



## **Request for Proposals-Extended**

March 1, 2024

The Little Traverse Bay Bands of Odawa Indians, a federally Recognized Indian Tribe, invites qualified marketing firms to submit proposals for a comprehensive mixed media suicide prevention campaign aimed at promoting awareness, education, prevention, intervention, and postvention success.

Included with this letter are:

- 1.) Provisions governing this ITB.
- 2.) Project specific questions should be directed to Kerstine Omeby by email at [kromey@ltbbodawa-nsn.gov](mailto:kromey@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 **March 20, 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.

## II. SCOPE

Little Traverse Bay Bands of Odawa Indians (LTBB) is the recipient of an Indian Health Services (IHS) Suicide Prevention, Intervention, and Postvention (SPIP) grant to increase public awareness on better recognition, prevention and intervention of suicide. LTBB is requesting proposals for a comprehensive mixed media campaign that will target specific demographics to educate Native American community on the early signs of suicide to increase the chance prevention, intervention, and postvention success. LTBB's target audience Native Americans primarily the LTBB Citizens and descendants, other Tribal Citizens and descendants of other State/Federally-recognized nations living within Emmet Co., MI and/or those who utilizing LTBB Health Clinic services. The selected agency will be responsible for the following:

- A. Development of a creative and effective mixed media campaign tailored to the LTBB community.
- B. Design and provide audience targeted display advertising through mobile targeting methods through the use of department-derived data sets and census information.
- C. Provide substance abuse advertisements by means of Audience Targeted Display, Keyword Targeting, Native Advertising, OTT ads and Geofencing, designed to bring awareness to the public.
- D. Creation of compelling content for digital platforms, print, and other media.
- E. Implementation of media campaign; targeting outreach initiatives, tracks impressions and sites visited for each group by use of pixel tracking and analyze the results.
- F. Monitoring and analysis of campaign performance.
- G. Work with LTBB Education Department Staff on timeline and content with Media Campaign Target Data.
- H. All content, materials and publications (written, visual or sound) resulting from award activities shall contain the following statements:

"This publication was developed by Little Traverse Bay Bands of Odawa Indians and fully supported by Grant No. BH22IHS0006-02 awarded by Indian Health Services (IHS) Suicide Prevention, Intervention, and Postvention (SPIP) grant funds. The opinions, findings, conclusions, and recommendations expressed in this campaign, publication, program, and/or exhibition are those of the author(s) and do not reflect the views of Indian Health Services (IHS)."

## 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 Indian Health Services (IHS) Suicide Prevention, Intervention, and Postvention (SPIP) grant funds and requires All content, materials and publications (written, visual or sound) resulting from award activities shall contain the following statements:

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## 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 similar media 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                 | 15         |
| Similar Projects, Demonstrated experience  | 15         |
| Method and Approach meets LTBB Needs   | 20         |
| Budget considerations and cost-effectiveness                                     | 15         |
| Knowledge/Experience of Tribal Cultures  | 15         |
| Ability to meet project timelines  | 10         |
| Native American Owned  | 8          |
| Non-Native Minority, Women, Disabled, Registered Small Business or Veteran Owned | 2          |
| <b>Total Score</b>   | <b>100</b> |