

**SULLIVAN COUNTY PURCHASING DEPARTMENT
REQUEST FOR PROPOSALS
RFP #11720281(KD)**

Baby and Me Tobacco Free Advertising Campaign
for
Sullivan County Regional Health Department

Proposals to be received by 2:00 p.m., E.S.T.
March 5, 2020

Submit Proposals to:
Sullivan County Purchasing Department
Kristinia Davis, Purchasing Agent
3411 Hwy 126, Suite 201
Blountville, TN 37617

**SULLIVAN COUNTY PURCHASING DEPARTMENT
REQUEST FOR PROPOSALS
RFP #11720281(KD)**

INTRODUCTION

The Office of the Sullivan County Purchasing Agent on behalf of the Sullivan County Regional Health Department is requesting proposals from professional, qualified firms interested in providing professional services to produce advertising and products for the “Baby and Me Tobacco Free Program Advertising Campaign”. If your firm is interested in providing these services, please submit your proposal with the requested information to Kristinia Davis, Purchasing Agent in the Purchasing Department of the Sullivan County Courthouse, 3411 Hwy 126, Suite 201, Blountville, TN 37617 on or before **2:00 p.m., local time on Thursday, March 5, 2020.**

All interested firms will be afforded full opportunity to submit a proposal and will receive consideration for a contract award pursuant to this notice without regard to race, color, religion, national origin, age, sex or disability. Sullivan County is in quest of the highest quality, most reliable firm with standards of excellence and superb response time performance.

Submittals shall be forwarded by US Mail, Courier and/or Hand-Carried, must be presented in a sealed envelope and shall be clearly marked with **Baby and Me Tobacco Free Program Advertising Campaign – RFP #11720281(KD)** on the outside of the envelope. Electronic submittals (phone, fax or e-mail) are not acceptable! Sullivan County is not responsible for delays in mail/courier delivery services. **LATE RESPONSES WILL NOT BE ACCEPTED!**

RFP shall be offered in strict conformance to the language, specifications, terms and conditions. RFP shall be completed in totality and signed by an authorized agent of the responding firm. Any erasures, strike overs and/or changes must be initialed in ink by the responding firm, prior to submittal.

It is the responsibility of each responding firm to ascertain that all requirements are satisfied and that all RFPs are presented and assembled in the format as solicited. It will be assumed that the firm has made investigations to be fully informed as to the extent and character of the requirements. Failure to submit an RFP which conforms to the specified content and format requirements will be enough cause to disqualify the firm. Additionally, material deficient or incomplete response will be cause to disqualify the firm.

Any remedies in a responding firm’s submittal, including agreement, license agreement, terms, conditions, literature, etc., that may be considered an agreement to waive the legal rights of the citizens of Sullivan County shall be considered cause for rejection.

SULLIVAN COUNTY PURCHASING DEPARTMENT
REQUEST FOR PROPOSALS
RFP #11720281(KD)

VENDOR INFORMATION

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person & Title _____
(Please Print)

Federal Tax ID # _____

Telephone Number _____ Fax Number _____

Email of Contact Person _____

Authorized Signature _____

Date of Signature: _____

General Terms and Instructions

1. Proposals shall be submitted sealed, plainly marked **Baby and Me Tobacco Free Program Advertising Campaign – RFP #11720281(KD)** to the Sullivan County Purchasing Department at the following address:

Sullivan County Purchasing
3411 Hwy 126, Suite 201
Blountville, TN 37617
2. Request for Proposals and amendments thereto, if received by the Sullivan County Purchasing Department after the date and time specified for opening, will not be considered. It will be the responsibility of the Proposer to see that their proposal is received by the Sullivan County Purchasing Department by the specified time and date. There will be no exceptions! Date of postmark will not be considered. Facsimile or electronic proposals will not be accepted.
3. Sullivan County reserves the right to reject and and/or all proposals in whole or in part, and to waive any informality if it is determined to be in the best interest of Sullivan County.
4. All proposals must be signed by an authorized, responsible officer or employee having the authority to enter into contracts. Obligations assumed by such signature must be fulfilled. The original proposal, which has been signed, shall be considered the official copy of the RFP by Sullivan County.
5. Direct contact with other departments/offices other than authorized Sullivan County representatives about this RFP are expressly forbidden except with the foreknowledge and permission of Kristinia Davis, Purchasing Agent.
6. **Conflict of Interest:** Proposer, by submitting a signed proposal, certify that no gratuity of any kind and no part of the total contract amount provided herein shall be paid directly or indirectly to any officer or employee of Sullivan County as wages, compensations, or gifts in exchange for acting as officer, agent, employee, subcontractor or consultant to Proposer in connection with any goods provided or work contemplated or performed relative to the agreement. A breach of ethical standards could result in civil or criminal sanction and/or debarment or suspension from being a supplier, contractor, or subcontractor under County contracts.
7. **Non-Collusion:** Vendors, by submitting the enclosed Affidavit, certify that the enclosed proposal is not the result of, or affected by, any unlawful act of collusion with any other person or company engaged in the same line of business or commerce, or any other fraudulent act punishable under Tennessee or United States Law. In addition, Sullivan County reserves the right to disqualify any RFP submittal, before or after opening, upon evidence of collusion with the intent to defraud or any other such illegal practices conducted by any responding firm. Any remedies in the firm's response, including agreement, license agreement, terms, conditions, literature, etc., that may be considered

an agreement to waive the legal rights of the citizens of Sullivan County shall be considered cause for rejection. In the County's sole judgement, failure to properly identify a conflict of interest may result in disqualification of a proposer or subsequent termination of the contract. During the performance of this contract, the contractor agrees to provide a drug free workplace.

8. **Title VI & VII of The Civil Rights Act:** It is the policy of Sullivan County Government that all its services and activities be administered in conformance with the requirements of Title VI & VII. By submission of the RFP, the responding firm certifies compliance with Title VI & Title VII of the Civil Rights of 1964, as amended, and all regulation promulgated thereof.
9. **Taxes:** Sullivan County is exempt from sales tax. Certificates of tax exemption will be provided to the selected firm, upon request.
10. **Rejection of Proposals:** Sullivan County shall reject any proposal that is determined to be nonresponsive. Sullivan County reserves the right to reject the proposal of any Proposer who previously failed to perform adequately for Sullivan County or any other governmental agency. Sullivan County reserves the right to cancel the RFP, reject proposals or any portion thereof at any time prior to an award.
11. **Mistake in Proposals:** Proposers have the right to request withdrawal of their proposals from consideration due to error by giving notice not later than forty-eight (48) hours after proposals are opened.
12. **Addenda:** If any offeror has questions regarding the scope or other solicitation documents, the offeror shall contact Kristinia Davis via e-mail at Kris.davis@sullivancountyttn.gov no later than five (5) working days before the due date. Any revision to the solicitation will be made only by a written addendum issued by the Purchasing Department. In no case will verbal communication override written communications or documentation. Responses to the questions will be posted and can be located through the following link:
<https://vrapp.vendorregistry.com/Bids/View/BidsListy?BuyerID=37b55d57-2b40-462f-bd8e-5b80ab095ddd>
13. **Disclosure:** RFP proposals will not be publicly opened; only the names of the responding firms will be publicly announced and recorded by the Sullivan County Purchasing Agent. RFP submittals will become the property of Sullivan County and will remain confidential until the selection processes have been concluded. During the selection processes, Sullivan County shall hold the contents of all correspondence, agenda, memoranda, discussions or any other medium which could disclose any aspect of the firm's proficiency in strict confidence, sharing only with the panel responsible for evaluating the proposals. Upon conclusion of the selection process, all documents pertinent to the RFP submittals will constitute public records and will be subject to public inspection under Tennessee law.
14. **Proposal:** One (1) original and three (3) exact copies are due no later than the date indicated as the closing date and time of this RFP.

15. **Waiving of Informalities:** Sullivan County reserves the right to waive minor informalities or technicalities in the proposal when it is in the best interest of Sullivan County.
16. **Related Costs:** Sullivan County is not responsible for any costs incurred by any vendor pursuant to the Request for Proposal. The proposer shall be responsible for all costs incurred in connection with the preparation and submission of its proposal.
17. **Related Experience:** Proposal should address your overall capabilities to lead the “Baby and Me Tobacco Free Program Advertising Campaign” process. Resumes of the individuals, who will perform the work outlined in this proposal, including their capabilities and experience conducting similar work, should be included.
18. **Research Capability:** Proposal should address, in detail, their ability to gather and to effectively utilize research to assist the campaign. Each proposer should submit a list of any tasks that will be subcontracted and a list of the subcontracting firms. The ideal firm will be able to either perform these tasks in-house or operate as the lead contractor and subcontract the individual work items and create a final, comprehensive work product. Sullivan County reserves the right to approve any sub-contractor of the lead contracting firm’s team.
19. **Client References:** Each proposer should provide three (3) professional references for similar work that has been performed by your firm including the names, addresses, titles and telephone numbers of the person most familiar with the work.
20. **Professional Liability Insurance:** The selected firm will be required to maintain Professional Liability Insurance, at its cost and expense for the duration of the awarded contract. The insurance required under the contract shall not be cancelled or materially changed unless the selected firm provides at least thirty (30) days prior written notice to the Sullivan County Purchasing Agent.

Each responding firm must provide information on the Professional Liability Insurance carried by your firm.

21. **Scope of Work:** The campaign will be developed and executed in 2020.

Deliverables to include:

- Producing video, audio, and print materials advertising the Baby and Me Tobacco Free program. Coordinate ad placement with advertising vendors.
- Materials include television media, web media, radio media, movie theater ads, newspaper and magazine ads, billboards, posters, postcards, social media messages, materials for healthcare providers, and signage for advertising within the Health Department.
- Coordinate media placement with local providers.

22. **Evaluation and Award Criteria:** Proposals shall be evaluated by a Sullivan County Health Department committee using the following criteria:

22.1 **Experience:** Specific qualifications relative to the Scope of Work and Deliverables as described. Points Assigned: 40

22.2 **Management/Project Team:** Expertise, experience and qualifications of the firm's personnel in providing the services as described in this RFP. Points Assigned: 30

References: Favorable past performance for similar projects. Points Assigned: 20

22.3 **Proposed Fee:** The Offeror shall submit proposal fee as a firm fixed fee.
Points Assigned: 10

23. **Award of Contract:** Selection shall be made to the Proposer deemed to be fully qualified and best suited among those submitting proposals based on the evaluation factors identified above. Costs shall be considered but need not be the sole determining factor. The award shall be in the form of a firm fixed price contract. However, no work is to begin, nor is Sullivan County liable for any costs whatsoever, until a contract and/or purchase order has been duly signed by the appropriate parties.

Request for Proposal

RFP #11720281(KD)

RE:

Baby and Me Tobacco Free Program Advertising Campaign

Pricing Information

Total Price: \$_____ (Price in Numbers)

_____ (Price in Words)

Signature of Authorized Official

Name and Title (Printed)

Legal Name of Business

Physical Address

Mailing Address

Telephone Number

Fax Number

Email

Date

NON-COLLUSION AFFIDAVIT

State of _____

County of _____

_____, being first duly sworn, deposes and says that:

- (1) He/She is the _____ of _____, the firm that has submitted the attached Proposal;
- (2) He/She is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal;
- (3) Such Proposal is genuine and is not a collusive or sham Proposal;
- (4) Neither the said firm nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived or agreed, directly or indirectly, with any other vendor, firm or person to submit collusive or sham proposal in connection with the contract or agreement for which the attached Proposal has been submitted or to refrain from making a proposal in connection with such contract or agreement, or collusion or communication or conference with any other firm, or , to fix any overhead, profit, or cost element of the proposal price or the proposal price of any other firm, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against Sullivan County or any person interested in the proposed contract or agreement; and
- (5) The proposal of service outlined in the Proposal is fair and proper and is not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the firm or any of its agents, representatives, owners, employees, or parties including this affiant.

Signed: _____

Title: _____

Subscribed and sworn to before me this _____ day of _____, 20____,

_____, Notary Public

My Commission expires: _____

IRAN DIVESTMENT ACT AFFIDAVIT

As per Tennessee Code Annotated, Title 12, and effective July 1, 2016:

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to §12-12-106.

Signature

Date