



Request for Proposals

Communication and Marketing Services

Date Issued: December 12, 2024

Due Date: January 8, 2025, by 5:00pm Eastern Time

Table of Contents

1. CDC FOUNDATION 1

2. FUNDING OPPORTUNITY 1
 Period of Performance 1

3. RFP SCOPE OF WORK 1
 Background 1
 Objective 1
 Scope of Work - Communications 2
 Scope of Work - Marketing 2
 Performance Monitoring 3
 Maximum Payable Amount 3
 Type of Contract 3

4. ELIGIBILITY INFORMATION 3
 Proposal Section 1: Company Overview 4
 Proposal Section 2: Required Attachments 4
 Proposal Narrative 4
 Budget Spreadsheet 5
 Budget Narrative 5
 Submitting a Proposal 5

6. SELECTION PROCESS AND REVIEW CRITERIA 5
 Anticipated Timeline 5
 Communicating During the RFP Period 6
 Evaluation 6
 Notification to Offerors 7

7. SPECIAL CONTRACT REQUIREMENTS 7

1. CDC FOUNDATION

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations, and individuals to protect the health, safety and security of America and the world. The CDC Foundation is authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has launched more than 1,400 programs and raised over \$2.2 billion. The CDC Foundation managed hundreds of programs in the United States and in nearly 80 countries last year.

2. FUNDING OPPORTUNITY

The CDC Foundation seeks to award a single Request for Proposals (RFP) contract for communication and marketing services. The successful offeror, acting as an independent contractor and will furnish all personnel, facilities, materials and management necessary to provide the services set forth in the RFP scope of work and any subsequent task orders placed thereunder.

Period of Performance

The RFP period of performance shall be 11.5 months from the date of award (est. January 22, 2025 – December 31, 2025). The RFP period of performance may be extended for up to three additional months, for a maximum term of 14.5 months, upon execution of a modification.

3. RFP SCOPE OF WORK

Background

Atlanta received a grant through the Bloomberg Philanthropies Public Art Challenge to create a temporary, free public art project that addresses a local civic issue. Atlanta's winning project, [Thriving Together Atlanta](#), represents an innovative collaboration between the City of Atlanta Mayor's Office of Cultural Affairs, the CDC Foundation, National Black Arts Festival and Out of Hand Theater, aimed at tackling the pressing issues of health disparities, inequities and the impact of race on public health. This collaborative effort engages communities through the power of arts and culture to educate, empower and mobilize individuals toward positive action. Thriving Together Atlanta serves as a model of how cross-sector partnerships can address multifaceted issues affecting communities today.

In 2025, Thriving Together Atlanta will host a series of [Equitable Dinners](#), plan and implement two public art murals, create a mobile art experience that will travel to key locations throughout the city of Atlanta, and host an art festival in Old Fourth Ward Park on September 27, 2025.

The awardee of this RFP will work closely with the project team to design, drive, and execute a communications strategy in support of the project and its upcoming events. As part of the Public Art Challenge, Bloomberg Philanthropies has provided communications and marketing consultants from FINN Partners and CURE, and the awardee of this RFP will coordinate with FINN and CURE, as needed, to align with national Public Art Challenge guidelines.

Objective

The goal of communications and marketing activities is to encourage the public to attend project activities designed to spur understanding about the social determinants affecting health, such as food insecurity, environmental factors, and income disparity. Thriving Together Atlanta is seeking a strategic

public relations (PR) partner to provide comprehensive ongoing communications support and strategic event-based services to actively promote the project locally, regionally, and nationally. The selected partner will collaborate closely with communications and marketing teams from the city, project partners, Bloomberg Philanthropies, and the agency support teams provided by Bloomberg Philanthropies.

Scope of Work – Media and Communications

The work under this contract includes, but is not limited to, the following tasks:

- Support the development and maintenance of a master communications plan to guide communications activities throughout the project’s lifecycle.
- Develop and execute a local earned media strategy to establish public awareness and to stimulate interest and community engagement during the event dates.
- Develop and execute a regional and national earned media strategy, in consultation with Bloomberg Philanthropies and other agency teams.
- Working closely with the City of Atlanta communications representative, develop and distribute a regular cadence of press materials including press releases, media alerts, and pitches.
- Coordinate media interviews for project spokespeople, including the creation of briefing documents and targeted talking points.
- Coordinate media logistics at events, including on the ground support as needed.
- Coordinate photography at events as needed.
- Develop written content including website content, social media copy and project descriptions.
- Maintain functionality of the Thriving Together website, powered by WordPress, optimize SEO, and troubleshoot technical issues to keep the site engaging and operational.
- Develop content for the Thriving Together Atlanta newsletter and prepare it for distribution, using the Fluent CRM web marketing extension on Thriving Together Atlanta’s website.
- Provide ongoing tracking and reporting of all activities, interviews, and media placements.
- Collaborate regularly with communications and marketing teams from the city, project partners, Bloomberg Philanthropies, and other agencies, to ensure alignment.
- Other tasks as assigned.

Scope of Work - Marketing

- Develop and execute a marketing plan in conjunction with city and relevant organizational staff.
- Collaborate on extending the existing brand, including the design and procurement of event swag and signage.
- Advertising (plan and execute ad buys in with local media, online, direct marketing, and social media marketing), including the creative concepts.
- Plan for integration and leverage city-wide owned channels (existing city and partner websites, social channels, newsletters, podcasts, etc.)

- Collaborate with the city to ensure the project is maximizing signage opportunities (billboards, bus shelters, screens in city buildings or public spaces managed by the city) as a wayfinding strategy to navigate people to specific events and to the project website.
- Other tasks as assigned.

Performance Monitoring

The Contractor will report to the CDC Foundation and will also collaborate and consult with the City of Atlanta. Contractor performance will be monitored through an agreed upon Project Management Plan. Regular reviews/coordination meetings, held at a cadence determined at project kick-off and documented in the Project Plan, will be undertaken as work progresses.

Maximum Payable Amount

CDC Foundation will pay the contractor a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price of **\$80,000**. The actual MPA awarded to the successful offeror will be contingent on submission of a detailed, realistic, reasonable budget approved by the CDC Foundation and will be incorporated into the resulting contract.

Type of Contract

The CDC Foundation anticipates awarding a fixed price contract, with payment issued based on completed tasks, milestones and/or deliverables, but reserves the right to ultimately award a cost-reimbursable or time and materials (T&M) contract.

4. ELIGIBILITY INFORMATION

Offers must meet all the following eligibility criteria:

- Headquartered in the United States
- In good financial standing and have sustainable operations

The CDC Foundation reserves the right to conduct a pre-award risk assessment to assure offerors meet the eligibility criteria. Data available through third party sources such as Dun & Bradstreet may be consulted, along with information publicly available via Federal and State award, debarment, exclusion and sanction databases.

5. INSTRUCTIONS FOR OFFERORS

Offerors are invited to submit a proposal in response to this solicitation. Proposals should be submitted by **January 8, 2025, by 5:00pm Eastern Time** using this link:

<https://app.smartsheet.com/b/form/5c0fc89b8f064b1194c768c91801d678>

An automated notification of receipt of the application will be generated upon submission.

The CDC Foundation reserves the right to award a contract based on initial offers, without discussion. Therefore, proposals should contain an offerors' best solution, from cost/price and technical standpoints. The CDC Foundation may, at its discretion, invite presentations, hold panel interviews, request clarification, conduct discussions and/or solicit a best and final offer from any or all offerors. The CDC Foundation also reserves the right to conduct a pre-award risk assessment and may request additional financial and/or organizational information from offerors for the purpose of conducting the assessment. Review findings may impact eligibility and/or award structure.

CDC Foundation will not be responsible for any proposal that does not follow the instructions in this

RFP, and may, at its discretion, reject any such non-compliant proposal. Further, this solicitation does not commit the CDC Foundation to pay any cost for the preparation and submission of a proposal.

Proposal Section 1: Company Overview

The following information should be provided directly in the online form linked above.

<ul style="list-style-type: none"> • Legal Company Name • Abbreviated Name • Street Address • City, State, Zip Code • Federal Tax Identification (ID) Number/Employer Identification Number (EIN) 	<ul style="list-style-type: none"> • Data Universal Number System (DUNS) number • System of Award Management (SAM) registration status • Year Established • Business Classification(s) 	<ul style="list-style-type: none"> • Eligibility Criteria: <ul style="list-style-type: none"> ○ Confirmation of being headquartered in US ○ Confirmation of being in good financial standing/having sustainable operations • Current vendor status with the CDC Foundation
--	--	---

Proposal Section 2: Required Attachments

Offerors should upload the following required attachments to the online form:

- Proposal Narrative
- Budget Spreadsheet
- Budget Narrative

Proposal Narrative

The Proposal Narrative should not exceed 10 (ten) 8.5 by 11-inch pages using 11-point Arial or Calibri font, excluding attachments. Lesser font sizes may be used in tables and charts, so long as such fonts are clearly legible. CVs/resumes provided in appendix(s) will not count towards the Proposal Narrative maximum but are limited to two (2) pages per proposed resource. The narrative should be uploaded as a single Microsoft Word (doc or .docx) or Adobe Acrobat (.pdf) file with the offeror’s name clearly identified in the header or footer of each page.

Technical Approach & Management Plan
<ul style="list-style-type: none"> • Description of approach to creating a communications plan and providing ongoing support to this project. Technical expertise demonstrated in approaches described. • Ready access to creative, technical and administrative resources necessary to fulfill RFP requirements. • Proposed staffing structure including team bios that include relevant experience and qualifications. • Soundness, practicality, feasibility and adequacy of management plan to promote timely delivery against project timelines, at high quality, with a high level of engagement by the Contractor. • Existing relationships with third parties can be leveraged to fulfil RFP Scope of Work requirements, where applicable.
Organizational Experience
<ul style="list-style-type: none"> • Overview of your company and how it aligns with the objectives of this project. • Demonstrated experience in designing and implementing impactful and effective strategic marketing and communication campaigns, including three (3) relevant case studies for public relations services rendered to city agencies and/or cultural projects within the last five (5) years that showcase your work and highlight results. At a minimum, please provide the following: a.) public relations services provided and b.) key performance indicators related to the services provided. • Description of present and on-going activities and organizational capacity to implement the proposed management plan.
References
Three (3) references from current or prior clients along with contact information provided.

Budget Spreadsheet

A detailed budget spreadsheet should summarize itemized costs proposed for the period of performance (est. January 22, 2025 – December 31, 2025) by major cost categories, including:

- Personnel (inclusive of salary/wages, fringe and overhead where applicable)
- Equipment
- Supplies
- Contractual
- Travel (if anticipated)
- Other
- Indirect (where applicable)

The budget spreadsheet should also summarize costs by major project phases described in the offeror’s technical approach for RFP Scope of Work. Where proposed, cross-cutting administrative/management costs may be incorporated into the respective phases or priced separately.

Budget Narrative

The Budget Narrative, organized by major cost category, should briefly describe/justify each line item of the Budget Spreadsheet as well as include any pricing assumptions (e.g., any items assumed to be provided by the CDC Foundation and/or locations where on-site work occurs) and/or conditions (e.g., maximum number of edit weeks or graphics that can be accommodated at the price proposed). The budget narrative should include an hourly rate, estimated number of labor hours and extended amount for all personnel proposed.

A proposed payment schedule, tied to the successful completion of tasks, milestones and/or deliverables described in the offeror’s technical approach for RFP Scope of Work should also be provided.

Submitting a Proposal

Proposal materials should be submitted by **5:00pm Eastern Time on Wednesday, January 8, 2025**

Proposals will not be accepted after this date and time.

Proposals must be submitted electronically at

<https://app.smartsheet.com/b/form/5c0fc89b8f064b1194c768c91801d678>

Offerors are encouraged to submit their proposal before the deadline to allow sufficient time to address any unexpected technical issues.

6. SELECTION PROCESS AND REVIEW CRITERIA

Anticipated Timeline

The timeline below is subject to change at the sole discretion of the CDC Foundation:

December 12, 2024	RFP Release
January 3, 2025	Deadline for Prospective Offeror Inquiries
January 8, 2025	Proposal Submission Deadline

January 10, 2025	Selection Notification
January 22, 2025	Effective Date of Resulting Agreement

Communicating During the RFP Period

All questions and requests for clarification regarding this RFP should be submitted by prospective offerors in writing via email to rachaelcasey@cdcfoundation.org no later than **5:00pm Eastern Time on January 3, 2025**, with a subject line of: *Bid Ref. ID Communication & Marketing Services Questions*. Inquiries received after the stated deadline will not be addressed.

Evaluation

Compliant proposals received from eligible offerors by the stated proposal submission deadline will be evaluated in accordance with the review criteria outlined below. Selection will be made based on "best value" with technical/cost trade-off analysis performed such that both the technical merit and cost of proposals are considered. Price analysis will be performed based upon the Budget Spreadsheet/Narrative submitted. The pricing information provided for the initial order will be the only information utilized for the purposes of evaluating price. Technical factors will be of paramount importance in making the award decision. Price will become the ultimate determining factor for award only where proposals are deemed equal based on all other factors.

As previously stated in section 6 (Instructions for Offerors) of this solicitation, the CDC Foundation reserves the right to award a contract based on initial offers, without discussion. Therefore, proposals should contain an offerors' best solution, from cost/price and technical standpoints. The CDC Foundation may, at its discretion, invite presentations, hold panel interviews, conduct discussions, request clarification and/or solicit a best and final offer from any or all offerors as part of the evaluation process. Further, the CDC Foundation also reserves the right to conduct a pre-award risk assessment and may request additional financial and/or organizational information from offerors for the purpose of conducting the assessment. Review findings may impact eligibility and/or award structure.

Evaluation criteria for the Proposal Narrative are as follows:

Evaluation Criteria	Points
Technical Approach & Management Plan	50 Points
Description of approach to creating a communications plan and providing ongoing support to this project. Technical expertise demonstrated in approaches described. Ready access to creative, technical and administrative resources necessary to fulfill RFP requirements. Proposed staffing structure including team bios that include relevant experience and qualifications. Soundness, practicality, feasibility and adequacy of management plan to promote timely delivery against project timelines, at high quality, with a high level of engagement by the Contractor. Ability to coordinate staff, equipment and other resources. Existing relationships with third parties can be leveraged to fulfill RFP Scope of Work requirements, where applicable.	
Organizational Experience	25 Points
Overview of your company and how it aligns with the objectives of this project. Demonstrated experience implementing projects of similar scope, size and complexity. Demonstrated experience in designing and implementing impactful and effective strategic marketing and communication campaigns, including three (3) relevant case studies for public relations services rendered to city agencies and/or cultural projects within the last five (5) years that showcase your work and highlight results. At a minimum, please provide the following: a.) public relations services provided and b.) key performance indicators related to the services provided. Description of present and ongoing activities and organizational capacity to implement the proposed management plan.	
Budget/Pricing	25 Points

Budget aligns to proposed deliverables and is realistic, cost-effective, and conforms with time and cost specifications reflected in the RFP. Detailed budget and narrative provided in the requested templates.	
Total Possible Points	100 Points

Notification to Offerors

All offerors will receive notification of whether they are selected as the successful offeror. The CDC Foundation will not provide scores or specific review feedback to unsuccessful offerors.

7. SPECIAL CONTRACT REQUIREMENTS

Work Product Review/Clearance: All products generated by the Contractor in performance of the resulting contract for publication, including derivative works, must be identified and approved by the CDC Foundation prior to initiation and must follow the CDC Foundation’s clearance processes prior to release.

Work Product Ownership: Unless not otherwise specified at the task order level, the CDC Foundation shall have exclusive title to and use of all copyrights, patents, trade secrets, or other intellectual property rights associated with any works of authorship developed, provided, or created by the Contractor in the course of performing services pursuant to the contract resulting from this solicitation (collectively “Work Product”). The CDC Foundation shall have the sole right to obtain and to hold in its own name, copyright, patent, trademark, trade secret, and any other registrations, or other such protection as may be appropriate to any Work Product, and any extensions or renewals thereof. All such work made in the course of the services rendered by the Contractor pursuant to the contract resulting from this solicitation will, to the extent possible, be deemed “works made for hire” within the meaning of the Copyright Act of 1976, as amended (the “Act”). The Contractor will be required to expressly disclaim any interest in and to any and all Work Product. To the extent that any work performed by the Contractor is found as a matter of law not to be a “work made for hire” under the Act, the Contractor will be required to assign to the CDC Foundation the sole right, title, and interest, including without limitation all intellectual property interests of copyright, trademark, trade name, service mark, and patent interests, in and to all such Work Product, and all copies of them, without further consideration. For purposes of the assignment of the Contractor’s copyright in such Work Product, the Contractor will be required to appoint the CDC Foundation as its attorney-in-fact for the purpose of executing any and all documents relating to such assignment.

Alternative project-specific work product ownership requirements will be specified in RFQs issued under the IDIQ contract resulting from this solicitation, where applicable.