that the vendor has NO affiliation or contractual relationship with any tobacco company, its affiliates, its subsidiaries or its parent organization. (see Attachment 1)

## **EVALUATION OF THE PROPOSALS**

### **Technical**

Vendors must fully answer the following questions.

#### **Organizational Experience & Capacity (15%)**

1. Describe your agency, the scope of services it provides, areas of particular expertise, major clients, and system for managing accounts.
2. Describe your agency's experience working on public health policy change, health behavior change, and/or social marketing campaigns. Explain your understanding of social marketing and how it differs from commercial marketing.
3. If your plan includes a subcontractor, describe what deliverables that agency will be responsible for, its organizational capacity, and how communication and collaboration will be managed.
4. In an appendix labeled "Personnel" provide an organizational chart for your agency and the names and resumes of those who will be principally responsible for the management of this contract.

#### **Creative (40%)**

1. Clearly describe a logical, achievable plan for developing and implementing major campaigns that bring attention to the problem of tobacco industry presence in the retail environment, including but not limited to flavored tobacco products, and price discounts. Major campaigns should engage people to take action that will create an environment favorable to policy change.
2. The media campaign must target an audience that will be engaged to demand or create environments open to policy change. In previous years our campaigns targeted parents of youth from ages 8-18, however vendors are strongly encouraged to refine, expand, or suggest new target audiences based on the current tobacco environment, health equity, social justice, and health implications of tobacco for 2019-2020 and beyond. Please include suggestions for the target audience that will most effectively help influence

community strategy and create environments open to policy change. Clearly describe your approach to identifying a specific target audience and include the demographic and socioeconomic make-up. The approach to the target audience selection should creatively frame your proposed education and prevention messaging.

3. Include, at a minimum, your plan for concept and creative development, research, pre-testing, production, evaluation, and engagement with the Workgroup and the Coordinator.
4. In an effort to eliminate health inequities in our targeted population(s), describe how you will incorporate media messaging into ATFC-funded campaigns and initiatives that will be both culturally and linguistically appropriate as well as inclusive.
5. Describe 2 examples of public health policy, social marketing and/or health behavior change campaigns developed by your agency. Examples should include a written description of your agency’s process for conception, development, production, implementation, and evaluation for these campaigns. Include the time frame, creative, and if applicable the plans for formative research and pre-testing; media placement; and the results of the campaign. Campaigns with budgets between \$200,000 and \$400,000 (creative and media) should be provided as examples. Provide the creative samples related to the 2 campaigns above via an http link with proposal via email.

**Media Placement (30%)**

1. Describe the extent of your experience with local media placement in and across NYS. Include examples of major campaigns that have employed multimedia strategies and provide results of those campaigns.
2. Describe how you will determine the most effective marketing strategy and media mix to reach the target audience(s) and motivate that sector (or sectors) of the population to actively support, promote, and take actions that reduce tobacco use and further establish the tobacco-free norm in New York State.
3. Describe your approach to media placement and how you will ensure non-profit pricing, in-kind services and high-level value-added opportunities. Provide examples of all of the above.
4. Describe how you will work with the Coordinator and the Workgroup on a regional basis to ensure that regional differences/needs are taken into account in media placement.
5. Describe how you will evaluate the impact of campaigns and use evaluation data to improve the effectiveness of subsequent campaigns statewide and by region/media market.

**Cost (15%)**

For the purpose of this RFP, provide a detailed bid price for media using the chart below:

<b>POS Campaign</b>	<b>Costs</b>	<b>Explanation</b>
Agency Fee		
Subcontractor(s)		
Media Buy		
Media Commission		Rate:
<b>Total Cost</b>	<b>\$850,000</b>	

## **Oral Presentation & Video Submission**

The top three scorers will be invited to provide an oral presentation in Albany, N.Y., on Monday October 21st. The presentation will last up to two hours, which includes time for questions from the review committee. The presentations will be heard by the Coordinator, the Workgroup, and BTC staff. The purpose of the oral presentation is to discuss the details of the vendor's approach in developing campaigns and media placement, and review examples of past campaigns. Once vendors are selected for the oral presentation, additional guidance will be provided. Those selected for oral presentations will be asked to submit a video or other visual that reflects the creative being presented by the vendor in the oral presentation. The purpose of the video or other visual is for the Collaborative to review and provide feedback to the review committee. The top three scorers will also be required to provide 3 professional references that include information on the vendor's ability to achieve campaign objectives, meet project requirements, adhere to timelines, and adhere to the predetermined budget.

## **The Rights of the Advancing Tobacco-Free Communities Media Collaborative**

ATFC reserves the right to

- a. Reject any or all proposals received in response to this RFP.
- b. Waive or modify minor irregularities in proposals received after prior notification to the vendor.
- c. Adjust or correct cost or cost figures with the concurrence of vendor if errors exist and can be documented to the Project.
- d. Negotiate with vendors responding to this RFP within the requirements to serve the best interests of the Project.
- e. Modify the detail specifications should no bids be received that meet all these requirements.
- f. If the Project is unsuccessful in negotiating a contract with the selected vendor within an acceptable time frame, the Project may begin contract negotiations with the next qualified vendor(s) in order to serve and realize the best interests of the Project.
- g. This agreement may be canceled at any time by the Project giving to the vendor not less than 30 days written notice that on or after a date therein specified this agreement shall be deemed terminated and canceled.
- h. This contract is contingent upon available funding and a determination that the vendor's work is satisfactory.

## **Inquiries & Intent to Apply**

All substantive questions and/or intent to submit a proposal should be submitted via email to the Coordinator, Heather Bernet [atfcmediaproject@gmail.com](mailto:atfcmediaproject@gmail.com) by August 27, 2019. Each inquiry should cite the RFP page number and paragraph. Prospective vendors should note that all clarifications and exceptions, including those relating to the terms and conditions for the contract, are to be raised prior to the submission of a proposal. Answers to all questions will be completed and distributed on or about September 5, 2019.

## **Submission of Proposal**

Please submit a PDF of the proposal and an http link for creative samples via e-mail to the Coordinator, Heather Bernet, [atfcmediaproject@gmail.com](mailto:atfcmediaproject@gmail.com). Proposals must be received by September 20, 2019 by 4:00 p.m. Proposals received after the deadline will be late and ineligible for consideration.

### **Award Announcement**

The top three finalists will be selected on or about October 4th. The finalists will be expected to provide the Workgroup with a video proposal and prepare a presentation. Presentations in Albany by the three selected finalists are tentatively scheduled for Monday, October 21, 2019.

The vendor selected by the Workgroup is anticipated to be announced on or about November 1, 2019