



Media Buy for Safe and Sober Program

Request for Proposal

Issuing Office: Safe and Sober c/o
Mercy Injury Prevention Center
Mark.Peck@Mercy.net

December 21, 2012

Mercy Injury Prevention Center – Safe and Sober Request for Proposal

Introduction

Safe and Sober, is performing a search for a media buyer who can provide statewide television access in order to promote the Safe and Sober program, an underage alcohol use prevention program targeting parents and students. The program was established in 2004 by Kurt Larson and has partnered with Mercy's Injury Prevention program since 2009.

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.

Objectives

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

1. Increase awareness of the Safe and Sober program statewide
2. Reach parents, faculty, and students potentially interested in our program
3. Recruit schools to register and participate in the program

Requirements

Safe and Sober will provide a :30 PSA to run **Jan 14, 2013** through **Feb 1, 2013**. With a budget of **\$65,000**, 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
2. Maximize available funds to attain lowest price per point by:
 - a. Purchasing ad space in programming highly rated among target audience
 - b. Value-added opportunities such as website banner ads, bonus/matching spots, 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 should include the proper file format and delivery method required for spots
4. Safe and Sober must approve the plan prior to implementation

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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 %
3. Value-added opportunities
4. Over all reach of the plan/schedule for the three week 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 contractor integrity, record of past performance, financial and technical resources or accessibility to necessary resources. Respondent may include supporting materials to prove ability, integrity and performance.

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 Mark.Peck@Mercy.net . The deadline for submitting questions is Friday December 28, 2012.

Responses to the RFP

Responses are due no later than 4pm on Thursday, January 10, 2013. Responses are due via email to Mark.Peck@Mercy.net . The subject line should read “RFP – Media buy – Safe and Sober.”