



Media Buy for Missouri Safe and Sober

Request for Proposal

RFP Issuing Office:

Safe and Sober, Inc.
dba Missouri Safe and Sober

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RFP Administered By:

Safe and Sober, Inc.

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417-720-4644

December 1, 2016

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 communities we serve, 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 Missouri Safe and Sober. Angela Garrison of Missouri Safe and Sober will be the primary point of contact for questions regarding the RFP. Contact information for Angela 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
 - 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 16, 2017** through **May 5, 2017**. 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). Utilizing broadcast media is not required, but due to the rural nature of many of our schools, broadcast exposure is encouraged.
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 to the various stations
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. GRP and/or TRP
 - 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 angela@missourisafeandsober.com . The deadline for submitting questions is December 19, 2015 at 5:00 pm.

Responses to the RFP

Responses are due no later than 12 p.m. (noon) on Friday, December 23, 2016. Responses are due via email to angela@missourisafeandsober.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 January 3, 2017 at 5 p.m.

Addendum

2017 Registered High Schools as of 11/30/2016 by City

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

Adrian	Cassville	Florissant
Advance	Cedar Hill	Fordland
Alma	Centralia	Forsyth
Alton	Chadwick	Gallatin
Anderson	Chaffee	Glasgow
Annapolis	Chilhowee	Golden City
Archie	Chillicothe	Graham
Arnold	Clarkton	Grandview
Ash Grove	Cleveland	Grant City
Ava	Clever	Greenville
Bakersfield	Climax	Hale
Barnard	Springs	Halfway
Belle	Clinton	Hallsville
Benton	Cole Camp	Hardin
Billings	Columbia	Harrisonville
Bismarck	Concordia	Hartville
Bloomfield	Craig	Hermann
Blue Eye	Crane	Hermitage
Blue Springs	Creighton	Higginsville
Bolivar	Crocker	Holcomb
Bonne Terre	Crocker	Holden
Bosworth	Crystal City	Hollister
Bourbon	Dadeville	Hughesville
Bowling	Deepwater	Humansville
Green	Dekalb	Huntsville
Bradleyville	Doniphan	Hurley
Branson	Drexel	Iberia
Brashear	East Prairie	Imperial
Bronaugh	Edina	Independence
Broseley	El Dorado	Ironton
Bucklin	Springs	Jackson
Buffalo	Ellsinore	Jameson
Burlington	Essex	Jamestown
Junction	Everton	Jasper
Butler	Excelsior	Jefferson City
Cabool	Springs	Kahoka
Cadet	Exeter	Kansas City
Cairo	Fair Grove	Kearney
Caledonia	Fair Play	Kennett
Campbell	Farmington	Keytesville
Cape	Fayette	Kingdom City
Girardeau	Festus	Knob Noster

Koshkonong
La Monte
La Plata
Lake Saint
Louis
Lamar
Laquey
Lathrop
Lebanon
Lee's Summit
Lemay
Lesterville
Lewistown
Licking
Linn
Lockwood
Louisiana
Ludlow
Macks Creek
Macon
Madison
Malta Bend
Marble Hill
Marceline
Memphis
Mercer
Mexico
Montgomery
City
Mound City
Mountain
View
Mt. Vernon
New Madrid
Nixa
Noel
Norborne
Oak Ridge
Odessa
O'fallon
Oran
Oregon
Osage Beach

Osborn
Osceola
Otterville
Ozark
Pacific
Park Hills
Patton
Peculiar
Perryville
Philadelphia
Piedmont
Pilot Grove
Platte City
Plattsburg
Pleasant Hill
Pleasant
Hope
Polo
Poplar Bluff
Portageville
Potosi
Princeton
Purdy
Reeds Spring
Republic
Richland
Richmond
Risco
Rock Port
Rogersville
MO
Russellville
Saint Louis
Salem
Salisbury
Sarcoxie
Scott City
Sedalia
Senath
Shelbina
Shelbyville
Sheldon
Sikeston

Slater
Smithville
Sparta
Springfield
St Louis
St. Charles
St. Elizabeth
St. Joseph
St. Genevieve
Stockton
Stoutland
Stover
Strafford
Sullivan
Summersville
Sunset Hills
Sweet Springs
Thayer
Theodosia
Tina
Trenton
Troy
Tuscumbia
Urbana
Van Buren
Verona
Versailles
Washburn
WEAUBLEAU
Wellsville
West Plains
Westphalia
Wheaton
Willard
Windsor
Winfield
Wright City

2016 Registered High Schools as of 11/30/2016 by Zip Code

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

63010	63537	63935
63016	63549	63937
63019	63552	63944
63028	63555	63957
63052	63601	63965
63069	63620	64001
63080	63624	64012
63104	63628	64015
63108	63630	64020
63108	63631	64024
63113	63640	64035
63114	63650	64037
63118	63654	64040
63121	63662	64058
63123	63664	64060
63125	63670	64063
63125	63703	64076
63126	63730	64078
63127	63736	64079
63128	63740	64080
63131	63755	64085
63139	63764	64089
63301	63769	64108
63301	63771	64116
63334	63775	64118
63353	63780	64128
63361	63801	64131
63366	63825	64138
63367	63837	64423
63379	63845	64428
63384	63846	64437
63389	63857	64440
63390	63857	64453
63445	63873	64455
63452	63874	64456
63463	63876	64465
63468	63901	64470
63469	63932	64474
63533	63933	64477

64482	65074	65604
64506	65075	65606
64601	65078	65608
64623	65082	65609
64631	65084	65610
64640	65085	65611
64643	65101	65613
64647	65203	65614
64656	65239	65616
64658	65240	65622
64661	65248	65625
64668	65254	65629
64671	65255	65631
64673	65259	65633
64682	65261	65635
64683	65262	65646
64701	65263	65647
64720	65265	65648
64725	65276	65649
64728	65281	65652
64730	65301	65653
64733	65324	65663
64734	65325	65667
64735	65334	65668
64739	65336	65672
64740	65337	65674
64742	65339	65675
64744	65348	65682
64748	65349	65689
64755	65351	65692
64759	65360	65712
64776	65441	65714
64784	65452	65721
64831	65452	65725
64842	65486	65732
64854	65534	65737
64862	65536	65742
64874	65542	65753
65013	65548	65757
65041	65556	65761
65046	65560	65767
65051	65567	65769
65065	65571	65772

65774
65775
65781
65785
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65791

65802
65803
65807
65809

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Map of 2017 Registered High Schools as of 11/30/2016

