



REQUEST FOR PROPOSALS  
FOR  
HIV PREVENTION  
MARKETING AWARENESS  
CAMPAIGN  
SNHD-22RFP003

RELEASED: SEPTEMBER 7, 2021

280 S. DECATUR BLVD.  
LAS VEGAS, NEVADA 89107

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## **SECTION I: INTRODUCTION**

### **A. Purpose:**

The Southern Nevada Health District's ("Health District") Office of Disease Surveillance and Control ("ODSC") is requesting proposals from qualified media and/or marketing contractors to develop a targeted marketing campaign to promote HIV awareness for Collect2Protect online HIV and STD testing, PrEP/PEP resources and condom distribution ("Project").

### **B. Entity Information:**

The Health District was created in 1962 when the State Legislature combined the health departments of the county and several adjoining cities. The Health District is one of the largest local public health organizations in the United States, serving more than 2.2 million residents and safeguarding the public health of more than 42 million visitors to Las Vegas annually.

The mission of the Health District is, "To assess, protect, and promote the health, the environment, and the well-being of Southern Nevada communities, residents, and visitors."

The Health District is governed by the Southern Nevada District Board of Health ("Board"). The Board is vested with jurisdiction over all public health matters within Clark County, Nevada.

### **C. Anticipated Contract Term and Funding:**

1. The contract term will be less than three (3) months. The Project must be completed by December 31, 2021.
2. Any resulting contract will be subject to the availability of funding and shall be terminated immediately if funding budgeted for this Request for Proposals (RFP) or any resulting contract is withdrawn, limited, or impaired.

### **D. Ethics in Procurement:**

It is unlawful for any Proposer to offer, or any employee of the Health District or his/her immediate family to solicit or accept a gratuity in connection with the solicitation, award, or administration of any contract or purchase order issued by the Health District.

## **SECTION II: SCOPE OF SERVICES**

### **A. Project Description**

1. The selected contractor will provide professional consultation, program/campaign development, creative development, implementation, and analysis, and specifically work with ODSC to develop, implement, and execute a statewide marketing campaign that will promote the Health District's Collect2Protect online HIV/STD testing services and provide information about PrEP/PEP services and condom distribution. The statewide approach is intended to inform at risk and hard to reach (rural) populations across Nevada of the availability and convenience of online services including ordering HIV/STD kits online.
2. ODSC will provide geographic locations throughout the state, target populations ODSC seeks to impact and details of the Health District's Collect2Protect services including graphics, logo and links. ODSC will have final approval of marketing campaign materials prior to distribution.
3. The selected contractor and ODSC will meet weekly during the duration of the marketing campaign to ensure expectations, objectives, and deliverables are aligned. The selected contractor will also provide ODSC a monthly data analysis report detailing the campaign's impact and the number of people reached.

### **B. Project Location**

The marketing campaign will be statewide. The contractor is not required to be located in Nevada.

### **C. Project Activities**

1. Targeted display ads from September-December 2021
2. Search engine marketing
3. Facebook/Instagram ads
4. Website remarketing
5. Programmatic native display
6. Hyperlocal geofencing.

### **D. Project Deliverables**

1. Optimizing awareness of the Health District's Collect2Protect online services
2. Key messaging to specific target populations provided by ODSC staff
3. Thoughtful, relevant, engaging content for ads, displays, etc. to invoke one's knowledge of HIV status by decreasing HIV statistics in Nevada
4. Creative social media and social marketing development
5. Statewide strategic approach for those hard to reach (rural) populations
6. Help increase HIV/STD awareness to encourage HIV/STD testing, PrEP/PEP services and information on condom distribution

## SECTION III: TIMETABLE AND PROVISIONS

### A. Timetable:

RFP Release .....	September 7, 2021
Deadline to Submit Questions .....	September 10, 2021
Deadline to Disseminate Questions and Answers .....	September 14, 2021
Deadline to Submit Proposals.....	September 21, 2021
Evaluation Completed/Award Notification .....	September 23, 2021
Board of Health Consent to Award/Contract Start .....	October 2021

### B. Authorized Contact:

All questions about this RFP from RFP Issuance to Award Notification shall be directed to the Authorized Contact, **Kevin Bratcher** at [procurement@snhd.org](mailto:procurement@snhd.org). No other person has the authority to respond to questions about this RFP, unless expressly authorized by the Authorized Contact. **Proposers who do not adhere to this requirement may be disqualified.**

### C. Questions:

Written questions about this RFP must be submitted via email to [procurement@snhd.org](mailto:procurement@snhd.org) by **12:00 PM PDT on September 10, 2021**. All written questions and answers will be posted to the [Health District Public Notices](#) website by **4:00 PM PDT on September 14, 2021**.

### D. Deadline to Submit Proposals:

Proposals are due by **12:00 PM PDT on September 21, 2021**.

### E. Proposal Submission:

Email one (1) Adobe PDF document with the subject “SNHD-22RFP003 HIV Prevention Marketing Awareness Campaign” to [procurement@snhd.org](mailto:procurement@snhd.org). Mailed, hand-carried or faxed proposals will not be accepted.

### F. Late Proposals:

Proposals submitted after **12:00 PM PDT on September 21, 2021** will be rejected as late.

## SECTION IV: REQUIREMENTS

### A. Proposal Requirements:

To be eligible for evaluation, a proposal must include:

1. [Attachment A - Proposal Form](#)

2. **Project Understanding**

A description of Proposer's understanding of the Project purpose, scope and deliverables, including pertinent issues and potential problems.

3. **Project Methodology**

A description of Proposer's methodology including timeline and how its methodology will accomplish the scope of services.

4. **Experience and Qualifications**

At least three (3) letters of reference from past clients preferably public agencies.

5. **Portfolio Samples**

At least three (3) recent (in the past three years) examples of marketing/messaging campaigns showcasing Proposer's range of capabilities across a variety of materials.

6. **Conflict of Interest**

A statement disclosing or denying any interest, financial or otherwise, that any employee or official of the Health District or the appropriate Advisory Board may have in the proposing organization or the proposed Project.

7. **Exceptions**

A statement of any exceptions to any RFP specifications or requirements and proposed alternatives if applicable. The Health District reserves the right to accept or reject any proposed alternative.

### B. Proposer Representations:

Proposer is expected to examine all RFP documents including addenda as applicable. Failure to do so will be at Proposer's risk. By submitting a proposal, Proposer represents that:

1. Proposer has read and understands the RFP documents and asserts that its proposal is made in accordance therewith.
2. Proposer acknowledges receipt of addenda via Attachment A - Proposal Form.
3. Proposer shall comply with all applicable federal, state and local laws whether explicitly stated, including the Federal Civil Rights Act of 1964, the Equal Employment Opportunity Act, and the Disabilities Act of 1990, and regulations issued pursuant to those acts.
4. Proposer certifies its proposal was derived independently and without collusion.

## **C. General Conditions:**

### 1. Interpretation or Correction of Solicitation Documents:

- a) Proposer shall promptly notify the Authorized Contact in writing of any ambiguity, inconsistency or error, which it may discover in the solicitation documents and/or to request clarification or interpretation of the solicitation documents by the Deadline to Submit Questions, except as related to addenda issued after this date.
- b) Changes to this RFP will be only by written addenda issued by the Authorized Contact or designee. Addenda will be posted to the [Health District Public Notices](#) website. Proposers shall be responsible for ensuring that their proposals reflect all addenda. (See addenda receipt acknowledgment, Attachment A - Proposal Form.)
- c) Protests based on omissions or errors in the solicitation documents or on solicitation content will be disallowed if not made known as specified herein.

### 2. Responsive Proposal:

A responsive proposal is one that conforms in all material respects to the RFP. The Health District reserves the right to waive any technicality, irregularity or informality in determining a proposal's responsiveness.

### 3. Rejection and Cancellation:

The Health District reserves the right to reject any proposal that does not conform to the RFP requirements and to reissue or cancel this RFP for any reason.

### 4. Modification or Withdrawal of Proposal:

Proposer may modify or withdraw its proposal by submitting a written request to the Authorized Contact prior to the Deadline to Submit Proposals.

### 5. Proposal Costs:

The Health District will not reimburse Proposer for any costs incurred to prepare or submit a proposal.

### 6. No Guaranteed Contract:

This RFP neither creates an offer to contract nor commits the Health District to award a contract.

### 7. Limited Contract:

The Health District reserves the right to contract for less than all the services specified herein.

### 8. Exclusivity:

Nothing in this RFP or any resulting contract precludes the Health District from obtaining services like those specified herein from other sources.

9. Public Records:

The Health District is subject to the Nevada Public Records Act. Pursuant to NRS 239.010, et seq., documents provided to the Health District are presumed to be public records open to inspection and copying by any person. Proposals must contain sufficient information to be evaluated without reference to any confidential or proprietary information. Any proposal marked “confidential” or “proprietary,” or that contains materials so marked, may be returned to Proposer and/or not considered for award. The Health District will produce documents provided by any Proposer, even if marked “confidential” or “proprietary,” pursuant to a public records request in compliance with state laws and mandates. The Health District will not be liable for disclosure of any Proposer’s documents or information provided to the Health District.



## **SECTION V: EVALUATION & SELECTION**

Proposals submitted by the Deadline to Submit Proposals will be reviewed for responsiveness to the RFP requirements. Responsive proposals will be evaluated per the following Evaluation Criteria. The Health District reserves the right to consider any other factors when evaluating proposals and Proposers if doing so is in the Health District's best interests.

### **A. Evaluation Criteria:**

Responsive proposals will be evaluated for the thoroughness and clarity of their responses based on the following Evaluation Criteria:

1. Project understanding (Maximum Points: 20)
2. Project methodology (Maximum Points: 20)
3. Experience and qualifications (Maximum Points: 20)
4. Cost (Maximum Points: 20)
5. Portfolio samples (Maximum Points: 20)

### **B. Clarification, Site Visits, Interviews, and Presentations:**

1. The Health District reserves the right as it deems necessary or appropriate to contact Proposers to clarify proposals or to obtain additional information, and/or to conduct site visits and/or interviews, and/or to request that Proposers make presentations.
2. The Health District reserves the right to base its decision solely on written proposals, irrespective of any other interactions with Proposers as referenced in paragraph B.1.

### **C. Selection:**

1. The proposal selected for award, if any, will be the proposal that is most beneficial regarding Proposer's approach to meeting the scope of services, experience, qualifications and capabilities and cost, and/or that best meets the Health District's needs. Recommendation of award will be presented to the Southern Nevada Health District Board of Health for consent as required.
2. If the Health District is unable to finalize a satisfactory contract with the selected Proposer within a reasonable time, the Health District shall formally terminate discussions with the selected Proposer and, at its sole discretion, begin discussions with another Proposer or cancel and reissue the RFP.

**Attachment A  
Proposal Form**

The undersigned, as an authorized representative of the company named below, acknowledges that he/she has examined this Request for Proposals including any related documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment and services necessary to comply with the specifications, terms and conditions set forth herein **at the firm-fixed price provided below.**

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Federal Tax ID Number: \_\_\_\_\_

Business License Number: \_\_\_\_\_ Governing Authority: \_\_\_\_\_

D-U-N-S Number: \_\_\_\_\_ Entity Name: \_\_\_\_\_

Proposal must state any exception to any RFP specification/requirement and the proposed alternative.

Does proposal include any exception?      Yes                  No

The signer of this form acknowledges receipt of the following RFP addenda per Section IV.B.2:

Addendum No. \_\_\_\_\_ Issue Date \_\_\_\_\_

Addendum No. \_\_\_\_\_ Issue Date \_\_\_\_\_

Addendum No. \_\_\_\_\_ Issue Date \_\_\_\_\_

Addendum No. \_\_\_\_\_ Issue Date \_\_\_\_\_

Addendum No. \_\_\_\_\_ Issue Date \_\_\_\_\_

Or, no RFP addenda were issued/received.                          Initials \_\_\_\_\_

**The firm-fixed price includes all costs required to complete the RFP scope of services.**

**Firm-Fixed Price**                          \$ \_\_\_\_\_