



Request for Bid #2017 – 2018 - 1

August 10, 2017

Crime Stoppers of Tampa Bay, Inc., a not for profit organization, is soliciting bids to provide a comprehensive public awareness television campaign aimed at educating the community throughout Hillsborough and Pasco Counties about Crime Stoppers of Tampa Bay and the Campus Crime Stoppers program, as well as unsolved criminal cases and wanted fugitives.

The period of performance of any contract awarded as a result of this *Request for Bid* is tentatively scheduled to begin on or about October 1, 2017, and will be in force through June 30, 2018.

It is anticipated that *up to \$50,000* shall be budgeted for this project and multiple contracts will be awarded. Crime Stoppers of Tampa Bay, Inc. does not anticipate the selected contractors' involvement beyond June 30, 2018.

However, if Crime Stoppers of Tampa Bay, Inc. determines it is necessary to increase the contractors' involvement, Crime Stoppers of Tampa Bay, Inc. may amend any awarded contract(s) to increase the contractors' involvement.

Such an amendment, if any, to increase or decrease the dollar value and extend the period of performance shall be at the sole discretion of Crime Stoppers of Tampa Bay, Inc.

The bidding is open to individuals or organizations that meet the following minimum criteria:

- Bidder must be incorporated and licensed (if required) to perform work in the State of Florida.
- Bidder must have a minimum of five (5) years of experience in the Tampa Bay media market.
- Billing must be monthly based on actual services rendered.
- Monthly invoices must be transmitted to the organization electronically either via email or through the US Mail.
- Monthly proof of performance reports, if not included in the monthly invoices, must be submitted electronically to the organization no later than the 5th of each month after services are rendered. Proof of performance reports must include the following: date and time each ad aired and the length of each ad.

Bidders who do not meet these minimum qualifications shall be deemed to be non-responsive and will not be evaluated.

The bid is to be brief but should include:

1. Demographics of your station's or network's viewership for Hillsborough and Pasco Counties.
2. Project approach and work plan, to include:
 - a. The use of an already produced PSA owned by Crime Stoppers of Tampa Bay, Inc.
 - b. The Number of 30-second commercial announcements per month.
 - c. The days and time slots when they will be scheduled to appear.
 - d. The number and name of stations and or specific channels on which they will appear.
 - e. Description of any Internet advertising component.
 - f. Description of any shows, segments of shows or news programming that would have the purpose of educating viewers about Crime Stoppers of Tampa Bay, Campus Crime Stoppers, as well as unsolved criminal cases or wanted fugitives.
3. Schedule to accomplish the project.
4. Costs or fees – this should also include all costs for production, artwork design and implementation.
 - a. Please identify if those spots are pre-emptible, the approximate time of day that spots will air, and start and stop date of the run for the spots. (The majority of spots will run sometime **other than** midnight to 6:00 a.m.))
 - b. A breakdown of cost, per commercial, per day/time slot must be included. If multiple stations are to be used, this information must be provided per station.
 - c. We request that if you are unable to provide all spots in this schedule, Crime Stoppers of Tampa Bay, Inc. will be reimbursed for any money owed before June 30, 2018.
 - d. Please note any goods or services, if any, which will be donated as part of this bid and the normal value of such items.

Bids will be evaluated by Crime Stoppers of Tampa Bay, Inc. based on the response to the information requested above. All four items must be addressed for the bids to be considered responsive. **The deadline for submission of responses is 5:00 p.m. on Friday, September 8, 2017.**

**LATE BIDS WILL NOT BE ACCEPTED AND WILL BE AUTOMATICALLY DISQUALIFIED
FROM FURTHER CONSIDERATION.**

Proposals are to be e-mailed (preferred) to: Kelly McLaren, Law Enforcement Program Coordinator at kmclaren@hcsso.tampa.fl.us or mailed to Crime Stoppers of Tampa Bay, Attn: Kelly McLaren, P.O. Box 5766; Tampa, FL 33675.

Bidders assume the risk for the method of delivery chosen. Crime Stoppers of Tampa Bay, Inc. assumes no responsibility for delays caused by any delivery service or for problems with bidder's email. Crime Stoppers of Tampa Bay, Inc. reserves the right at its sole discretion to reject any or all bids prior to the execution of a contract. This Request for Bid does not obligate Crime Stoppers of Tampa Bay, Inc. to contract for the services specified herein. The final selection, if any, will be the bid that in the opinion of Crime Stoppers of Tampa Bay, Inc. best meets the requirements set forth in the Request for Bid, is in the best interest of the organization and complies with regulations of the Florida Department of Financial Services. Crime Stoppers of Tampa Bay, Inc. is not obligated to select the lowest price bid. Crime Stoppers of Tampa Bay, Inc. shall not be responsible for any costs associated with a bidder's preparation of a bid in response to this Request for Bid. In submitting a bid in response to this Request for Bid, the bidder agrees to accept the terms set forth in this Request for Bid.

Any requests for information about this project are to be directed to Kelly McLaren at 813-247-0704 or kmclaren@hcsso.tampa.fl.us.

Thank you for considering this Request for Bid.

Sincerely,

Kelly McLaren

Kelly McLaren, Law Enforcement Program Coordinator
Crime Stoppers of Tampa Bay, Inc.