

Request for Proposals for FY24 Funding *Tri-County Take Down Tobacco*

The Somerset County Health Department is taking the lead in soliciting proposals from advertising companies to assist with a tri-county *Take Down Tobacco* media campaign. The chosen advertising agency would be responsible for producing, scripting and airing a youth focused anti-tobacco commercial. The commercial should air 4/1/24 - 5/31/24 across multiple platforms (radio, TV, social media). The campaign will address each county health department's goal of raising awareness on the problem of tobacco use in their community and encouraging youth to reject the tobacco industry's deceptive marketing.

BACKGROUND

The *Take Down Tobacco* initiative is a national campaign of activism, beginning April 1, 2024, that empowers youth to stand out, speak up and seize control against “Big Tobacco.” The initiative not only empowers students to say no to tobacco and e-cigarettes but also gives them the tools to become a tobacco-free generation.

GENERAL INFORMATION

Funding up to **\$9,000** will be available for this campaign. **Proposals must be submitted to Abigail Lagonigro at Somerset County Health Department via email at abigail.lagonigro1@maryland.gov**. Questions related to this application are permissible by email. All proposals must be received by **February 9th, 2024**. Late proposals will not be accepted.

This is a tri-county campaign between Somerset, Wicomico and Worcester County Health Departments. As such, a contract will need to be created for each individual agency.

The campaign must be completed and funds spent by **May 31st, 2024**, to allow adequate time for completion of activity and budget reports.

Applications will be competitive and only those proposals that best align with this initiative will be awarded.

Awards will be announced in mid February.

INSTRUCTIONS

Please submit a proposal of no more than 1 page that includes:

1. **Summary of Proposal.** Describe the proposed campaign.
2. **Quote of Services.** Please provide a formal quote summarizing the total cost and expenses of the campaign.

SPECIAL CONSIDERATIONS

1. The vendor selected will work with select counties to identify youth that will serve as talent in the campaign video.
2. The vendor selected will be required to submit an analytic report after completion of campaign. The analytic report should include any pertinent information related to the total number of spots, views/impressions and people reached.
3. Funding will be reimbursed to awardees. All receipts of expenditures will be required for **full reimbursement**. Please provide the following as you spend down funds: **receipts, an invoice for the amount to be reimbursed, and a cover letter on letterhead with directions for reimbursement.**
4. The vendor agrees to provide each agency with the rights to any videos produced as a result of this campaign.
5. The vendor will meet with program staff to sign award documents and discuss campaign implementation.