

Alabama Board of Home Medical Equipment  
[www.homemed.alabama.gov](http://www.homemed.alabama.gov)

## Request for Proposals

**RFP: 2500000058**

**RFP Published:** Wednesday, March 12, 2025

**Submission Deadline:** Tuesday, April 02, 2025, 1600 pm CST

### **ABSTRACT:**

Seeking proposals of professional services from firms with specialized experience and expertise in providing educational outreach and comprehensive marketing campaign services.

### **Questions submitted to:**

[rfp.questions@purchasing.alabama.gov](mailto:rfp.questions@purchasing.alabama.gov)

### **Response submitted to:**

[rfp.responses@purchasing.alabama.gov](mailto:rfp.responses@purchasing.alabama.gov)

### **Alabama Board of Home Medical Equipment**

#### **Request for Proposals**

**RFP Marketing – Education and Outreach Services**

**RFP Published: Wednesday, March 12, 2025**

**Submission Deadline: Tuesday April 02, 2025 CST – 1600 p.m.**

## **I. BACKGROUND**

The Alabama Board of Home Medical Equipment (the “Board”) is seeking proposals with cost estimates to develop a statewide educational outreach comprehensive marketing campaign by a qualified professional communication (Supplier’s). Suppliers expressing interest should be fully qualified and capable of providing the RFP results outlined below.

## **II. PURPOSE**

The Board is soliciting proposals for professional services from suppliers with specialized experience and expertise in providing marketing communication services. The Board intends to award a Contract.

### **GENERAL**

#### **A. PROPOSAL DUE DATE**

A Proposal, delivered in the form and manner prescribed in the following provisions of this RFP, must be received by no later than 4:00 PM CST in Montgomery, Alabama, on April 2, 2025 (the “Proposal Submission Date”). Email submitted RFP to: [rfp.responses@purchasing.alabama.gov](mailto:rfp.responses@purchasing.alabama.gov)

#### **B. AWARD OF CONTRACT**

It is anticipated that an award will be recommended to the Chief Procurement Officer and will be made no later than 30 business days after the Proposal Due Date.

#### **C. CONTRACT TERMS AND CONDITIONS**

General terms and conditions provided by the Alabama Department of Finance, Division of Procurement through the STAARS Purchasing System are hereby incorporated into this RFP by reference.

This RFP does not, by itself, obligate the Board; such obligation shall commence only upon the execution of any approved one-year contract, however, it may be renewed for another year, part or all this RFP may be incorporated into any executed contract, along with the supplier’s proposal. The Board hereby reserves the right to add terms and conditions during contract negotiations, within the scope of this RFP. The anticipated initial contract term will be for one year and can be amended for another year.

If an agreement cannot be reached to the satisfaction of the department, the Board may reject the supplier's proposal or revoke the selection and begin negotiations with another qualified and responsive supplier.

#### **D. DELIVERY OF THE PROPOSAL**

Interested parties must email their proposals in PDF format no later than 4:00 p.m. CDT on the Proposal Due Date (the "Submission Deadline") to: [rfp.responses@purchasing.alabama.gov](mailto:rfp.responses@purchasing.alabama.gov). The email subject line must include the solicitation number and title.

#### **E. FORM OF PROPOSAL**

A Proposal must conform to the requirements specified in this RFP.

### **III. SCOPE OF SERVICES**

- Marketing Campaign Scope:
  - General Requirements:
    - Build out a detailed statewide with a focus on the rural markets marketing strategy outlining goals, messaging, positioning and campaign timeline with deadlines.
    - Create compelling foundational messaging and brand-aligned templates to share content following statewide marketing plan launch, including talking points, ad copy, social media posts, marketing merchandise and supporting materials.
    - Design campaign-specific branding elements that align and complement existing Home Medical Equipment - Service Providers (HME-SP) guidelines.
    - Develop an integrated educational outreach program campaign outlining the distribution of materials across various platforms and channels.
    - Develop educational outreach strategies across various platforms, including but not limited to Google Ads, Facebook, radio, broadcast television, online television platforms (examples may be marketing touchpoints placed at strategic intersections in major cities around the state)..
    - Implement tracking tools (Google Analytics, etc.) to measure outreach performance.
    - Report regularly on key performance indicators and insights.
    - Execute marketing campaign with a period ending December 31, 2025.
  - Technical Component:
    - Mailchimp is the preferred email marketing platform.
    - Platform is secure, easier to operate and less expensive

- Budget and Project Timeline:
  - Transparency on any hard costs foreseen, including disclosure of any third-party contractors the Supplier plans to bring in for specific services (i.e., coding, database integration, interactive mapping, copywriting, photography, etc.).
  - The Facebook page must go through at least two revision periods, a soft launch and an official launch by August 1, 2025. The marketing campaign will be executed after the website's official launch in August 2025.
- Copywriting and Brand Alignment:
  - In addition to the educational outreach plan implementation and design and technical aspects of Facebook, understanding the HME-SP voice, tone and messaging as it relates to the education is critical to achieving the RFP goals. HME-SP copywriters of the educational materials is important to this overall outreach campaign. Please provide the copywriter's experience and sample of similar copywriting (no more than 3 samples of work).
  - HME-SP can share current brand guidelines that the selected Supplier will integrate across the Facebook page design, and the Board website during the educational outreach campaign.
- Project Management Processes:
  - Supplier's point of contact(s) for the following must be clarified at onset of project for the following: project manager, designer, copywriter, and/or copy editor.
  - The supplier must be willing to manage the project through the Board's project management system.

It is our expectation that upon selection we will develop and agree to a scope of work to be delivered by the selected marketing communications supplier, keeping in mind that we are stringent with our cost-control measures and always seek to be good stewards of state resources.

#### **IV. REQUIREMENTS FOR PROPOSALS**

The Board requests that all potential Suppliers submit a proposal (no more than an eight-page PDF - no front and back) outlining the following:

- Executive Summary: provide a high-level synopsis of the Supplier's RFP response.
- An educational outreach of consumers in the state for HME-SP: in-depth understanding of Alabama population that used HME products, including how they are being leveraged as an educational tool.
- Please include the following 1) experience with working with similar websites, and hyperlinked samples of work (no more than 2 samples); 2) the supplier's proposed approach and vision with the HME-SP Board website.
- Marketing Campaign Experience and Vision: please include the following: 1) the suppliers' overall process in developing and executing a marketing campaign; 2) the supplier's team capacity to successfully plan and execute the campaign; 3) a recommended timeline and strategic approach to building out and

implementing the campaign; and 4) hyperlinked samples of work (no more than 3 samples of work) showcasing your team's ability to deliver on the campaign's initial goals and objectives.

- Copywriting Experience: the selected in-house copywriter's sample of work, demonstrating that this professional can reach the statewide markets (no more than 3 samples of work).
- Project Timeline: a detailed timeline, including a proposed structure for achieving website and marketing plan goals, outcomes and deliverables identified in the RFP (all RFP deliverables must be accomplished by the end of 2025).
- Suppliers Availability: confirmation of availability for website buildout, marketing plan launch and implementation.
- Suppliers Account Team: individuals who will work on the project and their designated roles and responsibilities.
- Suppliers Project Management: approach to project management, including how qualified the Suppliers is with the project management system, Monday.com.
- Website Client and Marketing Campaign References: please provide at least two relevant client references with project relevance listed and reference contact information.
- Fees: fee structure, including a detailed and comprehensive fee breakdown by projected hours, deliverable estimates, hard costs, anticipated upfront costs, use of outside contractors and cost estimates (if any) and estimates for ongoing maintenance/management.
- Suppliers invited to present during the final round will be asked to present up to a showcasing the art of possible with how to market throughout the rural areas of Alabama.

## **V. ORAL PRESENTATIONS**

The Board may, at its sole option, elect to require virtual oral presentations by RFP suppliers being considered for award. This provides an opportunity for the Board to ask questions and RFP suppliers to clarify or elaborate on their proposals. This would be a fact finding and explanation session only and does not include negotiation. The Board will contact RFP suppliers to schedule a presentation if this election is made.

## **VI. EVALUATION OF PROPOSALS**

The Board will designate a Proposal Evaluation Committee to be made up of members of the Board and any additional staff appointed by the Board. The Proposal Evaluation Committee will then make a recommendation to the Board Chairman who will make an award recommendation to the Chief Procurement Officer.

Supplier selection will be based on the proposal that meets or exceeds the requirements set forth in this RFP. Proposals will be evaluated based on the following criteria:

1. Prior experience and a record of success in providing similar services (40%)
2. Demonstrated creativity (50%)

### 3. Cost/fees (10%)

The Board reserves the right to seek and receive necessary clarification/supplementation from suppliers prior to awarding any contract. Clarification/supplementation during this time will be limited to ensuring compliance with requirements, forms, and certifications and is not the opportunity for a supplier to modify its proposal.

## **VII. GENERAL TERMS AND CONDITIONS**

All proposals are subject to these Terms and Conditions.

### **A. INQUIRIES REGARDING THIS RFP**

From the Release Date of this RFP until a contract is awarded, parties that intend to submit, or have submitted, a Proposal are prohibited from communicating with HME-SP employees regarding this RFP or the underlying transaction except as follows:

All questions and requests for clarification related to this RFP process must be submitted in writing via email:

[rfp.questions@purchasing.alabama.gov](mailto:rfp.questions@purchasing.alabama.gov) by 4:00 PM CST on Friday, March 21, 2025. The email subject line should contain the following phrase: "REQUEST FOR PROPOSALS WRITTEN QUESTIONS."

HME-SP will compile a list of the questions submitted by all RFP suppliers. Answers to the questions will be accumulated and provided and posted as an amendment to the RFP. Only answers provided back to RFP suppliers will be considered official and valid. No RFP supplier shall rely upon, take any action, or make any decision based upon any verbal communication with any state employee.

### **B. NONRESPONSIVE PROPOSALS**

Any Proposal that does not satisfy the requirements of the RFP may be deemed nonresponsive in its material aspects and may be disregarded without evaluation. The Board may seek clarification or supplemental information from any Proposal.

### **C. COSTS FOR PREPARING RESPONSES**

Each response should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete presentation. The cost for developing the response and participating in this RFP process is the sole responsibility of the RFP supplier. The Board will not provide reimbursement for such costs.

#### **D. RIGHT TO AMEND OR CANCEL**

The Board reserves the right to amend this RFP. If it becomes necessary to revise any part of this RFP, or if additional information is necessary for a clearer interpretation of provisions of this RFP prior to the due date for submissions, then an addendum will be posted.

By submitting a response, the RFP supplier shall be deemed to have accepted all terms and agreed to all requirements of the RFP (including any revisions/additions made in writing prior to the close of the RFP whether or not such revision occurred prior to the time the RFP supplier submitted its response) unless expressly stated otherwise in the RFP supplier's response. RFP suppliers are encouraged to frequently check the RFP for additional information. Finally, the Board reserves the right to cancel this RFP at any time.

#### **E. LEGISLATIVE CONTRACT REVIEW**

Personal and professional services contracts with the State may be subject to review by the Contract Review Permanent Legislative Oversight Committee in accordance with Section 29-2-40, et seq., Code of Ala. 1975. The supplier is required to be knowledgeable of the provisions of this statute and the rules of the committee. If a contract resulting from this RFP is to be submitted for review, the supplier must provide the forms and documentation required for that process.

#### **F. REGISTRATION TO DO BUSINESS**

RFP suppliers must be registered, and be in good standing, with the Alabama Secretary of State. RFP applicants may register at <https://www.sos.alabama.gov/business-services>.

All RFP suppliers must be registered to perform business with the State of Alabama to be awarded a state contract. Supplier registration and information pertinent to doing business with the State of Alabama is available online at: <https://alabamabuys.gov>. Applications should be submitted to the Alabama Department of Finance, Division of Procurement