

REQUEST FOR PROPOSAL

by

The University of Texas at El Paso

for

**Selection of a Vendor to Provide Marketing
Services**

related to the

Development of a Marketing Plan for a Smoke Free Paso del Norte

RFP No.: 724-1204-MP

Submittal Deadline: 3:00 p.m. Mountain Standard Time on November 21, 2011

Issued: November 1, 2011

REQUEST FOR PROPOSAL

TABLE OF CONTENTS

SECTION 1: <u>INTRODUCTION</u>	1
SECTION 2: <u>NOTICE TO PROPOSER</u>	3
SECTION 3: <u>SUBMISSION OF PROPOSAL</u>	5
SECTION 4: <u>GENERAL TERMS AND CONDITIONS</u>	6
SECTION 5: <u>SPECIFICATIONS AND ADDITIONAL QUESTIONS</u>	7

Attachments:

<u>APPENDIX ONE:</u>	PROPOSAL REQUIREMENTS
<u>APPENDIX TWO:</u>	SAMPLE AGREEMENT
<u>APPENDIX THREE:</u>	CAMPUS MAP

SECTION 1

INTRODUCTION

1.1 Description of University

The University's fundamental mission is to provide quality higher education to the citizens of El Paso, west Texas, and northern Mexico. As an academic institution of the University of Texas System, the University is mandated to be an institution of the first class for the education of all qualified individuals who seek admission. The faculty and administration are committed to the transmission of knowledge through instruction of students, the advancement of knowledge through research and publication, and the application of knowledge through service. The University provides high-quality programs of study leading to bachelors, masters and doctoral degrees to a diverse population. The University is becoming increasingly known for the quality of faculty research and is committed to augmenting support for their efforts. In the area of service, the University offers diverse programs for young people; continuing education; extensive programs in art, music and drama; lectures; athletics; and numerous other services.

1.2 Background and Special Circumstances

The University of Texas at El Paso has an enrollment of more than 19,264 students in 81 degree-granting programs at the undergraduate level, 72 master's degree programs, and 14 doctoral programs. There are approximately 3,600 people employed by the University. The majority of the students commute to campus, with less than 1.5 percent of students residing in campus housing. The University is comprised of 75 buildings on a 360-acre campus. Most of the campus is contiguous. Off-campus locations are the College of Health Sciences and the Office for Institutional Advancement. Both sites are located approximately 1.5 miles from the main campus, near Downtown El Paso. There is the possibility that other facilities that are physically separate from the main campus will exist in the future.

1.3 Objective of this Request for Proposal

It is the objective of the University of Texas at El Paso to award this proposal to an exclusive qualified and experienced firm to be an Agent for the development of the University of Texas at El Paso's A Smoke Free Paso del Norte Marketing Campaign.

Through this RFP the University seeks to identify a Proposer who will assist the University of Texas at El Paso in the development and execution of a Marketing Plan, to include three phases: 1. Situational Analysis; 2. Positioning/Strategic Planning; and 3. Marketing Communications Plan. The primary goals of this plan are to reduce tobacco prevalence in the border region, decrease youth initiation of cigarette smoking, and increase use of smoking cessation services so that both adult and youth smoke less. The selected Proposer will be responsible for integrating marketing research and state of the art tobacco research findings in the development of a positioning statement and the creation of a marketing plan.

All proposals should be complete and carefully worded and should convey all of the information requested in order to be considered responsive. If the proposal fails to conform to the essential requirements of the RFP, the University will deem the submitted proposal non-responsive.

Therefore, A Smoke Free Paso del Norte and the University of Texas at El Paso reserve the right to award exclusively to one Proposer if it serves the best interest of the University. The term of this Agreement shall be one year, upon execution of contract on January 1, 2012 and ending on December 31, 2012. The University shall have the right at its option to renew the term of this Agreement for up to two (2) additional one-year periods, on the same terms and conditions stated herein. If the University desires to exercise its option to renew, then the University shall give written notice to Proposer(s) not less than sixty (60) days prior to the expiration of the primary term or the subsequent renewal term. Proposer understands there is no guaranteed commitment of funding.

1.4 Group Purchase Authority

Texas law authorizes institutions of higher education (defined by Section 61.003, *Education Code*) to use the group purchasing procurement method (ref. Sections 51.9335, 73.115, and 74.008, *Education Code*). Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer under this RFP.

SECTION 2

NOTICE TO PROPOSER

2.1 Submittal Deadline

University will accept electronic proposals submitted in response to this RFP until 3:00 p.m. Mountain Standard Time on November 21, 2011 (the “**Submittal Deadline**”).

2.2 University Contact Person

Proposers will direct all questions or concerns regarding this RFP to the following University contact (“**University Contact**”):

The University of Texas at El Paso
Purchasing & General Services
Kelly Hall 3rd Floor
500 W. University Ave.
El Paso, TX 79968-0505
Attn: Lilia De Anda, CTPM
Fax: 915-747-5932
e-mail: lideanda@utep.edu

University specifically instructs all interested parties to restrict all contact and questions regarding this RFP to written communications forwarded to University Contact. University Contact must receive all questions or concerns (email communication is preferred) **no later than 3:00 p.m. MST on November 14, 2011**. University will have a reasonable amount of time to respond to questions or concerns. It is University’s intent to respond to all appropriate questions and concerns; however, University reserves the right to decline to respond to any question or concern.

2.3 Criteria for Selection

The successful Proposer, if any, selected by University in accordance with the requirements and specifications set forth in this RFP will be the Proposer that submits a proposal in response to this RFP on or before the Submittal Deadline that is the most advantageous to University. The successful Proposer is referred to as the “**Contractor**.”

Proposer is encouraged to propose terms and conditions offering the maximum benefit to University in terms of (1) services to University, (2) total overall cost to University, and (3) project management expertise. Proposers should describe all educational, state and local government discounts, as well as any other applicable discounts that may be available to University in a contract for the Services.

An evaluation team from University will evaluate proposals. The evaluation of proposals and the selection of Contractor will be based on the information provided by Proposer in its proposal. University may give consideration to additional information if University deems such information relevant.

The criteria to be considered by University in evaluating proposals and selecting Contractor, will be those factors listed below:

2.3.1 Threshold Criteria Not Scored

- 2.3.1.1 Ability of University to comply with laws regarding Historically Underutilized Businesses; and
- 2.3.1.2 Ability of University to comply with laws regarding purchases from persons with disabilities.

2.3.2 Scored Criteria

- 2.3.2.1 the extent to which the goods or services meet the University's needs;
- 2.3.2.2 the quality of the Proposer's goods or services;
- 2.3.2.3 the cost of goods and services;
- 2.3.2.4 the reputation of the Proposer and of the Proposer's goods or services;
- 2.3.2.5 the Proposer's past relationship with the University;

2.4 Key Events Schedule

Issuance of RFP	November 1, 2011
Deadline for Questions/Concerns (ref. Section 2.2 of this RFP)	3:00 p.m. Mountain Standard Time on November 14, 2011
Submittal Deadline (ref. Section 2.1 of this RFP)	3:00 p.m. Mountain Standard Time on November 21, 2011

SECTION 3

SUBMISSION OF PROPOSAL

3.1 Proposal Validity Period

Each proposal must state that it will remain valid for University's acceptance for a minimum of one hundred twenty (120) days after the Submittal Deadline, to allow time for evaluation, selection, and any unforeseen delays.

3.2 Terms and Conditions

3.2.1 Proposer must comply with the requirements and specifications contained in this RFP, including the Sample Agreement, the Notice to Proposer (ref. **Section 2** of this RFP), Proposal Requirements (ref. **APPENDIX ONE**) and the Specifications and Additional Questions (ref. **Section 5** of this RFP). If there is a conflict among the provisions in this RFP, the provision requiring Proposer to supply the better quality or greater quantity of services will prevail, or if such conflict does not involve quality or quantity, then interpretation will be in the following order of precedence:

- 3.2.1.1. Specifications and Additional Questions (ref. **Section 5** of this RFP);
- 3.2.1.2. Sample Agreement;
- 3.2.1.3. Proposal Requirements (ref. **APPENDIX ONE**);
- 3.2.1.4. Notice to Proposers (ref. **Section 2** of this RFP).

3.3 Submittal Checklist

Proposer is instructed to complete, sign, and return the following documents as a part of its proposal. If Proposer fails to return each of the following items with its proposal, then University may reject the proposal:

- 3.3.1 Signed and Completed Execution of Offer (ref. **Section 2** of **APPENDIX ONE**)
- 3.3.2 Completed Electronic Pricing Schedule (Electronic Submittal)
- 3.3.3 Responses to Proposer's General Questionnaire (ref. **Section 3** of **APPENDIX ONE**)
- 3.3.4 Signed and Completed Addenda Checklist (ref. **Section 4** of **APPENDIX ONE**)
- 3.3.5 Responses to questions and requests for information in the Specifications and Additional Questions Section (ref. **Section 5** of this RFP)

SECTION 4

GENERAL TERMS AND CONDITIONS

The terms and conditions contained in the attached Sample Agreement or, *in the sole discretion of University*, terms and conditions substantially similar to those contained in the Agreement, will constitute and govern any agreement that results from this RFP. If Proposer takes exception to any terms or conditions set forth in the Agreement, Proposer will submit a list of the exceptions as part of its proposal in accordance with **Section 5.3.1** of this RFP. Proposer's exceptions will be reviewed by University and may result in disqualification of Proposer's proposal as non-responsive to this RFP. If Proposer's exceptions do not result in disqualification of Proposer's proposal, then University may consider Proposer's exceptions when University evaluates the Proposer's proposal.

SECTION 5

SPECIFICATIONS AND ADDITIONAL QUESTIONS

5.1 General

The minimum requirements and the specifications for the Services, as well as certain requests for information to be provided by Proposer as part of its proposal, are set forth below. As indicated in **Section 2.3** of this RFP, the successful Proposer is referred to as the “**Contractor.**”

5.2 Minimum Requirements

Each Proposal must include information that clearly indicates that Proposer meets each of the following minimum qualification requirements:

- 5.2.1 Provide creative services to develop an image and branding campaign making use of the current A Smoke Free Paso Del Norte logo.
- 5.2.2 Create print templates based on the image and branding campaign for use in appropriate media venues (e.g., outdoor advertising, print advertising and brochures).
- 5.2.3 If appropriate to the proposed media plan, provide video production for a series of broadcast commercials based on the proposed branding campaign.
- 5.2.3 Assist in the design of a comprehensive advertising and communications plan which will provide an advertising and communications strategy including all relevant border region audiences.
- 5.2.4 Proposers who submit a proposal in response to the Request for Proposal should be prepared to provide an oral presentation of their proposal to the University Evaluation Committee. This will provide an opportunity for the Proposer to clarify or elaborate on their proposal, but will in no way change their original proposal. The University Purchasing Office will schedule a time and location of any such presentations. Oral presentations may be requested from those vendors that the University feels have presented the most advantageous written proposals that meet the University's needs. There is no guarantee that an oral presentation will be requested, therefore, proposals should be completed as presented.

5.3 Additional Questions Specific to this RFP

Proposer must submit the following information as part of Proposer's proposal:

- 5.3.1 If Proposer takes exception to any terms or conditions set forth in the Sample Agreement, Proposer will submit a list of the exceptions.

5.4 Scope of Work

Contractor will provide the following services to University:

5.4.1 The major audiences that A Smoke Free Paso Del Norte and the University of Texas at El Paso interact with include:

The primary major audiences include:

5.4.5.1 General El Paso and neighboring communities

5.4.5.2 Ciudad Juarez community

5.4.5.3 Southern New Mexico community

The secondary audiences include:

5.4.5.4 Adolescent smokers and non smokers

5.4.5.5 Adult smokers and non smokers

5.4.5.6 Community and civic leaders

5.4.2 The successful Proposer must have sufficient design staff to complete the campaign and meet tight production deadlines on multiple projects.

5.4.3 The successful Proposer must attend a number of meetings to be determined and agreed upon to meet with representatives of A Smoke Free Paso del Norte and the University of Texas at El Paso as appropriate. These meetings vary in scope and topics, from strategic and creative consultation to timeline development, photography review, layout development, copy review, and other steps of the design and production process.

5.4.4 The same representatives of the Proposer will attend all meetings, to provide the greatest efficiencies in time and expense.

5.4.5 At least one representative of the Proposer in attendance at all meetings must be empowered to make decisions that will affect scheduling of multiple Proposer employees. Additionally, this representative must be able to provide scheduling and deadline information.

5.4.6 The Proposer must have in place a project management system that allows for tracking of projects on a weekly basis.

5.4.7 The Proposer must be able to provide the A Smoke Free Paso del Norte and the University of Texas at El Paso a monthly or as agreed upon status report on each project.

5.4.8 The Proposer must understand and be committed to an approach for developing communication materials for A Smoke Free Paso del Norte.

5.4.9 The Proposer must have an accounting system that invoices total project costs at the time the project is completed with itemized billing.

- 5.4.10 The Proposer will be responsible for archiving all projects in-house, and shall provide A Smoke Free Paso del Norte and the University of Texas at El Paso all requested materials at no additional cost, with the understanding that all concepts (including copyrights) and materials developed for and during each project belong to A Smoke Free Paso del Norte and the University of Texas at El Paso.
- 5.4.11 The Proposer will be responsible for storing a variety of relevant images used in marketing communication materials.
- 5.4.12 The Proposer must be able to design templates for use in outdoor advertising, print advertising and promotional brochures that can be converted to a suitable page layout program for A Smoke Free Paso del Norte and the University of Texas at El Paso.
- 5.4.13 The Proposer will work with the production agencies for television commercial production.

5.5 Qualifications

- 5.5.1 The main representative of the successful Proposer must have experience and expertise in developing and implementing successful advertising and communication strategies for a variety of audiences. Experience working with tobacco related media, the promotion of tobacco quitlines, youth smoking prevention, and adult smoking cessation is preferred.
- 5.5.2 The Proposer must demonstrate experience in developing television, radio, direct mail, and social media campaigns.
- 5.5.3 The Proposer must be able to demonstrate its commitment and experience on working with a sophisticated visual identity system that ensures a consistent, quality image.
- 5.5.4 The Proposer must demonstrate its experience and expertise in organizational positioning and branding through communication materials it has developed for organizations similar in size and scope to A Smoke Free Paso del Norte and the University of Texas at El Paso.
- 5.5.5 The Proposer must have experience in creating and developing television commercials and radio spots with production values comparable to those produced for leading national advertisers.
- 5.5.6 The Proposer should demonstrate experience in negotiating value-added benefits as part of the media buy.
- 5.5.7 The Proposer must have been in business for at least three years.
- 5.5.8 The Proposer shall bill the University of Texas at El Paso on a project completion basis to facilitate tracking and payment by the University of Texas at El Paso.
- 5.5.9 The Proposer must be easily accessible to A Smoke Free Paso del Norte and the University of Texas at El Paso personnel for project meetings.

5.6 A Smoke Free Paso Del Norte and the University of Texas at El Paso shall:

- 5.6.1 Provide market research and tobacco related literature findings to assist the Proposer in the media development process.
- 5.6.2 Schedule and coordinate all client meetings.
- 5.6.3 Provide a central office location for meetings, proof drop-offs, etc.
- 5.6.4 Maintain a sample library and provide printed samples of each project to the Proposer.
- 5.6.5 Coordinate invoice and payments for all projects.
- 5.6.6 Coordinate copy changes from clients to the Proposer.
- 5.6.7 Provide the lead in client consultation regarding strategies, execution and ensure a consistent visual and copy image for all materials.
- 5.6.8 Approve project estimates, project timelines and on final proofs with clients.

5.7 Implementation

The successful Proposer shall be adequately staffed and able to implement contract on or after 01/01/2012. A Smoke Free Paso del Norte and the University of Texas at El Paso reserve the right to award exclusively to one Proposer if it serves the best interest of the University.

5.8 Sub Contractors: Sub Contractors providing service under the Contract shall meet the same requirement and level of experience as required of the Proposer. No sub contract under the Contract shall relieve the primary Proposer of the responsibility for the service. If the Proposer uses a Sub Contractor for any or all of the work required, the following conditions shall apply under the listed circumstances:

- 5.8.1 Proposers planning to subcontract all or a portion of the work shall identify the proposed Sub Contractor(s).
- 5.8.2 Subcontracting shall be at the Proposer's expense.
- 5.8.3 A Smoke Free Paso del Norte and the University of Texas at El Paso retain the right to check Sub Contractors background and make a determination to approve or reject the use of submitted Sub Contractor(s).
- 5.8.4 The Proposer shall be the only contact for A Smoke Free Paso del Norte, the University of Texas at El Paso, and Sub Contractors. Proposer shall list a designated point of contact for all A Smoke Free Paso del Norte, the University of Texas at El Paso, and Sub Contractor inquiries.