



REQUEST FOR PROPOSAL

FOR GAMBLING DISORDER AWARENESS MEDIA CAMPAIGN FOR FY2022
FOR THE 21 COUNTIES OF THE NORTHERN MICHIGAN REGIONAL ENTITY

December 20, 2021

OVERVIEW

This Request for Proposal (RFP) represents the Northern Michigan Regional Entity's (NMRE) intent to solicit interest from both current and potential contract service providers for a media campaign for Gambling Disorder Awareness. The NMRE is issuing this request for the sole purpose of determining the interest and media campaign capabilities of vendors to provide a media campaign for the residents of our 21 counties. This RFP should NOT be viewed as a commitment to further pursue contractual arrangements with potential providers responding to this solicitation.

The timeline events required to implement executed contract based upon the RFP process are, in order:

- 1) Issue RFP
- 2) Closure of RFP by end of day January 14, 2022
- 3) Recommendation for Contract at NMRE SUD Board, within 30 days of RFP closure
- 4) Recommendation of contracts to NMRE SUD Board, following NMRE SUD Board approval
- 5) Issue of Contract Materials immediately following NMRE Board Approval

Upon final approval for participation of chosen vendor, a contract and other required contract materials (W9, Disclosure of Ownership as applicable, etc) will be provided to the chosen vendor for completion.

BACKGROUND AND GENERAL INFORMATION

The NMRE Mission

Develop and implement sustainable, managed care structures to efficiently support, enhance, and deliver publicly funded behavioral health and substance use disorder services.

The NMRE Vision

A healthier regional community living and working together.

Location

The main administrative building for the NMRE is located at 1999 Walden Dr, Gaylord, Michigan, 49735.

The People We Serve

The NMRE serves adults with mental illness, adults and children with intellectual and developmental disabilities, children with serious emotional disturbances and individuals with Substance Use Disorders (SUD). The NMRE also provides for SUD prevention services and recovery support services.

DESCRIPTION OF SERVICE

The Northern Michigan Regional Entity (NMRE) is seeking proposals for a Gambling Disorder Awareness Media Campaign. The NMRE is one of ten Prepaid Inpatient Health Plans (PIHPs) in the state of Michigan to manage the behavioral health (mental health, intellectual disability, and substance use disorder) services for people living in the twenty-one counties of Northern Lower Michigan. The NMRE currently holds a contract with the Michigan Department of Health and Human Services (MDHHS) to provide Gambling Disorder prevention.

Purpose:

Increase awareness of risks associated with Gambling and promote resources available for problem Gambling. Resources include the Gambling Hotline from Michigan Department of Health and Human Services (MDHHS).

What:

The NMRE seeks proposals for a media campaign. Media may include all forms of media (social media, radio, television, etc.). However, the NMRE seeks to focus on social media. Proposals should include what will be provided (media platforms and the amount of 'posting' but does not have to be specific creative content for the proposal), timeframe and budget. Creative content will be required to be signed off on prior to dissemination.

NMRE will need additional information on proposed:

- **Media platforms**
- **Target Population-**

The target population includes residents in the twenty-one counties of Northern Lower Michigan focusing on young adults. The counties include: Alcona, Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Crawford, Emmet, Grand Traverse, Iosco, Kalkaska, Leelanau, Manistee, Missaukee, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, and Wexford.

TIMEFRAME

Submissions are due by January 14, 2022 and are expected to be implemented by February 1, 2022. The grant ends September 30, 2022.

FUNDING

The NMRE has \$185,000 available.

SUBMISSION CHECKLIST/REQUIREMENTS/QUESTIONS:

Submission Checklist and Receipt of Application Packet

In addition to completing all sections of the Attachment A of this RFP, I have checked to ensure that the submission will include:

- Descriptions of Media Platform(s) to be used, and in what capacity
- Anticipated Target Population demographic(s) of residents reached per platform
- All applicable timeframes
- Proposed Budget
- Inclusion for Gambling Hotline for MDHHS

The complete RFP is due to NMRE by the close of business (5:00 pm) on February 12, 2021. NMRE will accept only electronic submissions. Incomplete or late submissions will not be accepted.

Application Packets should be submitted to:

Chris VanWagoner
Northern Michigan Regional Entity
E-Mail: cvanwagoner@nmre.org

Communication

The NMRE shall not be responsible for any verbal communication between any employee of the NMRE and any potential Provider. Only written requirements and qualifications in the form of this application will be considered.

Questions

Any questions must be made to Chris VanWagoner by e-mail (cvanwagoner@nmre.org) or by phone (231) 303-3429.