

Advancing Tobacco-Free Communities in New York State Request for Proposal (RFP)

Section 1: Cover Page & Contact Information

Purpose: To select a full-service advertising agency to lead the development and execution of multimedia public engagement campaigns and creative materials that expose the tobacco industry’s influence and support sustainable, statewide tobacco control efforts in New York.

Release Date	February 18, 2026
Questions Due	Mar 2, 2026
Q&A Posted	Mar 11, 2026
Proposal Due	Mar 31, 2026
Finalist Notification	Apr 28, 2026
Oral Presentations via Zoom	May 6, 2026
Award Notification by	May 15, 2026

Contact:

Heather Bernet, ATFC Statewide Coordinator
BRiDGES, Madison County Council on Alcoholism & Substance Abuse, Inc.
hbernet@bridgescouncil.org

Section 2: Introduction

Advancing Tobacco-Free Communities (ATFC) is a statewide initiative funded by the New York State Department of Health’s Bureau of Tobacco Control (BTC). ATFC includes 21 grantees covering all 62 counties in New York State. For the purposes of this RFP, the 21 grantees are referred to collectively as the ATFC Statewide Media Collaborative (or “the Collaborative”).

The ATFC program is seeking proposals from qualified vendors to develop and implement multimedia public engagement campaigns. This is a four-year contract (June 1, 2026 – April 30, 2030), with annual reviews of the vendor’s work plan, budget, and performance to determine continuation based on successful delivery of contract deliverables and the continued availability of New York State funding.

Contract Timeline at a Glance (*contract term is four years; work plans and budgets are approved annually*):

- **Year 1:** June 1, 2026 – Apr 30, 2027
- **Year 2:** May 1, 2027 – Apr 30, 2028
- **Year 3:** May 1, 2028 – Apr 30, 2029
- **Year 4:** May 1, 2029 – Apr 30, 2030

The selected vendor will lead the development and execution of strategic, creative, and culturally responsive campaigns that support tobacco control efforts statewide. Campaigns should be guided by an overarching theme that **exposes the tobacco industry’s influence as a driving force behind the tobacco epidemic**, highlighting its impact on health, communities, and the environment.

Creative content should bring to light the industry’s manipulation, corporate irresponsibility, and role in perpetuating harm—especially in disproportionately impacted communities. The goal is to **capture public attention, spark concern—particularly among key community leaders—and inspire meaningful engagement**, contributing to a broader understanding of the tobacco industry’s role and creating conditions for long-term, sustainable change.

Section 3: About Advancing Tobacco-Free Communities (ATFC)

Advancing Tobacco-Free Communities (ATFC) is a statewide initiative funded by the New York State Department of Health’s Bureau of Tobacco Control (BTC). ATFC includes 21 grantees covering all 62 counties in New York State. For the purposes of this RFP, the 21 grantees are referred to collectively as the ATFC Statewide Media Collaborative (or “the Collaborative”).

ATFC’s mission is to:

- Prevent the initiation and use of all commercial tobacco products—including synthetic and non-fda approved cessation nicotine products—among youth and adults, with a focus on countering industry targeting and eliminating disparities in tobacco-related harm
- Create environments and shift social norms that support a commercial tobacco-free lifestyle and lead adults to quit, especially in communities disproportionately impacted by the tobacco industry and in neighborhoods with higher tobacco retail density.
- Eliminate exposure to secondhand smoke and aerosol from commercial tobacco products in homes, workplaces, and public spaces, while advancing health equity across all communities

Grantees advance this mission through community education, mobilization, and solutions-focused outreach, with a strong emphasis on supporting populations and communities that have been most impacted by tobacco use. This includes people of color, individuals who identify as LGBTQAI+, people with lower incomes, individuals experiencing mental health challenges, and young people.

ATFC's work is organized around statewide initiatives:

1. Reducing Tobacco Industry Influence in the Retail Environment
2. Promoting Tobacco-Free Outdoor Spaces (TFO)
3. Advancing Smoke-Free Multi-Unit Housing (SFH)
4. Addressing Tobacco’s Impact on The Environment
5. Ensuring Program Sustainability

All initiatives prioritize health equity by addressing how social determinants of health—such as economic stability, education access, healthcare access, neighborhood environment, and social context—shape health outcomes, particularly where people live, work, learn, and interact. The Bureau of Tobacco Control supports ATFC through a comprehensive, data-driven approach that integrates public health surveillance, program evaluation, and evidence-based strategies. The BTC works with state and national partners to advance policy change that shifts social norms and reduces the availability, acceptability, and appeal of tobacco products across New York State.

As we work to confront the harms caused by commercial tobacco, it's important to recognize the distinction between these harmful industry practices and the traditional, sacred use of tobacco by Indigenous communities. The focus of this work is distinct from sacred or ceremonial tobacco, which holds deep cultural, spiritual, and traditional significance. Ceremonial tobacco is not commercially produced or marketed, and it is not influenced by the commercial tobacco industry.

ATFC addresses the impact of the following commercial tobacco products:

- Cigarettes
- Cigars
- Cigarillos
- Hookah
- E-cigarettes and vape products
- Smokeless tobacco (e.g., chew, spit tobacco, snuff)
- “Tobacco-free” nicotine pouches such as Zyn, On!, and Snus
- Analog synthetic nicotine (such as 6-methyl nicotine) used in vapes and pouches.
- Flavored tobacco, nicotine, analog products in all forms

Each ATFC grantee has staff dedicated to community engagement and youth action, with youth-led efforts organized under the statewide *Reality Check* program. Grantees work at the local level to educate key stakeholders, empower youth voices, and mobilize community members and leaders. The goal is to advance policy change that shifts social norms and makes commercial tobacco products less available, less acceptable, and less appealing throughout NYS.

For additional information visit the following:

- health.state.ny.us/prevention/tobacco_control/
- [Public Health Law Center](#)
- tobaccofreenys.org
- nysmokefree.com
- notjustmenthol.org
- thecommunityguide.org/topic/tobacco
- tobaccofreekids.org
- truthinitiative.org
- countertobacco.org

- no-smoke.org
- cdc.gov/tobacco/e-cigarettes/why-youth-vape.html

Advancing Tobacco-Free Communities Media Collaborative

The vendor awarded this contract will serve the ATFC Statewide Media Collaborative, composed 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 statewide media activities for the Collaborative. 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 campaigns that include collateral materials. All ATFC media creative and placement plans must be reviewed by *the BTC* before campaign(s) are finalized.

Purpose

The purpose of the NYS Advancing Tobacco-Free Communities (ATFC) media collaborative is to create cohesive, statewide messaging that establishes an environment for sustainable change. Media campaigns play a critical role in raising public awareness, increasing understanding of tobacco-related issues, and shifting social norms. They provide high-profile exposure, stimulate interest, reinforce key messages, and amplify the effects of local, community-based efforts.

To achieve this, statewide media campaigns developed and placed by a single vendor help ensure that effective, evidence-informed materials are being used, that messaging is consistent, and that all communities across New York State are reached within the same general timeframe. These campaigns should reflect a unifying theme that positions the tobacco industry's influence as the root cause of the tobacco epidemic.

This overarching theme must be flexible and adaptable across a range of campaign efforts. The goal is to capture public attention—especially among key community leaders—and spark concern that inspires people to speak out, get involved, and take meaningful action within their communities. In doing so, the campaign will deepen understanding of the root causes of the tobacco epidemic and help create conditions that drive long-term, sustainable change.

ATFC Initiatives

Tobacco Industry Influence in the Retail Environment is a priority initiative for ATFC grantees, aimed at reducing the tobacco industry's pervasive marketing and presence in retail stores. This includes the promotion and sale of all commercial tobacco, nicotine, and analog products—such as cigarillos, e-cigarettes, vapes, and other non-cessation-approved nicotine items—that are heavily marketed, particularly to youth and historically targeted communities. The industry spends billions annually (over \$162 million in New York State alone) to saturate retail spaces with advertising, in-store displays, and product placement, often clustering retailers

in lower-income areas and near schools. This exposure contributes to youth initiation, normalization of tobacco use, and health disparities.

ATFC grantees educate and engage communities about local policies that change this landscape, including policies that: a) restrict the density, type, and location of tobacco retailers, b) keep tobacco product prices high, c) prohibit the sale of flavored products, including menthol, and/or d) eliminate the sale of commercial tobacco products altogether—creating healthier environments and driving long-term public health impact.

Tobacco-Free Outdoors (TFO) is an important initiative for ATFC grantees that promotes clean, healthy, and smoke-free environments in shared outdoor spaces such as parks, playgrounds, worksites, and college campuses. Public tobacco use—including vaping—exposes non-smokers to harmful secondhand smoke and aerosol, undermines tobacco-free norms, and makes tobacco use appear socially acceptable, especially to youth. Grantees work with municipalities, employers, and institutions to educate decision-makers on the benefits of adopting tobacco-free outdoor policies that protect public health and reinforce the message that tobacco and nicotine use does not belong in community spaces. By engaging local leaders, organizational champions, and the broader public, this initiative helps shift cultural norms, reduce tobacco use visibility, and foster healthier environments across New York State.

Smoke-Free Multi-Unit Housing (SFH) is a key initiative for ATFC grantees, aimed at reducing exposure to secondhand smoke (SHS) in apartments, condos, co-ops, and public housing. SHS is a major cause of preventable disease and can easily drift between units, impacting non-smokers—especially those in densely populated and low-income housing. Grantees work to advance municipal-level strategies that lay the groundwork for long-term policy change by engaging with local officials, community stakeholders, and especially property owners and housing managers who can speak firsthand to the benefits of smoke-free policies. These property owners serve as credible voices in public discussions, helping to build support for protections that prioritize the health of all residents. With a strong focus on health equity, this work centers on creating environments where everyone—regardless of income or housing type—can live free from the harms of secondhand smoke.

Tobacco and the Environment is an emerging initiative focused on addressing the environmental harms caused by tobacco product waste (TPW), such as cigarette filters, vape cartridges, batteries, cigar tips, and packaging. These products often contain plastics and toxic chemicals that pollute waterways, harm wildlife, and break down into microplastics. The impact of this waste is not experienced equally—low-income communities, communities of color, and Indigenous peoples, who often face higher tobacco use rates and retailer density due to industry targeting, bear a disproportionate share of the burden. This initiative aims to elevate awareness of environmental injustices and support community-driven efforts to create cleaner, healthier spaces.

The tobacco industry drives this problem by producing single-use, non-biodegradable products while shifting cleanup responsibilities to individuals and local governments. A youth vaping epidemic—fueled by marketing tactics such as flavors, sleek designs, and targeted ads—has led to a rise in disposable e-cigarette waste. Vape litter now exceeds cigarette waste at some high schools, and nearly 80% of youth report disposing of vaping products improperly, contributing to environmental contamination. ATFC grantees work with youth, communities, and decision-makers to increase understanding of the environmental impact of TPW. These efforts align with broader goals—such as reducing retailer density and access—to decrease both tobacco use and related waste at the source, protecting public health and the environment.

Sustainability is a key focus area for grantees. It refers to the implementation of strategic activities aimed at increasing awareness among the public, community leaders and elected officials of tobacco control programs, highlighting the ongoing burden of tobacco use within communities, and showcasing the effectiveness of tobacco control efforts in preventing initiation and reducing overall use. Grantee work emphasizes education, community engagement, and the long-term impact of tobacco control initiatives—without engaging in lobbying or advocacy, in accordance with New York State funding guidelines.

Section 4: Media Collaborative & Vendor Role

The vendor will serve the ATFC Statewide Media Collaborative and coordinate with: - ATFC Statewide Coordinator (primary liaison) - Workgroup (media planning and review) - Bureau of Tobacco Control (campaign approvals). The vendor will lead the development of public engagement campaigns that raise awareness, spark concern among community leaders, inspire informed public engagement and community-driven change.

Section 5: Scope of Work & Expectations

The Advancing Tobacco-Free Communities (ATFC) programs, funded by New York State's Tobacco Control Program, are collaboratively seeking a full-service advertising agency with proven experience in creative development, media planning and placement, and campaign management. The selected vendor will be responsible for producing and executing **at least two major public engagement campaigns** over the four-year contract period, as well as providing ongoing creative and collateral support. All campaign efforts should **align with a unifying theme** that focuses on exposing and reducing the tobacco industry's influence and fostering environments that promote long-term, sustainable change across New York State.

Campaigns must be multimedia, cost-effective, and inclusive—featuring materials that are culturally and linguistically appropriate. The vendor also **develops, hosts, and maintains the website TobaccoFreeNYS.org** in coordination with the ATFC Statewide Coordinator and Workgroup.

Contract Term

The contract will be executed June 1, 2026, continuing through April 30, 2027. Each subsequent year, the grant cycle will run from **May 1 through April 30**. The scope of work may be revised annually based on program priorities and available funding, with services and deliverables reviewed and negotiated at the start of each program year.

5.1 Creative Services

Proposals should include creative strategies that aim to capture public attention, spark concern—especially among key community leaders—and motivate meaningful engagement. Campaigns should be designed to raise awareness, shift social norms, and contribute to long-term, sustainable change.

Vendors must demonstrate the ability to:

- Conceptualize, develop, pre-test, and fully produce media content
- Reflect a unifying theme: **exposing the tobacco industry’s influence as a driving force behind the tobacco epidemic in New York State communities**
- Adapt the theme across multiple campaign efforts
- Align with and support the needs of ATFC grantees
- Demonstrate a cultural recognition and humility toward diverse population demographics that vary widely across urban, rural, and suburban communities in New York State.

Major Public Engagement Campaign concepts must be:

- Rooted in health equity and cultural relevance
- Adaptable across digital, social, and traditional media
- Pre-tested and post-tested with intended audiences, with refinements made based on feedback prior to production
- Reflective of the diverse communities that are disproportionately impacted by tobacco marketing schemes, i.e. low-income, those experiencing mental health distress, behavior health disorders, African Americans, LGBTQIA+, and youth.

Develop multiple creative concepts for Workgroup review, testing, and selection.

- Construct detailed timelines that include:
 - Built-in revision phases
 - Workgroup feedback periods
 - Creative refinement milestones

Selected concepts must be tested with target audiences and revised based on feedback prior to production.

Collateral Production

- As requested develop collateral for specific statewide collaborative events, where grantees come together:
 - Legislative Education Day (Winter)
 - Youth Ambassador of the Year Awards (Spring)
 - Reality Check Youth Summit (Summer)
- As requested develop collateral for specific collaborative messaging, where activities and events are carried out in local communities across New York State:
 - Take Down Tobacco Day (April)
 - Earth Day (April)
 - No Menthol Sunday (May)
 - World No Tobacco Day (May)
 - Seen Enough Tobacco Day (October)
 - Great American Smoke-Out (November)
- As requested develop collateral materials for ATFC initiatives that can be used to educate their local communities:
 - Retail Environment
 - Tobacco-Free Outdoors (Municipalities, Employers, Colleges/Universities)
 - Smoke-Free Housing
 - Tobacco & The Environment
 - Sustainability / Legislative Education
- These collateral materials include but are not limited to Social Posts, Displays, Retractable Banners, Digital Banner Ads, Traditional Ads, Radio Scripts, Fact Sheets, One Pagers, Action Cards (Postcards), Press Alerts, Press Releases
- Collateral materials should include space for grantees to customize with local contact information.

Website Development and Maintenance

- Update and maintain an interactive, engaging website to support ATFC and its initiatives.
 - Sites should support public engagement and mobilization that connects them to their local ATFC grantee.
 - Sites must align with the statewide campaign branding and be adaptable to new campaign cycles.
 - Include a password-protected section for grantee access to proprietary materials, creative assets, and campaign information.
 - Configuration, maintenance, and payment for web hosting, as well as costs and management of domain names.

Public Relations

- Provide strategic planning and support for major media campaign launches, including:
 - Message development and statewide news media outreach
 - Creation or updates to NYS media contact list (annually)
 - Draft and distribute press releases
 - Support for grantees in pitching and following up with news media
 - Collaboration with the contracted ATFC Media Relations Specialist
 - Deliver a 30-minute virtual training (once annually, up to three total) on securing earned media coverage specific to statewide campaigns

5.2 Media Planning & Placement

- Vendors must manage regional media buys within New York State and collaborate closely with the Workgroup and other campaign stakeholders to develop tailored, localized media plans that maximize reach and efficiency.
- Develop media plans collaboratively with the Coordinator and Workgroup for each market area, and reach to areas where marketing opportunities are limited.
- Provide detailed media proposals including:
 - Rationale for chosen media mix
 - Projected reach and frequency
 - Estimated cost breakdown
- Secure cost-effective media placements that effectively reach target audiences.
- Offer non-profit pricing and maximize added value through:
 - In-kind services (e.g., media match)
 - Earned media opportunities
 - Other value-added placements

5.3 Campaign Management

The vendor must maintain strong project management and communication with campaign stakeholders throughout the contract period.

- Create a comprehensive management and monitoring plan to keep the Coordinator, Workgroup, and BTC informed.
- Hold regular meetings or conference calls; plan to potentially attend up to two in-person meetings in Albany.
- Submit monthly written reports that include:
 - Activity summaries
 - Status of delivery of services and products
 - Budget updates (estimates and actuals)
 - Other data as requested by the Coordinator, Workgroup, or BTC

- Provide all supporting documentation for campaign reporting, including:
 - Affidavits of performance
 - Tear sheets
 - OOH completion photos
 - Screenshots of digital placements
 - Post-buy analysis
- Share campaign evaluation data such as:
 - Monthly website and digital engagement statistics
 - Overall performance metrics
 - Key outcome indicators
 - Key performance indicators
 - Other industry-standard metrics as available

Section 6: Contract Timeline

Contract Year #1: June 1, 2026 - April 30, 2027

Contract Year #2: May 1, 2027 - April 30, 2028

Contract Year #3: May 1, 2028 - April 30, 2029

Contract Year #4: May 1, 2029 - April 30, 2030

Section 7: Proposal Requirements

7.1 Cover Page

Each proposal must begin with a cover page that includes the following:

1. **Title of the Project**
(*e.g., “ATFC Statewide Media Proposal”*)
2. **Vendor Name and Type of Organization**
(*e.g., ABC Creative Group, LLC – For-Profit Corporation*)
3. **Primary Contact / Project Director**
 - Full Name and Title
 - Organization Name
 - Mailing Address
 - Email Address
 - Phone Number
4. **Authorized Signatory**
 - Full Name and Title
 - Contact Information (if different from above)
 - Signature and Date
5. **Federal Employer Identification Number (EIN)**
6. **New York State Vendor ID Number** (*if applicable*)

7. **Statement of Tobacco Industry Non-Affiliation**

A signed statement verifying that the vendor, including its parent company, subsidiaries, or affiliates, has **no current or past affiliation with the tobacco industry**, including manufacturers, distributors, or marketers of tobacco or nicotine-based products (including e-cigarettes or synthetic nicotine products).

8. **Original Signatures**

- Project Director
- Authorized Signatory

9. **Date of Submission**

10. **Proposal Summary Tagline (1 sentence)** – Include a brief summary or vision statement

7.2 Format

The written technical proposal must adhere to the following format requirements to ensure clarity, consistency, and ease of review:

- **File Type:** PDF
- **Font:** Times New Roman, 12 pt
- **Spacing:** Single-spaced
- **Margins:** 0.5”
- **Length:** Max 20 pages (not including cover page or appendices)
- **Structure:** Clearly labeled sections and subsections
- **Page Numbering:** Pages must be numbered sequentially
- **Organization:** Use an outline format with clear section headings and subheadings; ensure all essential content is viewable within the PDF.

7.3 Submission

- **Due:** March 31, 2026 by 5:00 PM
- **Submit to:** hbernet@bridgescouncil.org

Late proposals will not be accepted.

Section 8: Evaluation Criteria

Proposals will be evaluated based on the following criteria and assigned a weighted score out of 100 points:

1. Organizational Experience & Capacity (20%)

- Describe your agency’s core services, areas of expertise, and approach to account management.
- Demonstrate a minimum of seven (7) years of organizational experience in advertising campaign development.

- Highlight experience with **public health, behavior change, policy change, public engagement, or social marketing** campaigns.
- Explain your understanding of **social marketing principles** and how they differ from commercial advertising.
- If subcontractors will be used, describe their specific roles, capacity, and approach to collaboration. Subcontractors may only be used for supportive or specialized tasks, not for carrying out the primary responsibilities and deliverables of this contract.
- **Include in Appendix:** Organizational chart and résumés of key project personnel.

2. Creative Strategy & Execution (40%)

- Describe your full process for campaign development, including strategy, creative concepting, pre-testing, production, evaluation, and collaboration.
- Discuss how your campaigns have engaged communities and supported environments conducive to policy advancement.
- **Emphasize any experience with campaigns that expose influence and harmful practices as a way to raise public concern and motivate key community leaders to speak out and take action, particularly if the campaigns focused on the influence and harmful practices of the tobacco industry.**
- Clearly define your proposed approach to reach the target audience(s), using demographic data and an equity lens to justify your selections.
- Detail how your agency will create culturally and linguistically appropriate materials for **New York State's diverse and priority populations.**

Include in Proposal:

- **Include** two campaign case studies that have been implemented (at least 12 months in duration; up to \$900,000 budget range) highlighting: **campaign strategy, timeline, research, creative development, implementation, and measured outcomes.**
- Include links to relevant creative samples, and embed these samples in PDF format within the proposal whenever possible. Creative samples should reflect a range of media formats such as video, social graphics, print materials, and web content.

3. Media Planning & Placement (25%)

- Demonstrate experience with **media planning and placement in New York State**, especially for public health or social issue campaigns.
- Describe your approach to securing cost-effective media placements, including use of **non-profit rates, value-added services, and audience segmentation tools.**
- Explain how you will tailor media buys for regional relevance and collaborate with the ATFC Workgroup to ensure alignment.
- Describe hard to reach areas, and how you deliver campaign messaging to these areas that are typically harder to reach.

- **Describe how your agency will track media performance** (e.g., impressions, reach, engagement, conversions) and explain how those insights will be used to inform and improve future campaign planning and decisions.
- **Describe how your agency will evaluate the effectiveness of campaign strategies**, including the metrics, tools, and methods used to assess **change and impact**.
- **Explain how your agency will adapt and refine strategies** if evaluation results indicate that campaign objectives are not being met.
- **Describe how your agency could provide performance reporting** for each catchment area (e.g., separate reporting for the New York City area, Erie/Niagara, and other regions), ensuring fair, consistent data availability across the state. Include how you could account for and report on performance in very rural areas where audience size, media reach, and available data may differ significantly from more populated regions.

4. Cost Proposal (15%)

- Provide a sample cost breakdown using the format below. Include clear, concise justifications for each line item.
- The cost proposal should reflect realistic pricing based on your agency’s experience with similarly scoped projects.

Sample Cost Table:

Costs	Explanation	Amount
Agency Fee		
Subcontractor(s)		
Media Buy		
Media Commission	Rate: ___ %	
Total Cost		

Section 9: Administrative Terms & Conditions

Budget and Payment

- The estimated annual budget is **\$819,900**, inclusive of all campaign activities (creative development, media placement, website maintenance, administrative tasks, and ancillary services). This amount is **non-negotiable** and proposals that exceed or undercut this budget will not be considered. The total amount is contingent upon annual renewals and the availability of funding.
- Invoices must be submitted within thirty (30) calendar days following the conclusion of each campaign.

- **All invoices must include appropriate documentation**, such as internet statistics, affidavits of performance, tear sheets, screenshots, photos of out-of-home (OOH) placements, or post-buy analyses.
- Payment terms are Net 30 days from the date of invoice receipt and approval, dependent upon the continued availability of New York State funding.

Administrative Guidance

- This project is referred to as the Advancing Tobacco-Free Communities (ATFC) Media Collaborative.
- Funding is pooled from all 21 ATFC grantees across New York State.
- This RFP is intended to provide guidance while encouraging vendor creativity and the inclusion of relevant additional content.

Terms of Agreement

- The first campaign launch date will be determined upon contract execution.
- The final contract will include a non-discrimination clause covering race, sex, religion, age, national origin, and disability.
- The ATFC Media Project reserves the right to disallow any invoice items that are undocumented or not aligned with the agreed scope of work.

Copyrights

- All materials developed under this contract will become the property of the New York State Department of Health.
- **Contractors must deliver all original files**, including fonts (PC and Mac) and images used in creative production.
- For any stock or licensed assets used, vendors must provide documentation of rights and licensing information. Rights should be obtained in perpetuity.

Disclosure & Confidentiality

- All proposals will be reviewed only by individuals with a legitimate role in the selection process.
- All cost and pricing information will remain confidential and will not be shared with competing vendors.

Eligibility Requirements

- Open to both for-profit and not-for-profit entities.
- Vendors must demonstrate a minimum of seven (7) years of organizational experience in advertising campaign development. Consideration may be given to vendors whose staff possess seven (7) or more years of individual experience.
- If applying as a subsidiary, a signed guarantee of performance from the parent company must be provided.
- Vendors must have no direct or indirect affiliation with the tobacco industry, including manufacturers, distributors, subsidiaries, or related entities.

- All proposals must include a formal “No Tobacco Affiliation” statement signed by an authorized representative (i.e., “*I hereby certify that [Vendor Organization Name], including its principals, directors, officers, and staff, has no current or past affiliations, financial relationships, or contracts with the tobacco industry or its subsidiaries, and has not accepted any funding, sponsorships, or in-kind support from such entities.*”)

Oral Presentations & Visual Submission

- The top three scoring vendors will be invited to present their proposals through Zoom
- Anticipated date: Week of May 6, 2026
- Presentations may be up to 2 hours with Q&A, and will be evaluated by the Coordinator, Committee of ATFC Grantees, and Tobacco Control (BTC) staff.

Finalists must also:

- Submit a short video or creative visual aligned with their campaign approach that can be included during the oral presentation
- Provide three professional references who can speak to performance, budget adherence, delivery, and timelines

Rights Reserved by the ATFC Media Collaborative

ATFC reserves the right to:

- Adjust time of the Submission Due Date
- Reject any or all proposals
- Waive minor irregularities
- Adjust costs in consultation with the vendor
- Negotiate with multiple vendors if needed
- Cancel the contract with 30 days’ notice
- Modify specifications if no fully compliant bids are received
- Discontinue the contract due to lack of funding or unsatisfactory performance

Inquiries, Questions, and Intent to Apply

Submit all questions and expressions of intent by March 2, 2026 to:

Heather Bernet, ATFC Statewide Coordinator

Email: hbernet@bridgescouncil.org

- Please reference the RFP section and page number with each inquiry
- All responses and clarifications will be shared via email on or about March 11, 2026

Section 10: Proposal Instructions & Submission

Submit completed proposals as a PDF, including links to creative samples, to:

Heather Bernet – hbernet@bridgescouncil.org

Deadline: March 31, 2026 by 5:00 PM

Late proposals will not be accepted.

Award Notification

Finalists notified by: April 28, 2026

Oral presentations (Zoom): May 6, 2026

Award notification expected on or before: May 15, 2026

ATFC Media Project – Final Proposal Checklist

Use this checklist to ensure your proposal is complete, compliant, and ready for submission.

Cover Page

- Title of the Project (e.g., “ATFC Statewide Media Campaign Proposal”)
- Vendor name and type of organization (for-profit or non-profit)
- Project Director full contact information:
 - Name, Title, Address, Email, Phone
- Authorized Signatory contact information (if different)
- Federal Employer Identification Number (EIN)
- New York State Vendor ID Number (if applicable)
- Statement verifying no tobacco industry affiliation
- Original signatures of Project Director and Authorized Signatory
- Date of submission
- One-sentence proposal summary or vision statement

Proposal Format & Structure

- Proposal does not exceed 20 pages (excluding cover page & appendices)
- PDF format, single-spaced, 12-pt Times New Roman, ½-inch margins
- Pages numbered sequentially
- Organized in clear outline format with headings and subheadings
- All essential content viewable within the PDF (external links optional but not required)

Core Proposal Sections

1. Organizational Experience & Capacity

- Description of core services and areas of expertise
- Experience with public health, behavior change, public engagement, policy change, or social marketing
- Explanation of social vs. commercial marketing approach
- Description of subcontractor roles (if applicable)

Appendix:

- Organizational chart

- Résumés of key project personnel

2. Creative Strategy & Execution

- Description of full campaign development process
- Experience with campaigns targeting tobacco industry tactics
- Plan for engaging community leaders and priority audiences
- Equity-informed audience targeting approach
- Plan for culturally and linguistically appropriate media

Include:

- Two campaign completed case studies (up to \$900,000 budget range) with outcomes
- Links or attachments to creative samples

3. Media Planning & Placement

- Demonstrated experience in NYS media placement
- Approach to cost-effective, segmented, and regional media buys
- Plan to reach hard-to-reach communities
- Media performance measurement and feedback loop

4. Cost Proposal

- Clear cost breakdown with justification
- Cost Table included as outlined in the RFP

Confidentiality and IP

- Proprietary content clearly marked (if applicable)
- Understanding of FOIL disclosure and content ownership terms

Key Dates & Deadlines Noted

- Proposal submitted as a PDF to **hbnet@bridgescouncil.org**
- Written Submission received by **March 31, 2026 no later than 5:00 PM**
- If selected as a finalist, prepare for:
 - Presentation via Zoom
 - Submission of short campaign video or visual
 - Three professional references