



PURCHASING DIVISION
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SOLICITATION

Solicitation Type	Request for Proposal (RFP)
Solicitation Number	5738
Description	Marketing Services: Prescription Drug Messaging Campaign
Date of Issuance	7/19/2024
Inquiries Deadline Date & Time (local)	7/26/2024, 2 PM
Due Date & Time (local)	7/30/2024, 2 PM
Pre-Submission Conference	Yes: Non-Mandatory Teleconference (attendance recommended & pre-registration required)
Conference Date & Time (local)	7/24/2024 8:30 AM
Buyer Name	LaBudde

INTRODUCTION

The Kent County Purchasing Division is soliciting proposals for the implementation of a multi-media Prescription Drug Messaging Campaign for the Kent County Health Department (KCHD). Kent County Health Department has eight (8) county-owned assets (already created and will be provided upon award of RFP) that the successful Respondent will be responsible for positing on Snapchat for a two (2) month time frame. These assets are designed to reach individuals ages 13-25 in Kent County with the goal of increasing awareness of the risks associated with the misuse and abuse of prescription drugs.

SCOPE

Respondent will need to touch base with the program coordinator every two (2) weeks during the campaign time frame as well as provide a report at the end of the campaign. The report should include analytics; including impressions, swipes, swipe-up rate, breakdown of the demographics (age, gender), and any other insights that may be helpful in understanding our audience.

Contract will be for one (1) year with two (2), one (1) year mutually agreeable and optional contract extensions which may include multiple marketing campaigns.

Dimensions, if furnished, are for general reference only and should be verified by Respondent.

Kent County will award and contract for the goods and services in this Solicitation in an efficient and timely manner. In no event will notification of award be more than 45 days from the date of submission.

The [Kent County Standard Submission Terms](#) posted on the Bid Opportunities page of the Kent County Purchasing Division website are incorporated by reference and shall be deemed to have the same force and effect as if fully set forth herein.

INQUIRIES

Any and all communication regarding this Solicitation shall be on the Kent County Purchasing Division Inquiry Blog via the [Bid Opportunities](#) page or during pre-proposal meetings. Kent County reserves the right to determine the response format or not respond, at its sole discretion.

CONTRACT

Respondent shall agree to the terms and execute project specific contract(s) in accordance with the contract attached as Exhibit A. The County will consider contract term exceptions only if the Respondent provides the exceptions in its submission. Contract exceptions may preclude Respondent from further consideration if the County, at its sole discretion, deems the exception material and unsurmountable.

PRE-SUBMISSION TELECONFERENCE

A pre-submission conference is scheduled for this Solicitation. Conference registration is located [here](#) . **Registration closes ½ hour before the conference scheduled date and time. Attendee should join the conference a minimum of 5 minutes before the conference is scheduled to commence. Late attendees may not be admitted.**

The conference provides attendees equal opportunity to seek clarifications regarding this Solicitation. Failure to attend the pre-submission conference may result in rejection of non-attendee inquiries. Each Respondent will be given the opportunity to ask questions and is responsible for taking meeting notes. **One person from the Respondent should be designated to ask questions when prompted by the meeting host for teleconference meetings.** All additional attendees should remain muted. Attendees must fully review all Solicitation documents and correspondence prior to the conference. Attendee shall be an employee or authorized reseller of the Respondent with requisite knowledge, skills, and abilities to participate.

Attendee assumes all risks, costs, and expenses, including technological difficulties, associated with meeting attendance. Attendee may not screenshot or record any part of the meeting including the audio. An attendee requiring special services is asked to provide requirements to the Kent County Purchasing Division at least 48 hours in advance to allow for accommodations.

FUNDING SOURCE

This Project is funded, in whole or in part, by funds received through a federal grant requiring compliance with the Federal Uniform Guidance rules. 2 CFR Part 200. Respondent shall warrant and certify that, in the performance of the resultant agreement, it has complied with or will comply with all applicable statutes, rules, regulations and orders of the United States, including laws and regulations pertaining to labor, wages, hours and other conditions of employment. Respondent shall certify that it is registered with SAM.gov and has a valid Unique Entity Identifier (UEID). Contract requirements include, but are not limited to, the following:

<https://www.accesskent.com/Departments/Purchasing/pdfs/Federal-Funded-Contract-Requirements.pdf>

REQUEST FOR PROPOSAL SUBMISSION

Complete submissions must be received in the Kent County Purchasing Division on or before the due date/time specified by the designated clock (local time). Late, faxed, or emailed submissions will NOT be considered.

Submissions may be submitted electronically on the Bid Opportunities page of the Kent County Purchasing Division's website. Respondent must include a complete proposal as 1 non-password protected PDF document.

The time required to upload a submission may vary. Respondent assumes all risks associated with electronic submission, including technological difficulties, and deems the County and its service provider harmless and without fault. Successful electronic submissions are confirmed via Respondent's email. Respondent shall view the link in the confirmation email to determine accuracy prior to due date/time.

Submissions must be in the format outlined below:

Executive Summary – One (1) page maximum

Summarize the Respondent's strong points and how experience, particularly with similar responsibilities, will benefit the stakeholders.

Business Organization – One (1) page maximum

State the full names, addresses, phone numbers, emails, and websites of any parties and their prospective roles. State whether Respondent is authorized to do business in the State of Michigan.

Qualifications - Three (3) pages maximum

Summarize Respondent's strong points and how experience, particularly with similar responsibilities, will benefit the stakeholders. Provide a statement of qualification and what makes you uniquely qualified compared to others to provide these services. Describe your proficiency and experiences with comparable engagements and share any other relevant special expertise you have that should be considered for this engagement.

Recommendation – Ten (10) pages maximum

Provide a process recommendation focusing on the technical specification. Emphasis on clarity and detail is an important consideration in the evaluation process. Sales and Marketing material will not be used to determine the award and is not desired.

Timeline & Expectations – Two (2) pages maximum

Provide a timeline to implement the recommendation efficiently and effectively with emphasis on key deliverables and milestones. Disclose necessary County resources, staffing and/or identify other requirements to implement each phase of the recommendation.

Pricing Methodology – Two (2) pages maximum

We desire a Respondent that efficiently and effectively prepares a marketing campaign. Respondent is to provide a pricing methodology with attention to detail and understandability that includes a properly designed and implemented all-inclusive response.

The Respondent shall include all associated unit, mark-ups and extended costs to successfully complete the project. Include total estimated hours of personnel indicated by position and any expenses or charge backs as may be applicable.

Project Staffing – One (1) page maximum plus resumes

Provide a chart with the staff committed to the recommendation. Show lines of authority and provide a brief role description with responsibilities as they relate to the recommendation. Include only relevant resumes as proposal exhibits.

References – One (1) page maximum

Provide three (3) relevant references, preferably for projects of similar scope and complexity. Include the organization, contact person, current telephone number, email address, description, and dates of service and total cost. References shall not include any current/past Kent County employees.

Page number maximums are strongly recommended but not compulsorily disqualifying. Kent County is not liable for costs incurred prior to award. A submission shall constitute an irrevocable offer for a period of sixty (60) days from the due date/time. In the event the notification of award is not made within sixty (60) days from the due date/time, the Respondent may withdraw or provide a written extension of their submission.

Submissions may only be withdrawn by written request if the request is received before the due date/time. Withdrawals after opening shall be subject to [Kent County Fiscal Policy – Centralized Purchasing 5\(i\)\(2\)](#).

NO BID

Please provide [feedback](#) if you are electing not to participate in this Solicitation.

EXHIBIT A
SERVICES TO BE PROVIDED

WHEREAS, Kent County requested proposals for Marketing Services: Prescription Drug Messaging Campaign under Request for Proposal #5738 (“Request for Proposal”); and

WHEREAS, Contractor desires to provide the aforementioned Services and submitted a response to the Request for Proposal; and

WHEREAS, as a result of its review of all submitted, responsive proposals, County is willing to enter a contract with Contractor for the Services set forth in the Request for Proposal; and

Contractor agrees to the Terms and to provide the Products and Services solicited by Kent County Request for Proposal # 5738 of which is incorporated by reference as if fully set forth herein. It shall be Contractor’s responsibility to employ and assign to the project adequate personnel and equipment required to undertake and complete the Services in a diligent, timely, and orderly manner.