

# **REQUEST FOR BIDS**

*to produce, design, and implement a*

## **Multimedia Marketing Campaign**

### **INTRODUCTION**

Eastern Kentucky Concentrated Employment Program, Inc. (EKCEP) is accepting bids for the services of a company to produce, design, and implement a multimedia marketing campaign for new program.

### **SUBMISSION OF BIDS**

Bids must be delivered by hand, delivery service, or US Mail to the Eastern Kentucky Concentrated Employment Program, Inc., 941 N. Main Street, Hazard, Kentucky 41701, by 4:30 p.m. EDT Friday, April 9, 2010. Submissions received after this time will not be considered. Bidders should mark "ATTN: Recruiting/Marketing Campaign" on the outside of the envelope. Submissions by fax or email will not be accepted.

Proposals shall be considered binding for acceptance for 90 days following the closing date for bids. Once a bid has been submitted, it may be withdrawn by written notice only, provided such notice is received at EKCEP's offices prior to the closing of bidding.

EKCEP reserves the right to withdraw this Request for Bids or to reject all bids received without liability to any proponent. Except as expressly and specifically permitted in these instructions, no proponent shall have any claim for any compensation of any kind

whatsoever as a result of participating in this RFP. By submitting a bid, each proponent shall be deemed to have agreed that it has no such claim for compensation.

All materials submitted in response to this request become the property of EKCEP and will not be returned unless the bidder submits pre-paid return shipping materials with the bid materials.

### **MODIFICATION OF BIDS**

Bidders may submit a modified bid to correct errors or omissions, or to adapt to information acquired through the questions-and-answer process. To modify a bid, the bidder must resubmit the entire bid in full, including the new information or modifications. The modified bid must be received by EKCEP before the bidding deadline, by the same delivery methods as noted in the Submission of Bids section.

### **QUESTIONS**

Prospective bidders may submit questions concerning the nature of the work, terms and conditions, or other aspects of bidding process during the open bidding period. Such questions must be submitted in writing or via email to:

Deana Robertson, Communications Department,  
EKCEP, [drobotson@ekcep.org](mailto:drobotson@ekcep.org)

### **EVALUATION OF BIDS**

EKCEP will evaluate the bids to determine the one that offers the best overall value in terms of cost, quality of product and workmanship, timeliness, dependability and responsiveness, among other criteria. EKCEP may award the project to one bidder, or may reject all bids if it receives none that satisfy the evaluation criteria or if the program is not funded at expected levels.

All bidders whose bids are not accepted will be notified.

The decision of EKCEP shall be final.

## **PROJECT DESCRIPTION**

The project is to develop and implement a multimedia marketing campaign to recruit unemployed eastern Kentucky residents for a government program that provides temporary subsidized work placements. Depending on funding availability, the program will place qualified adults and youth into temporary subsidized employment beginning May 1 and ending around September 17, 2010.

The media campaign should use television, radio, and any other appropriate media (including Facebook, Twitter, etc.) to adequately cover EKCEP's 23 county service area.

The campaign should launch as soon as possible after the contract has been awarded—and definitely prior to May 1, 2010—and continue into the summer until enrollment goals are met. The successful bidder will be responsible for the purchase of television

and radio airtime, as well as the development and production of all electronic and printed materials.

## **BID CONTENTS**

Bids for this project must include:

- (1) Three proposed **budgets**—Each budget must show the amounts of funds allocated to each aspect of the campaign. Because funding levels for the program are currently uncertain, each bid should include three separate budgets showing the allocation of funds based on the possible total marketing budgets of (1) \$50,000, (2) \$100,000, and (3) \$200,000.

If any aspects of the project are beyond the bidder's in-house capabilities and must be subcontracted, the work to be subcontracted must be identified in each budget and the cost of the subcontracted work must be included in the total cost. Arranging and paying for subcontracted work or labor is the responsibility of the bidder. EKCEP will not pay a third party to complete or supplement the work of the bidder.

- (2) A **narrative** describing the elements of the campaign and how these elements will work together to reach the target audience. This narrative must be no more than 5 one-sided pages.
- (3) A **timeline** for the project. This timeline will show the time required to complete each phase of the project and the expected end date beginning with the date the bid is awarded.

(4) The **terms** of engagement and the schedule upon which the bidder proposes to be paid, in relation to the milestones on the timeline.

(5) Bidders who wish to may include **up to 5 samples** of their work on similar campaigns, including no more than one DVD or other electronic disk.

Submissions that do not include items 1 through 4 above will not be considered.

## **EKCEP**

Eastern Kentucky Concentrated Employment Program, Inc. (EKCEP) is a non-profit workforce development and training agency that administers federally funded programs for 23 counties. Further information about EKCEP, its programs and its services is available on the web at [www.ekcep.org](http://www.ekcep.org).

EKCEP is an equal opportunity employer and provides equal opportunity programs and services.