



Request for Proposal #2018 – 2019 – 3

Marketing Services

November 6, 2018

Crime Stoppers of Tampa Bay, Inc., a non-profit organization, is soliciting proposals to provide a variety of marketing services for a public awareness campaign aimed at educating the community throughout Hillsborough and Pasco Counties about Crime Stoppers of Tampa Bay. The marketing services are to include, but not be limited to: television advertising, radio advertising, creation and production of: a public safety video, audio message, flyers/posters and a coloring book.

The period of performance of any contract awarded as a result of this *Request for Proposal* is tentatively scheduled to begin on or about December 1, 2018, and will be in force through June 30, 2019 the latest.

It is anticipated that *up to \$50,000* shall be budgeted for television advertising for which no one television vendor will be awarded a contract for more than \$34,999. *Up to \$9,300* will be allocated for radio advertising. The total amount paid to the marketing services vendor for the agency discount for all television and radio advertising will not exceed *\$10,000*. In addition, the following services may be sought for *up to \$5,000* for the production of print materials, *up to \$2,700* for the production of one (1) television PSA and *up to \$500* for two (2) radio PSA's. The marketing services vendor will acquire three (3) proposals to be reviewed and approved by the Crime Stoppers of Tampa Bay Board of Directors for any project costing more than \$2,499. Crime Stoppers of Tampa Bay, Inc. does not anticipate the selected contractors' involvement beyond June 30, 2019.

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

Such an amendment, if any, to increase or decrease the dollar value and extend or reduce 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 providing marketing services.
- Bidder must have at least three (3) non-Bidder owned customer references for whom the Bidder has provided similar services during the past thirty-six (36) months preceding the proposal due date.
- Billing must be monthly based on actual services rendered. Pre-payment of services can only be considered if there is a financial benefit to the organization. I.e: 5% discount for payment in full.
- Monthly invoices must be transmitted to the organization either electronically via email or through the US Postal Service.
- Monthly Proof of Performance reports for all television and radio advertising, 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: dates/times that each spot ran during the month and length of the spot.
- The organization must receive a digital version of the artwork or video or audio being run within the first two weeks of the contract for all television and radio advertising.

Bidders who do not meet these minimum qualifications shall be deemed to be non-responsive and will not be evaluated. **The proposal is to be brief but should include:**

1. Experience on comparable projects.
2. Names, addresses and telephone numbers of three (3) business references. (Note: This is not necessary if the bidding vendor has contracted with the organization within the past 12 months.
3. Project approach and work plan, to include: the marketing services vendor will negotiate for the most beneficial advertising coverage on behalf of Crime Stoppers of Tampa Bay in order to reach as widespread an audience as possible.
4. Costs or fees – this should also include all costs for artwork production if applicable and implementation. Please note any goods or services that will be discounted/donated to the organization as part of this proposal and the normal value of such items. Only guaranteed donations will be considered as part of the proposal. Donations that are considered “as space/time is available” will not be considered.

Proposals 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 quote to be considered responsive.

The deadline for submission of response is 5:00 p.m. on Tuesday, November 20, 2018.

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

Proposals are to be e-mailed (preferred) to: Kelly McLaren, Executive Director at KMcLaren@CrimeStoppersTB.com 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 proposals prior to the execution of a contract. This Request for Proposal does not obligate Crime Stoppers of Tampa Bay, Inc. to contract for the services specified herein. The final selection, if any, will be the proposal that in the opinion of Crime Stoppers of Tampa Bay, Inc. best meets the requirements set forth in the Request for Proposal, 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 quote. Crime Stoppers of Tampa Bay, Inc. shall not be responsible for any costs associated with a bidder's preparation of a proposal in response to this Request for Proposal. In submitting a proposal in response to this Request for Proposal, the bidder agrees to accept the terms set forth in this Request for Proposal.

Any requests for information about this project are to be directed to Kelly McLaren at 813-442-9300 or KMcLaren@CrimeStoppersTB.com.

Thank you for considering this Request for Proposal.

Sincerely,

Kelly McLaren

Kelly McLaren, Executive Director
Crime Stoppers of Tampa Bay, Inc.