

**NORTHCARE NETWORK  
FY2024  
REQUEST FOR PROPOSAL  
GAMBLING DISORDER AWARENESS CAMPAIGN**

<b>ISSUED BY:</b>	NorthCare Network 1230 Wilson Street Marquette, MI 49855
<b>PROJECT TITLE:</b>	Request for Proposal (RFP) Gambling Disorder Awareness Media Campaign
<b>RFP ISSUE DATE:</b>	April 15 <sup>th</sup> , 2024
<b>RFP DUE DATE:</b>	<b>May 10, 2024 by 5:00 pm EST</b> Late submissions will not be accepted.
<b>QUESTIONS:</b>	preventionservices@northcarenetwork.org
<b>SUBMIT TO:</b>	preventionservices@northcarenetwork.org

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**PART I - GENERAL INFORMATION FOR THE CONTRACTOR**

**1. PURPOSE**

This Request for Proposal (RFP) represents NorthCare Network's intent to solicit interest from potential contract service providers for a media campaign for Gambling Disorder Awareness. NorthCare Network is issuing this request for the sole purpose of determining the interest and media campaign capabilities of vendors to provide a media campaign for the residents of our 15 counties. This RFP should NOT be viewed as a commitment to further pursue contractual arrangements with potential providers responding to this solicitation.

**2. ISSUING OFFICE**

Through a contract with the Michigan Department of Health and Human Service (MDHHS) for these grant services are issued by NorthCare Network. Funding for projects is dependent upon funding and approval from MDHHS.

**3. CONTRACT PERIOD**

The contract period for this RFP is October 1, 2023 through September 30, 2024.

**4. PURPOSE:**

Increase awareness of risks associated with Gambling and promote resources available for problem Gambling. Resources include the Gambling Hotline from Michigan Department of Health and Human Services (MDHHS). NorthCare Network seeks proposals for a media campaign. Media may include all forms of media (social media, radio, television, etc.). Proposals should include what will be provided (media platforms and the amount of 'posting' but does not have to be specific creative content for the proposal), timeframe and budget. Creative content will be required to be signed off on prior to dissemination.

**6. REPORTING REQUIREMENTS**

The selected agencies/programs will be required to supply statistical and financial data on the forms developed by NorthCare Network as scheduled. The media organization that is awarded this contract will be required to provide quarterly reports to NorthCare Network which identifies specific activities that have been conducted as proposed in this RFP. Reports will vary based on the services to be provided. All efforts will be made to have reporting documentation available at the time of award. Final report requirements are dependent upon MDHHS reporting requirements.

**7. INFORMATION**

- A. Proposals shall be prepared simply, economically, and according to the format established.
- B. News releases pertaining to the RFP will not be made without prior NorthCare Network approval.
- C. Response to the RFP does not guarantee grant approval. Final Grant awards are based on the NorthCare Governing Board approval.

**8. INDEPENDENT PRICE DETERMINATION**

By submission of a proposal, the organization certifies and in the case of joint proposal, each party certifies that the prices proposed have been arrived at independently, without

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consultation, communication, or agreement, for the purpose of restricting competition. The individual signing the proposal certifies that he/she is the person responsible or authorized by the organization to set costs being offered.

**9. PROPOSALS**

Proposals must be submitted **electronically**. The proposal will remain valid for at least ninety (90) days. Acceptable submissions will include best effort projections of monthly impact, by platform, and the anticipated numbers of impressions or ads run, monthly budget, and the portion/amount of the total campaign budget each platform will cost.

**Submission must be sent by the deadline to:**

preventionservices@northcarenetwork.org

**10. ACCEPTANCE OF PROPOSAL CONTENT**

The contents of the proposal of the successful organization may become contractual obligations if a contract ensues. Failure of the successful organization to accept these obligations may result in cancellation of the award.

**11. NEGOTIATIONS**

Negotiations may be undertaken with potential contractors whose proposals prove them to be qualified, responsible and capable of performing the work. NorthCare reserves the right to consider proposals or negotiate modifications including indirect rates at any time before the award is made and reserves the right to reject any and all proposals received as a result of this RFI. This RFI is made for information and planning purposes only.

**12. REVISIONS**

In the event it becomes necessary to revise any part of this RFP, addenda will be provided to all potential contractors who received the basic RFP.

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PART II - RFP REQUIREMENTS**

**1. COVER SHEET FOR PROPOSAL**

Please complete all sections of this form.

**2. PLAN**

The plan must include items below.

- A. Demographic information of the organization and campaign team
- B. Samples of Prior Work
- C. Identifies target populations.
  - The target population includes residents in the fifteen counties of the Upper Peninsula of Michigan focusing on young adults. The counties include: Alger, Baraga, Chippewa, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Mackinac, Marquette, Menominee, Ontonagon, and Schoolcraft.
- D. Specifically mentions media platforms (targeted display ads, streaming/radio/connected TV, Facebook, Instagram, TikTok, etc.)
  - Identifies projected impressions, or other applicable measurable impacts of, for each media platform.
- E. Confirmation that all 15 NorthCare Network counties will be impacted.
- F. Specifically identifies each phase of campaign with timeline if successful (submission of creative edits, resubmission of final edits to NorthCare Network, launch of campaign, etc.)
- G. Identifies how NorthCare Network will be able to obtain campaign data (example of reporting dashboard if applicable)
- H. Proposed Budget
- I. Inclusion for Gambling Hotline for MDHHS

**3. FUNDING**

MDHHS communications reflect a final anticipated amount of \$93,463, for FY2024's Gambling Awareness Campaign. Submissions should be based upon this amount: as such, Agreements for this award will reflect 'the lesser of \$93,463, or the final MDHHS approved funding amount.'

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**PART III - CRITERIA FOR SELECTION**

**1. REVIEW**

All proposals received will be reviewed in detail by the issuing office for the purpose of selecting organizations. All components of the NorthCare Procurement Process will be followed.

**2. REQUIRED COMPONENTS**

A – 1 Proposal Cover Sheet

**3. SCORING TEMPLATE**

The Scoring template used by Northcare Network evaluation team is included for your information.

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 PROPOSAL COVER SHEET**

Media Organization Name:			
Address:		Telephone:	
Name, Title of Contact for Information Regarding this Proposal:			
Contact Email:		Contact Telephone:	
Name of Authorized Expeditor:			