



Request for Quotes

**Mississippi Department of Mental Health
Bureau of Outreach Planning and Development
Mainstream Broadcast Radio Commercials
for the Stand Up, Mississippi Campaign**

**Contact: Toni Johnson
MS Department of Mental Health
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Date: Tuesday, October 23, 2018**

Introduction

The Mississippi Department of Mental Health (DMH) certifies, provides and/or financially supports a network of services for people with mental illness, intellectual/developmental disabilities, and substance use disorders. It is DMH's goal to improve the lives of Mississippians by supporting a better tomorrow one person at a time.

The Bureau of Outreach and Planning is responsible for the agency's strategic planning process including the DMH Strategic Plan and the Legislative Budget Office Five Year Plan. The Bureau also oversees internal and external communications, public awareness campaigns, external trainings, suicide prevention, and a variety of special projects.

Project Overview

While DMH shoulders significant responsibility for implementing the system, numerous agencies and organizations serve as invaluable partners in the statewide substance use awareness campaign known as Stand Up, Mississippi. The consultant engaged for providing broadcast radio commercial placement for will assist DMH and key partner organizations by providing commercial placement on mainstream broadcast radio stations statewide. Consultant will use substance use awareness ads for the Stand Up, Mississippi campaign developed by DMH and media/marketing consultant firm.

Deadlines/Timelines

Contract RFQ Issue Date	October 23, 2018
Quote Submission Deadline	November 6, 2018 @ 4:00 p.m. CST
Quote Review Date	November 8, 2018
Selection Completed	November 9, 2018

Quote Submission

To submit a quote for this contract, please submit your signed quote on letterhead directly to Toni Johnson at the Department of Mental Health, 239 North Lamar St., Jackson, MS 39201 or via email at toni.johnson@dmh.ms.gov by 4:00 P.M. CST on Tuesday, November 6, 2018. Quotes received after this date and time will not be considered.

The quote must, at a minimum, contain the following information:

- 1) a statement of price;
- 2) terms of the agreement (i.e. valid dates of the quote);
- 3) a description of the services to be offered by the vendor to the agency; and name, address and telephone number of the offeror;
- 4) the qualifications, including examples of similar projects;
- 5) a plan giving as many details as is practical explaining how the activities associated with the scope of work will be implemented.

Scope of Work

Continue the efforts of Stand Up, Mississippi - a statewide targeted communication strategy that markets Stand Up, Mississippi awareness messaging by statewide insertion of commercials on mainstream broadcast radio commercials targeting youth and college-aged young adults. Coordination of efforts will include:

- Communicate proposed ideas to DMH and media consultant firm for final approval;
- Provide data for target focused market;
- Provide number of insertions proposed on different stations;

Pricing

The agency agrees that total contract compensation will be at a rate of up to \$15,000.00 for the airing of broadcast radio commercials.

Evaluation Criteria

The following evaluation criteria will be utilized (100 point scale):

- The plan for performing the required services: 25 points
- Pricing: 35 points
- A record of past performance of relevant work: 15 points
- Ability to perform the services as reflected by technical training and education, general experience, specific experience in working on similar substance use awareness campaigns and so social media campaigns: 25 points

Contract Dates

The start date for this contract is estimated to be November 15, 2018 with an end date of December 31, 2018.