

REQUEST FOR PROPOSAL

Development of Marketing Campaign for Veterans' Services

Deschutes County, a political subdivision of the State of Oregon, is releasing this competitive solicitation to secure one (1) contract with a media agency to develop and implement a marketing campaign promoting Veterans' Services in Deschutes County.

Proposals can be submitted via email to whitney.hale@deschutes.org or by mail in a sealed envelope that is clearly marked "Proposed Deschutes County Veterans' Services Campaign", and addressed to:

Whitney Hale

Deschutes County Administration

PO Box 6005

Bend, OR 97702

Proposals must be received no later than 4 p.m. on Thursday, July 28 to be eligible for consideration. Postmarks will not be accepted in lieu of receipt by the due date and late proposals will not be considered.

Introduction and Background

This RFP is intended to solicit information for the purpose of selecting an agency that will develop and implement a marketing campaign to increase awareness of and utilization of Deschutes County Veterans' Services programs.

Deschutes County Veterans' Services helps military veterans and their families get the benefits they've earned, including:

- compensation
- pension
- healthcare
- education
- home loan
- homeless assistance

Additional information about the County's Veterans' Services Department is available at www.deschutes.org/vets.

SCOPE OF SERVICES

The purpose of this Request for Proposal (RFP) is to execute a contract with a media or advertising agency with recognized expertise in the field of marketing and successfully

releasing a multi-media campaign. Veterans' Services will accept and consider the proposal or proposals which, in the estimation of staff, will best serve the interests of Deschutes County and reserves the right to award a contract to the proposer whose proposal is most advantageous to the County based upon the evaluation process, proposer's submitted budget and timeline, and other evaluation factors contained within this RFP.

Selected Proposer will prepare a marketing campaign that will launch during the fall of 2022. The scope of services outlined below shall be completed no later than May 1, 2023. It is expected that the compensation for the awarded contract shall not exceed \$30,000 or the agreed upon budget.

SCOPE OF SERVICES REQUESTED

It is expected that the selected proposer will establish a marketing campaign with the following two areas of initial focus:

- 1) Increasing awareness of County services available for Veterans in Deschutes County
- 2) Increasing awareness of County services available to support families of Veterans in Deschutes County.

Focus on these areas is intended to help increase awareness of Deschutes County Veterans' Services programs and increase utilization of available services.

We intend for this campaign to include the following phases:

Phase 1: Complete research about how to best reach local Veterans and their families.

Phase 2: Based on research, develop campaign messages and proposed marketing plan for the program. Develop a campaign evaluation plan and identify metrics to gauge outcomes.

Phase 3: Present research, campaign messages and marketing plan to Deschutes County at a pre-arranged, scheduled meeting within a timeframe agreed upon by County and selected Proposer.

Phase 4: Based upon Deschutes County and stakeholder feedback, adjust campaign messages and proposed marketing plan. Develop/finalize campaign and marketing plan.

Phase 5: Implement campaign, including all associated media buys and other advertising / marketing costs and purchases.

GENERAL REQUIREMENTS AND COMPENSATION

Minimum Qualifications

Prospective proponent must be able to demonstrate experience with developing and executing media advertising campaigns;

COMPENSATION

The successful proposer will be responsible for invoicing Deschutes County Veterans' Services in accordance with the work performed and the agreed upon timeline and budget submitted in response to this RFP.

Services shall not commence and proposer shall not invoice Veterans' Services until a contract has been signed and executed. The contracted agency may expect payment thirty (30) days from the date the contracted agency's invoice has been reviewed and approved.

INSTRUCTIONS

Please provide a written response to each section. Your application will be reviewed and scored according to the following evaluation criteria.

Proposers must address each of the following questions in narrative form:

1. **Minimum Qualifications:** Describe your agency's ability to meet the minimum qualifications as outlined in this solicitation.

2. **Budget and Project Timeline:**

- a. Create a detailed timeline and budget for all services.

3. **Relevant Experience:**

- a. Describe your agency's experience in working on similar projects and/or projects that are specifically focused on reaching Veterans and their families.
- b. Please also describe your agency's experience working with other large municipalities / local government and the nature of those campaigns and any associated outcomes.

4. **Scope of Basic Services:**

Provide a detailed description of how the marketing campaign will be created.

Selection Criteria and Scoring

The evaluation criteria and associated scores in the box provided below will be used by the selection committee to rate and rank qualified proposals based upon the Narrative answers provided by the Proposer:

Evaluation Criteria	Point Value
Minimum Qualifications	Pass / Fail
Budget and Project Timeline	35
Relevant Experience	30
Scope of Basic Services	35
Total	100 Points

Notes

All costs associated with preparing and submitting a proposal are solely the responsibility of the proposer. Deschutes County may reject any proposal not in compliance with prescribed procedures and requirements, may reject for good cause any and all proposals, and reserves the right to waive any informalities or irregularities in the proposals upon a finding of Deschutes County that it is in the public interest to do so. This solicitation does not obligate Deschutes County to select any single proposer and the County reserves the right to cancel the procurement, to retain all proposal materials in accordance with ORS 279B.100, and to use any material included in the proposal regardless of whether it is selected.

All proposals submitted in response to this Solicitation shall become the property of Deschutes County and may be utilized in any manner and for any purpose by Deschutes County. Be advised that proposals and all documents submitted in response to this Solicitation are subject to public disclosure as required by applicable state and/or federal laws. If you intend to submit any information with your proposal which you believe is confidential, proprietary or otherwise protected from public disclosure (trade secret, etc.), you must separately bind and clearly identify all such material. The cover page of the separate binding must be red, and the header or footer for each page must provide as follows: "Not Subject to Public Disclosure." Where authorized by law, and at its sole discretion, Deschutes County will endeavor to resist disclosure of properly identified portions of the proposals.

Questions concerning the proposal process may be directed to Whitney Hale via e-mail to whitney.hale@deschutes.org.

Duration

The contract term for marketing campaign services resulting from this RFP will initially tentatively extend through May 2023. At the conclusion of this period, Deschutes County

may opt to extend the contract under the same or new terms. The County may also decide to initiate a new RFP process at the close of any contract period or upon termination for any reason.