

**SNHD-22RFP003 HIV Prevention Marketing Awareness Campaign**

**Addendum #1 - Questions and Answers**

**Issued 09/10/2021**

<b>Question Number</b>	<b>Date Received</b>	<b>Question</b>	<b>Answer</b>
KFF-1	9/8/2021 8:53AM	Are these sourced from federal funds? If so, would the contractor be considered a vendor for purposes of the federal A-133 audit threshold?	Yes, however the anticipated budget for this requirement is well below \$750,000.
KFF-2	9/8/2021 8:53AM	Since marketing strategies can be scaled based on available resources, what budget range should we plan for?	The budget is approximately \$60,000.
KFF-3	9/8/2021 8:53AM	Is there a minimum number of impressions or other quantifiable metric the department has for this funding opportunity?	No.
KFF-4	9/8/2021 8:53AM	Is there a minimum percentage of the budget that should be allocated to placements vs creative development, staffing, reporting, etc. to be deemed 'good value'?	No.
KFF-5	9/8/2021 8:53AM	Is there an incumbent agency or vendor that has provided similar services to the department recently?	No, this is a new requirement.
KFF-6	9/8/2021 8:53AM	Referring to Section IV:B3, are there any state or local laws that the department considers particularly applicable to this project?	None that we are aware of other than those specified in Section IV.B.3.
KFF-7	9/8/2021 8:53AM	For attachment A, as an out-of-state nonprofit, we do not have a business license number. Does Nevada require nonprofits to obtain a Nevada (or any other) business license to participate in this RFP?	No, a nonprofit/charitable organization is not required to register with the Nevada Secretary of State to participate in this RFP. A nonprofit/charitable organization is required to register with the Nevada Secretary of State <b>if</b> the nonprofit/charitable organization intends to solicit tax deductible charitable contributions in Nevada.
KFF-8	9/8/2021 8:53AM	What does Governing Authority pertain to on attachment A?	Governing Authority refers to the entity (i.e., state, county, city) that issued the license.

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KFF-9	9/8/2021 8:53AM	Is Entity Name on attachment A for cases where Company Name and DUNS registered name differ? How shall we complete that are if they are the same name?	Yes. Re-enter Company Name in Entity Name field.
G-1	9/9/2021 10:26AM	Will a SNHD staff member also help with social media or is the awarded firm 100% responsible for content / scheduling / posting for Facebook and Instagram?	Health District staff will not assist with social media, postings, Facebook or Instagram.
G-2	9/9/2021 10:26AM	A clarification on budget: what is the budget and does the budget include potential digital ad spend - dollars for space/time and professional fees? Or simply the work to place, design, produce, etc..	The budget is approximately \$60,000. There is no requirement for the division of the budget at this time.
G-3	9/9/2021 10:26AM	Who were/are the incumbent's subcontractors, if any? Were they invited to submit a RFP?	N/A - This is a new requirement.
G-4	9/9/2021 10:26AM	How will SNHD measure the success of this campaign?	Increase in the number of orders for Collect 2 Protect, distribution reached through the various media sources and increase in the number of PrEP/PEP referrals and condom distribution.
G-5	9/9/2021 10:26AM	What are the proposed target populations for this project?	General population, LGBTQ, MSM, People who use injection drugs, Communities of color and rural communities.
G-6	9/9/2021 10:26AM	What has been SNHD's historical average budget and spend for a digital campaign that includes the following: - Targeted display ads - Search engine marketing - Facebook/Instagram ads - Website remarketing - Programmatic native display - Hyperlocal geofencing	N/A - This is a new requirement.
G-7	9/9/2021 10:26AM	Is there flexibility in the budget to include YouTube?	No, not at this time.

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BT-1	9/9/2021 4:07 PM	Why are you issuing this RFP?	This RFP was issued to promote HIV awareness for Collect2Protect online HIV and STD testing, PrEP/PEP resources and condom distribution.
BT-2	9/9/2021 4:07 PM	What is the total three-month budget as there is nothing mentioned in the RFP?	The budget is approximately \$60,000.
BT-3	9/9/2021 4:07 PM	How is the total budget divided between: A. Media buy B. Production C. Printing costs D. Professional fees	There is no requirement for the division of the budget at this time.
BT-4	9/9/2021 4:07 PM	Where are the funds coming from exactly?	Centers for Disease Control and Prevention (CDC) Integrated HIV Surveillance and Prevention Programs for Health Departments CDC-RFA-PS18-1802 93.940
BT-5	9/9/2021 4:07 PM	What type and how many printing quantities or printed assets or props do you envision for this campaign?	The types and quantities of printed assets or props will be determined and agreed upon by the Health District and the selected agency.
BT-6	9/9/2021 4:07 PM	Who is SNHD's current or past advertising agency or PR firm incumbent (if there is one)?	The Health District does not have an agency of record. Various Health District programs may contract with different agencies or firms for services for their specific programs and activities.
BT-7	9/9/2021 4:07 PM	Can you share their past campaigns? If so, please provide:	N/A
BT-8	9/9/2021 4:07 PM	How many staff do they provide on the account? How many media buyers?	N/A
BT-9	9/9/2021 4:07 PM	How many years have they represented SNHD?	N/A
BT-10	9/9/2021 4:07 PM	Who were/are the incumbent's subcontractors, if any?	N/A
BT-11	9/9/2021 4:07 PM	Are they bidding again?	N/A
BT-12	9/9/2021 4:07 PM	Can the proposer serve as a main contractor and include sub-contractors to help execute a campaign on behalf of SNHD?	The selected agency may sub-contract. However, the selected agency will be ultimately responsible for the scope of services and meeting contract deliverables.

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BT-13	9/9/2021 4:07 PM	What is the goal you hope to achieve from the new HIV prevention campaign? A. What are the measurables/key performance indicators that will deem the campaign effective? B. Quantitative? C. Qualitative?	Increase in the number of orders for Collect 2 Protect, distribution reached through the various media sources and increase in the number of PrEP/PEP referrals and condom distribution.
BT-14	9/9/2021 4:07 PM	What television or connected TV spots have you or are you currently running? Connected TV?	The Health District is not currently running any TV spots.
BT-15	9/9/2021 4:07 PM	Who produced the spot?	N/A
BT-16	9/9/2021 4:07 PM	17. have that can be repurposed for the campaign? Or, is the agency being asked to create campaign with fresh/new creativity?	N/A
BT-17	9/9/2021 4:07 PM	What was the cost of the spot?	N/A
BT-18	9/9/2021 4:07 PM	Is there a preference in having a Southern Nevada based business/agency service the SNHD?	No.
BT-19	9/9/2021 4:07 PM	Do you provide a preference for minority-owned businesses?	No.
BT-20	9/9/2021 4:07 PM	How many meetings per month does SNHD hold with its agency?	The number of meetings will be determined and agreed upon by the Health District and the selected agency.
BT-21	9/9/2021 4:07 PM	Has the current campaign met SNHD's goals/objectives?	N/A - The Health District has not directly contracted with an agency for this requirement (campaign).
BT-22	9/9/2021 4:07 PM	What is wrong/right with the current campaign?	N/A - The Health District has not directly contracted with an agency for this requirement (campaign).
BT-23	9/9/2021 4:07 PM	Who is the target audience of the SNHD's campaign? A. Primary? B. Tertiary?	General population, LGBTQ, MSM, people who use injection drugs, communities of color and rural communities.

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BT-24	9/9/2021 4:07 PM	You mention rural as a focal point of this effort – please elaborate.	The Health District expects ads to be placed throughout rural Nevada including Washoe, Ely, Elko, Hawthorne, Laughlin, Moapa and Pahrump.
BT-25	9/9/2021 4:07 PM	What is the nature of the state-wide campaign indicated in the RFP given SNHD's location in Southern Nevada and the communities you serve in this part of the state?	The Health District wants people to have access to the online statewide Collect 2 Protect services.
BT-26	9/9/2021 4:07 PM	Does this conflict with the Washoe County Health District? Enhance? Collaboration?	The Health District is not aware of any conflict.
BT-27	9/9/2021 4:07 PM	Are there specific digital or traditional channels that have proven to be most successful in the past HIV prevention for SNHD?	The Health District's media spending is very project/program specific. It is not possible to say one overall channel is more successful than another.
BT-28	9/9/2021 4:07 PM	Are there any channels SNHD used in the past that were not successful?	No.
BT-29	9/9/2021 4:07 PM	What role will government relations play during the year?	This RFP does not include government relations activities.
BT-30	9/9/2021 4:07 PM	Please clarify that this RFP does not require a spec plan or creative.	Office of Disease Surveillance and Control will have final approval of marketing campaign materials prior to distribution.
BT-31	9/9/2021 4:07 PM	Please indicate who from SNHD will be overseeing this campaign effort.	Office of Disease Surveillance and Control/Communicable Disease Supervisor
SHS-1	9/9/2021 8:25 PM	What is the proposed budget for the 3 months?	The budget is approximately \$60,000.