

Invitation to RFP

Sealed RFP's, subject to the conditions contained herein, will be received by the Oneida County Health Department until **4:30 pm** local time on **Tuesday September 6, 2016:**

Advertising and Marketing Services RFP #2016-179

Specifications must be received from the Oneida County Health Department, Wendy Hunt, 185 Genesee St., Utica, NY 13501, phone: 315-798-5229 or download from the Oneida County website at <http://www.ocgov.net> (Public Notice Section).

Copies of the described RFP may be examined at no expense at the Oneida County Public Health Department Office.

This contract is dependent on grant funding continued through September 30, 2018.

The return envelope must be clearly marked with the RFP # and addressed to the Oneida County Health Department.

The owner reserves the right to reject any of all proposals received.

The County of Oneida, in order to promote its established Affirmative Action Plan, invites sealed bids from minority groups. This policy regarding sealed bids and contracts applies to all persons without regard to race, creed, color, national origin, age, sex or handicap.

Date: August 10, 2016

Phyllis D. Ellis, BSN, MS, F.A.C.H.E
Director of Health

Request for Proposal (RFP): 2016-179

General Information

Background:

The Oneida County Health Department (OCHD) is a full services health department of the County of Oneida government with its main offices located in Utica, New York. The OCHD is part of the County's public health infrastructure that provides the resources needed to deliver the essential public health services. Among one of the largest departments within the Oneida County workforce, the Health Department employs approximately 90 full time employees.

Invitation to RFP:

The Oneida County Health Department, as grantee of the New York State Department of Health's Cancer Services Program, is seeking an agency to provide advertising for the purpose of marketing and advertising the Cancer Services Program to eligible clients, those being uninsured/underinsured men and women ages 40 to 64, and creating awareness campaigns for breast, cervical and colorectal cancer. These services would commence on April 1, 2017 and run through September 30, 2018 with the department's option to renew.

Scope of Work:

The agency should have the capacity to:

- Create and design material to be used for marketing the Cancer Services Program
- Create awareness campaigns for breast, cervical and colorectal cancer
- Plan media campaigns and purchase services

Sealed proposals will be accepted until 9/6/2016 at 4:30 pm EST. No late proposals will be accepted and the Health Department assumes no responsibility for proposals not received by the deadline.

Evaluation of Proposals:

Proposals received by 9/6/2016 at 4:30 EST will be reviewed by a team of Health Department senior staff members.

Proposal Submission Information

Submission Date and Time:

9/6/2016 4:30 EST

Clearly mark the submitted package with the appropriate title of the RFP and the name of the individual. Please submit one (1) original and two (2) copies. Original should be clearly marked to distinguish it from the copies. Only those RFP responses received prior to the date and time indicated above will be considered. No email or facsimile copies will be accepted. After the submission date and time specified above, responses must remain firm for a period of sixty (60) days.

Please submit one (1) original and two (2) copies to:

Wendy Hunt

Program Manager

Cancer Services Program of Oneida, Herkimer and Madison Counties

Oneida County Health Department

Adirondack Bank Building, 5th floor

185 Genesee St.

Utica, NY 13501

Local Government Representative

Please direct all questions in writing to:

Cynthia Grabeldinger

Director of Administrative Services

Adirondack Bank Building, 5th floor

185 Genesee St.

Utica, NY 13501

Phone: (315) 798-5220

cgrabeldinger@ocgov.net

Proposal Requirements

All proposals must include the following:

1. Agency Name
2. Contact person
3. Experience
4. Qualifications
5. References
6. Compensation