



Request for Proposals

January 23, 2024

The Little Traverse Bay Bands of Odawa Indians, a federally Recognized Indian Tribe, invites qualified marketing firms to submit proposals for a comprehensive marketing campaign aimed at promoting awareness, education, and uptake of COVID vaccines and other vaccines.

Included with this letter are:

- 1.) Provisions governing this ITB.
- 2.) Project specific questions should be directed to Jody Werner by email at jwerner@ltbbodawa-nsn.gov

Thank you for your interest.

Sincerely,

Mandy Szocinski

Mandy Szocinski
Accounting

I. BIDS DUE

- A. All bids must be received by Mandy Szocinski in the Accounting Department by **February 9, 2024** no later than 3:00pm prevailing local time. Submittals received after deadline will not be considered.
- B. Bids will be accepted in the following methods:
 - 1. By E-Mail: mszocinski@ltbbodawa-nsn.gov
 - 2. U.S. Mail to: Little Traverse Bay Bands of Odawa Indians
Attn: Mandy Szocinski
7500 Odawa Circle
Harbor Springs, MI 49740
- C. Any questions regarding the bid process may be directed to Mandy Szocinski, at 231-242-1439.
- D. All bids will be reviewed February 10-16, 2024. Award anticipated by February 19, 2024.

II. SCOPE

Little Traverse Bay Bands of Odawa Indians (LTBB) Health Program, through grant funding from Michigan Department of Health and Human Services COVID Immunization grant is requesting proposals for a comprehensive marketing campaign that will target specific demographics to ensure broad vaccine coverage and increase public awareness about the importance of COVID vaccination and other vaccines. Encourage vaccine acceptance and dispel myths and misinformation, as well as, promoting vaccination as a collective responsibility for community well-being. The selected agency will be responsible for the following:

- A. Development of a creative and effective marketing strategy.
- B. Design and execution of multi-channel marketing campaigns.
- C. Creation of compelling content for digital platforms, print, and other media.
- D. Implementation of marketing campaign; targeting outreach initiatives to diverse communities.
- E. Monitoring and analysis of campaign performance.
- F. Work with LTBB Health Department Staff on timeline and content with Media Campaign Conclusion Date of June 1, 2024.
- G. Grantor may require all materials and publications (written, visual or sound) resulting from award activities to contain a statement similar to the following:
“This publication was developed by Little Traverse Bay Bands of Odawa Indians and fully supported by Grant No. _____ awarded by Michigan Department of Health and Human Services for COVID Immunization. The opinions, findings, conclusions, and recommendations expressed in this publication/program/exhibition are those of the author(s) and do not reflect the views of Michigan Department of Health and Human Services.”

III. QUALIFICATIONS

- A. Must not appear as listed as parties that are excluded from receiving Federal contracts, certain subcontracts, and certain Federal financial and nonfinancial assistance and benefits, pursuant to the provisions of 31 U.S.C. 6101, note, E.O. 12549, E.O. 12689, 48 CFR 9.404, and each agency's codification of the Common Rule for Nonprocurement suspension and debarment.
- B. The Parties understand that LTBB has enacted a statute, WOS 2012-008, the Sex Offender Registration and Notification Statute, to fulfill the obligations of sex offender registration and notification. All contractors, including their employees including all subcontractors and their employees that are sex offenders that are mandated to register are required to update their registry with the LTBB Law Enforcement when working on sites under the jurisdiction of LTBB.

IV. PREFERENCES FOR CONTRACTOR

- A. Native American Preference shall apply.
 - 1. Citizens of the Little Traverse Bay Bands of Odawa Indians,
 - 2. Citizens of Other Federally Recognized Tribes, as certified by the Bureau of Indian Affairs
- B. Special consideration shall also be given to firms proven to be minority owned and/or classified as small business, see item 6 of “Bid Package” submittal for documentation needed.

V. FUNDING REQUIREMENTS

This project is funded 100% with funds available through Michigan Department of Health and Human Services COVID Immunization grant. Firms submitting proposals and awarded this project must comply with the any special terms, conditions, and reporting requirements the granting agency may have.

VI. CONTRACT AWARD

A team from LTBB will evaluate the proposals and choose to award the contract to one or more of the most responsive firms having proven experience in marketing for healthcare or vaccine-related campaigns as described above. Native American Preference shall apply.

The award may be split, at the LTBB's discretion, between two (2) or more contractors to better service specific locations.

LTBB may determine that the rejection of all bids is in the best interest of LTBB. LTBB will not pay for any information herein requested, nor is it liable for any costs incurred by the bidder.

VII. PROPOSAL SUBMISSION:

Interested agencies are requested to submit the following (incomplete responses will not be considered):

1. Executive Summary: Brief overview of your agency's qualifications and relevant experience.
2. Proposed Strategy: Outline of your approach to achieving the campaign objectives.
3. Creative Samples: Examples of previous successful vaccine-related campaigns or relevant work.
4. Budget Proposal: A detailed breakdown of costs associated with the campaign.
5. Timeline: Proposed schedule for the initiation and completion of the campaign. Introduction
6. Documentation Required for Preferences Listed in Section IV—All things being equal, the following types of firms would receive special consideration, in the award of this contract:
 - Indian Owned— Indian owned is defined as, at least 51% Indian owned & controlled by person(s) of certified (federally recognized) Native American heritage; SBA or Tribal certification required.
 - Minority Owned— Minority owned is a firm that is at least 51% owned and controlled by a minority and so documented; SBA 8-a certification required.
 - Small Business— Small business for this purpose is firm doing less than \$2 million annually as verified by gross receipts, SBA certification required.

Evaluation Scale

(Total Possible Points = 100)

Proposals shall be evaluated on the point scale listed below. Point values to be awarded on a sliding scale based upon proposal information provided and total point values in each category are not guaranteed.

Qualifications and experience of staff dedicated to this project	10
Relevance and creativity of the proposed strategy	25
Demonstrated experience in executing successful healthcare or vaccine-related campaigns	20
Budget considerations and cost-effectiveness	15
Ability to meet project timelines	20
Native American Owned	8
Non-Native Minority, Women, Disabled, Registered Small Business or Veteran Owned	2
Total Score	100