



## **Request for Quotes**

**Mississippi Department of Mental Health  
Bureau of Outreach Planning and Development  
Promotional Videos or Public Services  
Announcements for the  
Stand Up, Mississippi Campaign**

**Contact: Toni Johnson  
MS Department of Mental Health  
239 North Lamar St.  
Jackson, MS 39201  
601-359-1288**

**[toni.johnson@dmh.ms.gov](mailto:toni.johnson@dmh.ms.gov)**

**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 the marketing materials described herein will assist DMH and key partner organizations by developing two (2) - 30 second promotional videos or public service announcements for Stand Up, Mississippi. The consultant shall work with DMH outreach coordinator and media/marketing consultant firm to develop messaging and content for both videos.

**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](mailto: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. This section must include project goals, objectives and activities for development of videos.

### **Scope of Work**

Continue the efforts of Stand Up, Mississippi - a statewide targeted communication strategy that markets Stand Up, Mississippi awareness messaging by producing two (2) 30-second videos and/or public service announcements. Creative services will include:

- Development of creative content for videos, including:
  - Concept
  - Messaging
  - Script
- Communicate proposed ideas to DMH and media consultant firm for final approval;
- Provide evaluation of creative content and make recommendations regarding innovative ideas to reach target audiences, methods and budget allocation as necessary to meet messaging objectives;
- Secure talent for video shoot;
- Provide logistics for filming;
- Provide equipment for filming;
- Film, edit, and final production of the videos.

### **Pricing**

The agency agrees that total contract compensation will be at a rate of up to \$10,000.00 to produce two (2) 30-second videos.

### **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 April 30,

2019.