



Media Buy for Missouri Safe and Sober

Request for Proposal

RFP Issuing Office:

Safe and Sober, Inc.
dba Missouri Safe and Sober
Kurt Larson, Founder and CEO
3331 E. Ridgeview St
Springfield, MO 65804

RFP Administered By:

Silk Tie Communications
c/o Matt Price
2029 W Woodland
Springfield, MO 65807
Matt@SilkTieCommunications.com
417-844-1344

December 2, 2014

Introduction

Missouri Safe and Sober, is performing a search for a media buyer who can provide statewide television access in order to promote the **Missouri Safe and Sober** program, an underage drinking prevention program targeting parents and students. The program was established in 2004 by Kurt Larson of Larson Law Firm and is located at 3331 E Ridgeview, Springfield, MO 65804.

The purpose of this program is to increase awareness of underage drinking in our communities, educate parents and students about the myriad of negative consequences associated with underage alcohol use, and create a positive peer pressure environment to empower youth to choose not to drink until the age of 21. More information can be found at www.missourisafeandsober.com.

This RFP is administered by Silk Tie Communications, a partner company with Missouri Safe and Sober. Silk Tie is not participating in the RFP, but will be the primary point of contact for questions regarding the RFP. Contact information for Silk Tie is included in this document.

Objectives

The goals of the Safe and Sober television media buy are to:

1. Directly target parents of high school students with a message to “talk with your teen”
 - a. Call to action includes sending parents to our website at www.safeandsoberparents.com
2. Increase awareness of the underage drinking issue
3. Increase awareness of the Safe and Sober program statewide

Requirements

Safe and Sober will provide a :30 PSA to run **Jan 18, 2015** through **May 2, 2015**. With a total budget not to exceed **\$100,000**, our needs are the following:

1. Maximum reach to our Statewide Target Demographic of:
Parents of High School age Students, male and female age 35-55 years old, in all Missouri viewing areas, with emphasis placed on markets with Safe and Sober school participation(see addendum for school list).
2. Maximize available funds to attain lowest price per point by:
 - a. Purchasing ad space in highly rated programming among target audience.
 - b. Value-added opportunities such as, bonus/matching spots, website banner ads, etc.
3. Spots should receive horizontal and vertical rotation
 - a. Rotation can be determined by the respondent and justified in Response

- b. Safe and Sober will provide the :30 spot and will be responsible for distribution to the stations. Any shipping and duplication costs incurred due to distribution of the provided spot will be the responsibility of Safe and Sober
 - c. Respondent **MUST** include the proper file format and delivery method required for spots
4. **Safe and Sober must approve the plan prior to implementation**

Response to Include

Safe and Sober requests responders provide a Media Strategy/ Schedule and detail what reach to our target audience can be attained by the responder with the budget amount provided, during the indicated campaign time frame. In your response please include for the defined demographics:

1. Flight Dates
2. Stations
 - a. # of Paid :30 spots
 - b. # of bonus :30 spots
 - c. # of other bonus spots
 - d. Total spots
 - e. Frequency
 - f. Target Rating Points
 - g. Cost per Point
 - h. Reach % overall and per market
 - i. Total market reach potential (# of households/individuals reached by that TV medium)
3. Value-added opportunities
4. Overall reach of the plan/schedule for the statewide campaign

Evaluation

Respondents will be evaluated on Target Market reach and maximization of project dollars. Respondents will also be evaluated on their potential ability to perform successfully under the terms and conditions of the Request. Consideration shall be given to matters such as geographic location of the agency, contractor integrity, record of past performance, past history with the program or similar programs, financial and technical resources or accessibility to necessary resources.

Disclaimer

Safe and Sober would like to encourage small businesses, minority-owned and women-owned businesses to respond to this Request.

Responders are solely responsible for expenses associated with responding to this RFP.

Questions

Any question regarding this Request may be sent via email to matt@silkcommunications.com. The deadline for submitting questions is December 19, 2014.

Responses to the RFP

Responses are due no later than 12 p.m. (noon) on Tuesday, December 23, 2014. Responses are due via email to matt@silkcommunications.com . The subject line should identify that the email is an RFP submission for Missouri Safe and Sober. All respondents to the RFP will be notified of the award on or before December 31 at 5 p.m.

Addendum

2015 Participating Schools by City

A highlighted city name indicates that more than one school has registered within that city.

Adrian
Alton
Anderson
Annapolis
Appleton City
Ash Grove
Aurora
Ava
Barnard
Belle
Bel-Nor
Belton
Billings
Bismarck
Blackwell
Blue Eye
Blue Springs
Bolivar
Bonne Terre
Boonville
Bosworth
Bradleyville
Branson
Brashear
Braymer
Breckenridge
Bronaugh
Brookfield
Broseley
Brunswick
Buffalo
Bunker
Burlington Jct.
Butler
Cabool
Cairo
Caledonia
California
Camdenton
Carrollton
Cassville

Centerview
Centralia
Chadwick
Chaffee
Charleston
Chilhowee
Chillicothe
Clarkton
Clayton
Clever
Climax Springs
Columbia
Columbia
Conception Junction
Concordia
Crane
Creighton
Crocker
Crystal City
Cuba
Dadeville
Deepwater
DeSoto
Dexter
Diamond
Dixon
Doniphan
East Prairie
El Dorado Springs
Eldon
Ellington
Ellsinore
Elsberry
Essex
Everton
Excelsior Springs
Exeter
Fair Grove

Fair Play
Fairfax
Farmington
Faucett
Fayette
Festus
Florissant
Fordland
Forsyth
Fredericktown
Fulton
Gainesville
Galena
Glasgow
Golden City
Granby
Grandview
Greenfield
Greenville
Hale
Halfway
Hamilton
Hardin
Harrisburg
Hartville
Herculaneum
Hermitage
Holcomb
Hollister
Hughesville
Humansville
Hume
Hurley
Iberia
Imperial
Independence
Ironton
Jackson
Jameson
Jamestown
Jasper

Jefferson City
Joplin
Kahoka
Kansas City
Kearney
Kennett
Kingdom City
Knob Noster
Koshkonong
La Monte
Laddonia
Lamar
Laquey
Lebanon
Lee's Summit
Lesterville
Lewistown
Liberty
Linn
Lockwood
Macks Creek
Malden
Malta Bend
Mansfield
Marionville
Marquand
Marshfield
Maryville
Memphis
Morrisville
Mound City
Mountain View
Mt. Vernon
Myrtle
New Franklin
New Haven
New Madrid
Newburg
Nixa
Norborne
North Kansas City
Norwood

Novinger
Oak Ridge
Odessa
O'Fallon
Oregon
Osage Beach
Osceola
Otterville
Owensville
Ozark
Pacific
Park Hills
Patton
Peculiar
Perryville
Philadelphia
Piedmont
Pilot Grove
Plato
Pleasant Hope
Polo
Poplar Bluff
Prairie Home
Purdy
Reeds Spring
Richland
Risco
Rogersville
Rolla
Salem
Sarcoxi
Savannah
Scott City
Seneca
Seymour
Shelbina
Sheldon
Sikeston
Silex
Smithton
Smithville
Sparta
Springfield
St Elizabeth

St. Charles
St. Louis
St. Peters
Ste Genevieve
Steelville
Stewartsville
Stockton
Stoutland
Strafford
Sullivan
Summersville
Sweet Springs
Thayer
Town and Country
Trenton
Troy
Tuscumbia
Union Star
Unionville
University City
Urbana
Van Buren
Vandalia
Verona
Versailles
Vienna
Walnut Grove
Washburn
Washington
Weaubleau
Webster Groves
Wellington
Wellsville
West Plains
Weston
Westphalia
Wheatland
Willard
Willow Springs

2015 Participating Schools by Zip Code

A highlighted zip code indicates that more than one school has registered within that area.

63019
63020
63028
63034
63048
63052
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63080
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63103
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63110
63114
63119
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94127

Map of 2015 Participating Schools

