

Lone Star Circle of Care

REQUEST FOR PROPOSAL: MARKETING, COMMUNICATIONS AND ADVERTISING SERVICES

Proposal Due:

3 p.m. on Wednesday, March 23, 2022

Lone Star Circle of Care
205 E. University Avenue, Suite 200
Georgetown, TX 78626

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Email: MarketingProposal@lscctx.org

PROJECT INFORMATION

Introduction & Purpose

Lone Star Circle of Care (LSCC) is soliciting proposals for specific marketing, communications, and advertising services, including print, radio, digital, and television media planning and media buys and social media, radio, and creative content (Project). Proposals should demonstrate experience and expertise in strategic planning, media buying, creative deliverables, and success in conceiving and executing large-scale marketing, communications, and advertisement projects. This request for proposal (RFP) provides marketing, communications, and advertising firms (Respondents) information to prepare and submit a proposal based on a fixed budget – inclusive of creative, media buys, and hard costs – of Four Hundred Ninety-One Thousand and 00/100 Dollars (\$491,000.00) to later be incorporated into a contract. This RFP will be published for 30 days.

Background

LSCC is a nonprofit 501(c)(3) tax exempt corporation, providing comprehensive primary health care services in Central Texas, focusing on underserved and uninsured populations. LSCC has been awarded a grant through the federal Health Resources and Services Administration's (HRSA) American Rescue Plan Act (P.L. 117-2) Funding for Health Centers to address issues arising from the COVID-19 pandemic such as the need to expand and sustain the health care workforce, to prepare for and respond to COVID-19, to enhance and expand health care services and infrastructure, to carry-out vaccine related activities and to conduct community outreach and education activities related to COVID-19. LSCC has an existing relationship with a marketing, communications, and advertising firm. The awarded Project contract would be in addition to that existing relationship. Coordination with the existing marketing, communications, and advertising firm may be required.

LSCC offers health services in the areas of family practice, senior care, pediatrics, obstetrics, gynecology, integrated behavioral health, vision, dental, pharmacy, and mobile mammography and currently employs over 700 physicians, mid-levels, technical support, and administrative personnel. LSCC operates in 26 separate locations in six Texas counties.

Respondents should be experienced, professionally organized, well-versed in communicating messages in a variety of media, and possess skill in clearly describing LSCC's mission.

Project Owner and Project Team

LSCC is the owner of the Project. The selected Respondent will work for and with the LSCC Project Team, which includes:

- Jon Calvin, Chief Executive Officer
- Tillery Stout, Chief Administrative Officer & General Counsel
- Brandon Teenier, Chief Financial Officer
- Veronica Brown, Associate Director of External Affairs
- Ashley Wild, Communications Manager

Project Schedule

To meet the federal grant deadline, final invoicing for the Project deliverables must occur by March 15, 2023. Purchased advertising and campaigns may run through March 31, 2023. The Project will follow a schedule negotiated and agreed to by LSCC and the selected Respondent.

Project Scope and Budget

The Project will consist of specific marketing, communications, and advertising services, including:

- Print
 - Billboards
 - Paper
 - Bus advertising
 - Direct mail
- Radio (English and Spanish, pop and urban)
- Digital
 - Display ads including search retargeting, contextual targeting, and behavioral targeting
 - Website retargeting
 - Geo-conquest
- Television (English and Spanish)
- Social media
 - Facebook
 - Instagram
 - YouTube

The stipulated budget for the full Project scope, including creative, media buys, and hard costs, shall not exceed Four Hundred Ninety-One Thousand and 00/100 Dollars (\$491,000.00).

Proposal Costs

LSCC will not compensate Respondent for any expenses incurred in proposal preparation. Respondent submits their proposals at their own risk and expense.

Questions, Addendums, and Supplements to RFP

Requests for information (RFI) may be submitted to LSCC by **March 10, 2022**. LSCC will respond to all RFIs by close of business **March 15, 2022**.

Clarifications and interpretations of the RFP that affect or change material requirements will be distributed by LSCC as an addendum to the RFP via email. It is the responsibility of respondents to provide accurate information for LSCC to distribute this information in a timely manner. All addenda issued by LSCC prior to the proposal due date are considered part of the RFP and respondents shall acknowledge receipt and incorporate each addendum in its proposal.

The designated point of contact for RFIs is:

Veronica Brown, Associate Director of External Affairs
Email: MarketingProposal@lscctx.org

REQUIREMENTS FOR THE PROPOSAL

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to meet the requirements of the RFP.

Respondents shall carefully read the information contained in the RFP and submit a complete response to all requirements as directed. Incomplete proposals will be considered non-responsive and subject to rejection.

Due Date and Time

Proposals shall be submitted to LSCC no later than **3:00 p.m. on Wednesday, March 23, 2022**. LSCC may reject late proposals.

Format

LSCC will receive the proposals in Word or PDF format only, submitted via email to MarketingProposal@lscctx.org. Respondents may request confirmation of receipt of delivery at their discretion.

Confidentiality of Materials

All information, documentation, and materials submitted in response to this RFP are considered confidential and are not subject to public disclosure; provided, however, all information, documentation, and materials submitted may be subject to review by HRSA upon their request. LSCC additionally reserves the right to use bids as evidence of compliance with state and federal procurement regulations.

Proposals and any other information submitted by respondents in response to this RFP shall become the property of LSCC.

Respondent may learn confidential business, financial, operational, or other information about LSCC. Respondent shall keep all such information strictly confidential and shall not use the information for any other purpose other than to respond and prepare a bid for this RFP or provide the services as set forth in a resulting agreement. Respondent shall indemnify and hold LSCC harmless against any claims related to Respondent's breach of this provision. This section shall survive the termination of this Agreement.

PROPOSAL INCLUSIONS

Each proposal shall include the following sections and information.

- **Qualifications**

Provide information about the Respondent and its personnel assigned to the Project, including:

- Name of business to be responsible for the Project contract
- Business address, phone number, and website
- Business primary point of contact, including phone number, mailing address and email address
- Names of individuals assigned to the Project, including experience and qualifications of:
 - Business Owner
 - Project Manager

- Designers/Creative
- Consultants
- Subcontractors
- History of business, years in operation, and years serving Central Texas
- At least three client references LSCC may contact, including current contact information of a principal LSCC may use as a point of contact

- **Experience**

Provide the following information:

- Listing of at least three (3) recently completed projects, complete with descriptions, copies of or links to your work and contact information of project owner so LSCC may contact
- Listing of recent clients and projects of similar size and scope, including detail on the following services you provided:
 - Print: advertisements and other marketing and communications
 - TV: broadcast and cable, advertisements and other marketing and communications
 - Radio: advertisements and other marketing and communications
 - Direct Mail
 - Online
 - Social Media
 - Graphic Design
 - Multimedia Design
 - Web Design
 - Market Research/Audience Surveys/Focus Groups
 - Media Training/Coaching
 - Consulting/Training (i.e., informing LSCC on how to manage Google Ad buys)
 - Other Media
- Identify any services for which you would contract with a third party
- Describe your quality assurance and testing processes
- Describe any programmatic market analysis you perform and how it affects the development of your campaigns and the targeting of such campaigns
- Describe any analytic or dashboard reporting services you provide to clients and detail how you demonstrate return on investment for your clients
- Describe your proofing process
- Describe how you allocate financial responsible for mistakes

- **Statement of the Work**

Provide the following information:

- Describe how you would approach the Project from start through completion and identify any additional considerations that may be necessary to complete the Project
- Describe your process for collaborating with a client to create a marketing, communication, and advertising strategy
- Describe what you do to understand a client's business and their market

- Describe how you develop the scope of a project with your client
- Describe your approach to copyright intellectual property with respect to works created for a client

- **Fee Proposal**

Provide a pricing proposal for your services. Please break pricing into components, including:

- Design of marketing concepts
- Startup fees (if any)
- Advertising (conception, planning, design, research and development, production and evaluation)
- Media buying, placement and monitoring
- Photography
- Ongoing support or development fees (provide a schedule of hourly rates as applicable)
- Any other relevant categories

Provide information on your billing practices, including reimbursable cost categories. Please reference and attach as numbered attachments to your proposal any spreadsheets or other financial information you feel are helpful to illustrate your costs and fees.

- **Exceptions to the Bid**

List any assumptions or qualifications that could change your fee proposal.

- **Conflict of Interest Certifications**

List any existing potential conflicts of interest. Include in your proposal statements acknowledging and confirming the following:

- No LSCC officer or employee has any direct or indirect financial interest resulting from the award of the Project to you nor has any relationship to you or any of your officers or employees
- No offer (either directly or through an intermediary) for any improper consideration such as, but not limited to, cash, discounts, services, the provision of travel or entertainment, or any items of value, was made to or solicited by any officer, employee, or agent of LSCC in an attempt to secure favorable treatment regarding the award of the Project
- Except with LSCC knowledge and written consent, you shall not engage in any activity, or accept any employment, interest, or contribution that would reasonably appear to compromise your professional or ethical judgment with respect to the Project
- In the event such a conflict arises during the performance of the services, you will immediately notify LSCC in writing and LSCC shall have the option of terminating the agreement.

- **Other Certifications**

Include in your proposal statements acknowledging and confirming the following:

- The services described and fees quoted in your proposal are the services and fees required for the Project as outlined in this RFP except as noted in any “Exceptions to the Bid” section of your proposal and are good for ninety (90) days from **March 23, 2022**
- You will provide LSCC with any additional information deemed necessary by LSCC to accurately determine your ability to perform the proposed services
- Submission of your proposal constitutes permission by you for LSCC to verify all information contained herein
- Failure to comply with any request for additional information, including evidence of financial ability to perform, may disqualify you from further consideration
- You do not have any commitments or potential commitments that may affect or compromise your assets, lines of credit, guarantor letters, or ability to perform the services described in this RFP
- Respondent will conduct itself in full compliance with applicable local, state, and federal law, including Medicare/Medicaid Anti-Fraud and Abuse Amendments and Regulations and the Texas Health & Safety Code, Illegal Remuneration Law. Neither Respondent nor LSCC will intentionally conduct itself during the RFP or under the terms of any resulting Agreement in a manner to constitute a violation of these or any other laws.
- Respondent understands and agrees that the Project is subject to federal procurement requirements and that all contracts for the work related to the Project, including small purchases, shall contain the procurement provisions found and referenced in 45 C.F.R. § 74.44, as applicable. Respondent agrees to adhere to all of the applicable provisions of 45 C.F.R. §§ 74.40 - 74.48 and 45 C.F.R. § 92.36.

PROPOSAL EVALUATION

All proposals are subject to a standard review process developed by LSCC. The review is based on Respondent’s written proposal as submitted and any in-person or remote presentations or interviews requested by LSCC. Respondent’s ability to provide the requested services, Respondent’s fees, and evidence of the provision of prior services similar or related to the Project are primary LSCC considerations. LSCC will also consider Respondent’s integrity, compliance with public policy, record of past performance, financial and technical resources, and eligibility to participate in government funded contracts. LSCC will base any selection on the proposal that best meets the needs of LSCC and the requirements of this RFP, fees and other factors considered. LSCC reserves the right to accept or reject any or all proposals, waive any formalities or minor technical inconsistencies, or delete any item or requirement from this RFP when deemed to be in LSCC’s best interest. LSCC reserves the right, for any reason, to accept or reject any one or more bids, to negotiate the term and specifications for the services provided, to modify any part of the RFP, or to issue a new RFP. LSCC reserves the right to not select any Respondent for the Project. Respondents are advised that the lowest cost bid will not necessarily be awarded the contract, as the selection will also be based upon qualification criteria.

MISCELLANEOUS

The contents of the winning proposal (if any) may become contractual obligations. Failure to accept these obligations in a contractual agreement may result in cancellation of the award. Failure to accept other terms reasonably requested by LSCC may also result in cancellation of the award.

This Project is supported by a grant award from HRSA, a division of the U.S. Department of Health and Human Services (HHS). The contents of all documents associated with this Project are those of LSCC and do not necessarily represent the official views of, nor an endorsement by, HRSA, HHS, or the U.S. government. All documents associated with the Project shall comply with federal, state, and local regulation, and are subject to federal review by HRSA. LSCC's selection of a Respondent must comply with applicable HHS regulations at 45 C.F.R. §75. LSCC's selection of a Respondent must comply with applicable Office of Management and Budget (OMB) Governmentwide Guidance for Grants and Agreements regulations at 2 CFR part 200 and Federal Acquisition Regulation (FAR) at 48 CFR Subpart 2.1.

LSCC is prohibited from using federal funds to provide abortion services (except in cases of rape or incest, or when the life of the woman would be endangered).

LSCC will not entertain bids from Respondents currently listed on the U.S. General Services Administration List of Parties Excluded from Federal Procurement or Non-Procurement Program.

Any services provided must not discriminate on the basis of age, disability, sex, race, color, national origin or religion.

LSCC may terminate Respondent from the RFP process, may terminate the administration of a resulting contract or may terminate an executed contract if LSCC determines Respondent made a material misstatement or misrepresentation or provided materially inaccurate information. LSCC shall have access to all appropriate legal remedies in response to such breach.

Respondent will not make any public announcements regarding its proposal or any contract or otherwise use LSCC's name without the prior written consent of LSCC.