

Florida Division of Emergency Management
RFP-DEM-15-16-018
Get A Plan Sports Marketing Campaign
Questions and Answers

1. **Is it acceptable to bid only the internet advertising 82101603 portion of the bid and nothing else? I have targeted programmatic digital solutions for mobile, desktop and video that can be placed statewide with third party verification. Is that an acceptable solution or does everything for the bid have to be site specific?**

The Division will not comment on what is or is not an acceptable solution to the procurement need identified in the Request for Proposals (“RFP”). Each proposal represents a particular vendor’s solution to that procurement need; and, each proposal must submit to the crucible of competition where it will be evaluated based its ability to satisfy that need.

The Division will evaluate the proposals and award a contract or contracts to the responsible and responsive vendor(s) whose proposal(s) is/are determined to be the most advantageous to the State, taking into consideration the price and the other criteria set forth in the RFP. In making its award determination(s), the Division will conduct a comparative assessment of each proposal against selection criteria identified in the RFP. In other words, the Division will examine technical excellence and cost in order to determine which proposal(s) provide the best value to the State.

The Division is seeking vendors to provide services as outlined in the Scope of Work (pages 21-24) for sports marketing. Proposals should include online assets and social media accounts for specific Florida based sports programs (teams or events). Points will be awarded based on the deliverables as outlined in the Scope of Work, under the Technical Proposal. A minimum score of 60 points under Technical Proposal is required to be considered. (page17)

2. **Can you share any information related to the budget for this project? Specifically, we would like to know if there is money allocated for an agency management in addition to the money required to engage with a sports team/event.**

Proposals should include all expenses related to contract performance; no separate funds are available for “agency management.”

As stated above in the answer to question #1, each proposal represents a particular vendor’s solution to the procurement need identified in the RFP; and, each proposal must submit to the crucible of competition where it will be evaluated based its ability to satisfy that need.

3. **Regarding the proposal itself, can the hard copy of our presentation be in our standard form with pictures, text, etc?**

Proposals shall be submitted in the format as outlined in Section 29 and within the page limits as outlined in the Technical Proposal in Section 27.

4. **Is there a budget range that we should keep our proposal within?**

See Addendum #2 for clarification on budget information.

5. **Should I structure this as a one year agreement or multi-years?**

Proposals should be for one year, but should include prices for all renewal years. Due to the timing of the RFP, vendors should submit proposals for Year One, which shall last from the date of contract execution through June 30, 2016. The contract may be renewed for up to three years based on available funding. Proposals for additional years will be written for: Renewal Year One, lasting from July 1, 2016 through June 30, 2017; Renewal Year Two, spanning July 1, 2017 through June 30, 2018; and, Renewal Year Three, lasting from July 1, 2018 through June 30, 2019.

6. **Our calendar goes from January-December. Would we be able to supply the deliverable from August 2015- December 2015?**

Due to the timing of the RFP, vendors should submit proposals for Year One, which shall last from the date of contract execution through June 30, 2016. The Division recognizes that deliverables for sports teams are associated with particular seasons and therefore the deliverables may have a gap in time.

The contracts issued for this project may be renewed for up to three years based upon: satisfactory performance; and, available funding. Proposals for additional years will be written for: Renewal Year One, lasting from July 1, 2016 through June 30, 2017; Renewal Year Two, spanning July 1, 2017 through June 30, 2018; and, Renewal Year Three, lasting from July 1, 2018 through June 30, 2019.

7. **We have a complete proposal for Florida Division on Emergency Management, with full detail of the deliverable and investment cost. Would I still need to fill out Exhibit C with each asset that we are offering FDEM?**

Yes. No information submitted previously will be considered for this RFP.

8. **Is there an incumbent agency on this project?** No.

9. **Is there a media agency engaged with any portion of this project (i.e., Get A Plan)? If so, what is the name of the agency and how long has the agency held the contract?**

The Division does not work with a media agency, marketing or advertising firm. All creative is developed in house by Division staff.

10. **On page 4, #7 of the solicitation, it is stated that, “The Division intends to make multiple awards off of this procurement to the responsive and responsible Proposers whose proposals are determined to be the most advantageous to the Division.” Does this mean that the Division is seeking a pool of agencies best suited for various elements of the work and that several agencies may be awarded?**

As clarified in the Addendum to the RFP, the Division may award multiple contracts as a result of this competitive solicitation. However, an individual sports team may only be associated with one particular contract.

For the purposes of the RFP, a speedway constitutes a single, sports team. Hence, the Daytona International Speedway may qualify as a single, sports “team”; likewise, the Homestead-Miami Speedway may qualify.

Additionally, an organization or entity that represents a collection of minor league teams may qualify as a single, sports team.

As an additional example, only one vendor can receive an award for sports marketing contract associated the Miami Dolphins. But, that same vendor (or a different vendor) can receive a separate award for sports marketing contract associated with the University of Miami football program. Likewise, that same vendor (or a different vendor) can receive a separate award for sports marketing contract associated with the Miami Heat, the Miami Marlins, and/or the Florida Panthers.

11. **Was the desire/need for a Sports Marketing campaign inspired by the DEM or a partner agency?**

FDEM External Affairs team determines campaign goals.

12. **What is the budget or budget range for this project?**

The Division chooses not to disclose the budget for this project.

13. **What was spent on this project last year or in previous years?**

Previous years the Division focused on two programs – IMG College Network (FSU Seminoles and UF Gators) and the Miami Dolphins. The Division spent \$180,000 total on the two campaigns for deliverables similar to those outlined in the Request for Proposal.

14. How much was spent to promote the Get a Plan initiative via paid media channels last year?

The Division does not pay for media. PSAs are distributed through statewide non-profit organizations through the non-commercial sustaining announcement program and the FOAA public service program. During FY 14-15 \$600,000

15. Please clarify what is meant by the following statement on page 22 Section 4)a): “Proposals should include vendor specific radio/television stations that can be secured to provide campaign message. A list of stations should be included in the proposal.” Is this meant to be a list with which the vendor has media relationships in order to secure earned media coverage of the program and specific campaign?

The Division has contracts with non-profit organizations to distribute PSAs on radio, television and through billboards. The Request for Proposal is seeking vendors that can provide assets on radio, television or print to promote the Get a Plan campaign message specifically with sports teams and/or events. During the 2012, 2013, and 2014 football seasons the Division worked with IMG College Network (FSU Seminoles and UF Gators) and the Miami Dolphins to promote the Get a Plan campaign through radio interviews with FDEM Director in support of National Preparedness Month (September) and for pre-game radio coverage, play-by-play recognition, post-game radio coverage, and weekly radio shows. The Scope of Work Tasks and Deliverable 4 (a) is requesting proposals from vendors to provide these types of assets for Florida sports teams and/or events. The radio network list should be included in the vendor submission.

16. How many outreach events were sponsored last year?

The Division participated in seven outreach events tied to sports teams. The Division does not sponsor events, the outreach events were part of the contract through IMG College Network (FSU Seminoles and UF Gators)

17. Do you expect or desire the same, fewer, or more outreach events as a result of this project?

The Division would like to expand the number of sports teams and/or events to promote the Get a Plan message.

18. Will the selected agency be responsible for negotiating with and contracting with each outreach event for sponsorship?

Yes, Vendors should have access to the assets for the sports teams as outlined in the Technical Proposal, Scope of Work (pages 21-24) including online assets, traditional media, social media accounts, and opportunities for outreach events.

19. Will the selected agency be responsible for staffing each outreach event?

No, Division employees will staff events.

20. What was the budget for outreach event sponsorships last year?

\$0.00; The Division does not pay to sponsor an event, the outreach events were part of the contract through IMG College Network (FSU Seminoles and UF Gators).

21. Should all of the outreach events proposed be sports focused, or are community events supported by campaign assets (i.e., sports spokespersons/celebrities) also acceptable?

The Division is seeking outreach events related to sports teams or sporting events. The Division does not work with specific spokespeople. Community events would be considered if direct correlation with the sports team.

22. Have sports teams and/or athletes been contracted with to date?

The Division contracted previously with IMG College Network for FSU Seminoles and UF Gators and Miami Dolphins for the 2012, 2013, and 2014 football seasons.

23. How many sports teams and/or athletes does the agency hope to contract with?

The Division desires to contract with as many sports teams / sporting events as possible over the course of a year.

24. Are “assets” meant to be the creative content provided by the Division referred to on page 22, number 3) of the solicitation?

The Division is not seeking vendors to provide creative. All creative content is handled in-house. Assets are those outlined in the Tasks and Deliverables Section 4 (a-h) on the Scope of Work (pages 21-24).

25. Who developed the creative content referred to on page 22, number 3) of the solicitation?

The Division handles all creative for the campaign through in-house resources.

26. **Please define what is requested in terms of “Assets.” As noted in question immediately above, DEM is stating that creative content will be provided, yet in the Tasks and Deliverables outlined starting on page 22, “Traditional Media Assets to Promote Get A Plan Campaign” and throughout the Tasks and Deliverables section are listed as requirements.**

Assets as outlined in the Tasks and Deliverables (a-h) are traditional media (radio, television, or print), outreach events, promotion to a large live audience, online assets (banner advertisement or logo promotion), and social media accounts. All assets should be focused on sports teams and/or events.

27. **Please clarify what is meant by “Promotion through Online Assets.” Is the Division seeking online properties owned and managed by the prospective vendor?**

Yes, the Division is seeking proposals from vendors that can provide direct access to established sports brands to promote the established “Get a Plan” message. Proposals should outline online assets vendors have direct control to promote the message.

28. **Is social media only applicable to a Level Two activation of the State Emergency Operations center?**

Yes, this Division is seeking vendors that can provide access to social media accounts for established sports teams to amplify official message during a disaster. The Division is seeking proposals for vendors with access to official social media accounts for established sports teams and/or sporting events.

29. **What's the total advertising spend budget?**

The Division does not have a budget for advertising. Vendors should submit Proposals as all-inclusive for the Tasks and Deliverables as outlined in the Scope of Work (pages 21-24).

30. **Is this budget broken down by media outlet platform? (Ex. radio, TV, print, social media & etc)**

No, vendors should submit Proposals as all-inclusive for the Tasks and Deliverables as outlined in the Scope of Work (pages 21-24).

31. **Does the budget include agency's commission?**

Vendors should submit Proposals as all-inclusive for the Tasks and Deliverables as outlined in the Scope of Work (pages 21-24).

32. Are you willing to contract with multiple providers?

The Division may award multiple contracts to vendors with the minimum score as outlined in the Technical Proposal (page 16-17) and Price Proposal.

33. Is there an incumbent agency who has worked on this project or others similar within the agency? If so can you provide agency name?

The Division has not previously worked with an Agency on this project. Previous projects have been direct contract with the sports teams (IMG College Network and Miami Dolphins).

34. What's the projects total budget?

See Addendum #2 for clarification on budget information.

35. Will there be opportunities as a result of this procurement to advise the Division on new social media content and strategies related to Get A Plan initiative?

The Division is not seeking proposals for social media, creative or advertising services.

36. Has the Department implemented any paid social media activities in the past? Is there a budget for paid/promoted posts for this work or historically?

The Division does not pay for social media activities. The social media deliverable as outlined is related specifically to access during disasters. The Division is seeking vendors that can provide access to established social media accounts to amplify official messaging during disasters.

37. Will the selected vendor have the opportunity to advise the FDEM and Division on social media best practices in order to further the Division's goal of increasing its social media presence?

The Division is not seeking proposals from vendors for social media services. The Division is looking for established brands to amplify official messaging during a disaster. Due to the nature of emergency management, the Division recognizes the limitations of increasing social media followers through Division official accounts. The Scope of Work outlines the desire to identify established sports brands that will amplify the official message during a disaster. Proposals should include a list of social media accounts the vendor has access to distribute official Division messaging during an activation of the State Emergency Operations Center.