



Media Buy for Missouri Safe and Sober

Request for Proposal

RFP Issuing Office:

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

December 2, 2013

Missouri Safe and Sober Request for Proposal

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 alcohol use 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. Increase awareness of the Safe and Sober program statewide
2. Directly target parents of high school students with a message to “talk with your teen”

Requirements

Safe and Sober will provide a :30 PSA to run **Feb 16, 2014** through **May 3, 2013**. With a total budget not to exceed **\$85,000**, 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, while minimizing out of state viewing in split markets.
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, 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

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- 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 %
- 3. Value-added opportunities
- 4. Over all 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.

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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@silktycommunications.com. The deadline for submitting questions is December 18, 2013.

Responses to the RFP

Responses are due no later than 12 p.m. (noon) on Monday, December 23, 2013. Responses are due via email to matt@silktycommunications.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.