

**NAVAJO DEPARTMENT OF HEALTH**  
**Division of Behavioral and Mental Health Services**

**RFP Bid #22-07-2854LE**  
**Navajo Nation Crisis Counseling Care Project**  
**Marketing and Media Consultant**

Navajo Nation Division of Behavioral and Mental Health Services (DBMHS) is requesting for proposals from consultants to provide program marketing (print, radio, and display), website design and development, and media services for the Navajo Nation Crisis Counseling Care Line. The goal of this grant is to establish crisis counseling regular services throughout five agencies (Eastern Navajo, Western Navajo, Central, Northern, and Fort Defiance), three satellite communities and the Health Command Operations Center. The NNC3 24/7 helpline will provide social support by implementing mental health help lines to reduce social, emotional distress and economic distress and by doing so, to better cope with grief, loss, mental health and substance use disparities and lack of basic needs.

The consultant will develop marketing materials related to the goals and objectives of the NN Crisis Counseling Care Line Project. Marketing strategies will include:

- Display/Digital – includes but not limited to website content, website design and development, mass media announcements, video messaging on the program website and social media accounts. Video messaging will include concept development, filming, editing and development of final product.
- Print – includes but not limited to announcement posters and awareness posters in a variety of sizes and color. Printing of materials should be inclusive.
- Radio – includes but not limited to radio advertising, recordings for marketing messaging for 60 seconds.

All marketing material created by the consultant will become property of the Navajo Nation and should be culturally sensitive and responsive to the needs of the program. Consultant may need to complete own research if provided a topic by program personnel. Consultant will produce camera-ready content for printing, advertising, and display. Program personnel will approve all content before publishing to ensure compliance with grant goals and objectives. The consultant will work with vendors on production and dissemination of materials and/or messaging. Consultant will comply with program deadlines and adhere to media outlet deadlines. Consultant must provide sample of work when submitting proposal.

Consultant will be required to have their own equipment available for services. Consultant must provide current certification of liability insurance. The consultant may provide services for multi-years, dependent upon successful evaluations. The terms of the contract are dependent on successful consultant performance.

Navajo preference will apply to this RFP. Consultants should indicate if they are Navajo Nation Priority One or Two Vendors.

**Submittal Deadline:**

Proposal(s) must be received by **FRIDAY, AUGUST 12, 2022 BY 5:00PM MDST**

All parties responding to this bid #22-07-2854LE are instructed to submit or send four (4) proposals (1 original and 3 copies) to the following address:

The Navajo Nation  
Division of Finance-Purchasing  
Attention: Lorita Etsitty, Buyer  
Administration Building Number 1  
Morgan Blvd (Division of Finance)  
P.O. Box 9000  
Window Rock, AZ 86515

Courier Service/Deliver to:

The Navajo Nation  
Division of Finance – Purchasing  
Attention: Lorita Etsitty, Buyer  
Administration Building Number 1  
Morgan Blvd (Division of Finance)  
P.O. Box 9000  
Window Rock, AZ 86515

**Incurring Cost:**

Any cost incurred by the respondent in preparing, transmitting, presenting, or modifying the proposal or material for this RFP shall be the responsibility of the respondent.

**Amended Proposal:**

A respondent may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacement for the previously submitted proposal and must be clearly identified so in the transmittal letter.

**Respondent’s Right to Withdraw Proposal:**

A respondent may withdraw their proposal at any time prior to the deadline to receipts of proposals. The respondent must submit a written withdrawal request to Navajo Nation Division of Finance – Purchasing Attention: Lorita Etsitty, Buyer.

**Questions:**

Any inquiries regarding this procurement should be submitted in writing to the Senior Programs and Projects Specialist for official response. The respondent may contact the Senior Programs and Projects Specialist verbally, however verbal responses will be considered unofficial. Only

written responses to question(s) will be official. All questions will be directed to the Senior Programs and Projects Specialist at [tlsheperd@navajo-nsn.gov](mailto:tlsheperd@navajo-nsn.gov) or (928) 871-7578. Questions regarding this procurement will be accepted until **Monday, August 8, 2022**

**Propriety Information:**

Restrictions on any information included in the proposals must be clearly stated in the proposal itself. Propriety information submitted in response to this RFP will be handled in accordance with applicable purchasing procedures. Each and every page of the propriety material must be labeled or identified with the word “proprietary” or “confidential”.

**Disclosure of Proposal Contents:**

The proposal will be kept confidential.

**No Obligation:**

This RFP in no manner obligates the Navajo Nation or any of its agencies to the eventual rental, lease, purchase, etc., of any equipment, software or services offered until a valid contract is executed.

**Termination:**

This RFP may be cancelled at any time, and proposals may be rejected in whole or in part when the program determines that such action is in the best interest of the Navajo Nation. All RFPs are subject to funds availability.

**Sufficient Appropriation:**

Any contract awarded as a result of this RFP is contingent upon the appropriation of funds. A contract award may be determined or reduced in scope if sufficient appropriate or authorization does not exist. Such terminations will be affected with written notice to the contractor. The program’s decision as to whether sufficient appropriations and authorizations are available will be accepted by the contractor as final.

**Legal Review:**

All respondents must agree to be bound by the general requirements contained in this RFP. Any concerns should be brought to the attention of the Senior Programs and Projects Specialist immediately. Any formal appeals shall abide by Title 12, §360 of the Navajo Nation Procurement Code.

**Governing Law:**

The Navajo Nation is a sovereign government and all contracts entered into as a result for the RFP shall comply with the Navajo Nation law, rules and regulations, including the Navajo Preference in Employment Act, and applicable federal law, rules, and regulations. This procurement and any RFP with respondents that may result shall be governed by the laws of the Navajo Nation and applicable federal law. Nothing herein shall be constructed as a waiver of the Navajo Nation’s sovereign immunity. In addition, the Navajo Nation Business Opportunity Act will apply to the RFP.

**Choice of Forum:**

The courts of the Navajo Nation will have jurisdiction over any dispute that may arise out of this procurement and any RFP with the respondent.

**Terms and Conditions:**

The contents of a successful proposal will become part of the contract upon award. The Division of Behavioral and Mental Health Services (DBMHS) reserves the right to negotiate with the successful respondent any additional provisions to those contained in the RFP. The Navajo Nation is not bound to enter a contract under this RFP and may issue a subsequent RFP for the same services.

**Right to Waive Informality and Ambiguity:**

The program shall reserve the right to decide and interpret if there is a waiver of informality, situation, and ambiguity. This is a sole right of the Nation.

**Ownership of Proposals:**

All documents submitted in response to this RFP shall become the property of the Navajo Nation and will not be returned to the respondent. Responses received will be retained by the Division of Behavioral and Mental Health Services.

**Proposal Format:**

1. Respondent(s) must indicate if they are a priority vendor with the Navajo Nation or Indian Preference.
2. All proposals must be typewritten of standard 8 ½" x 11" inch paper and placed within a 1" binder with tabs delineating each section. Larger paper is permissible for charts, maps, or the like.
3. An original RFP response and 3 copies must be provided in a sealed envelope with Vendor Name & address and RDP Bid #22-07-2854LE
4. The proposal must be organized and indexed in the following format:
  - a. Letter of Transmittal
  - b. Statement of Qualification
  - c. Proposal on Contract Approach
  - d. Proposed Cost **(Sealed in Separate Envelope)**Within each section of the proposal, respondents should address the items in the order with which they appear in the RFP. Any proposal that does not adhere to the requirements may be deemed non-responsive and rejected on that basis.
5. Each proposal must be accompanied by the letter of transmittal. The letter of transmittal must:
  - a. Provide background on company;
  - b. Identify the name of the person responding to the RFP;
  - c. Identify the name, title and telephone numbers of person authorized to negotiate on behalf of the organization;

- d. Identify the names, files, and telephone numbers of person to be contacted for clarification.
  - e. Explicitly indicate acceptance of the conditions governing this procurement;
  - f. Be signed by the person responding to the RFP; and
  - g. Acknowledge receipt of any and all amendments to the RFP.
6. The respondent must submit a statement of qualification:
- a. The respondent must submit a resume
  - b. Number of years of experience working with government entities and in marketing positions.
  - c. The respondent will provide three (3) references. Each reference must include the name, address and telephone number of a contact person who can describe, in some detail, the quality, quantity and substance of services provided.
  - d. The respondent must provide current certificate of liability insurance.
  - e. The respondent must provide current W-9.
  - f. The respondent must provide current Navajo Nation Certification regarding Debarment and Suspension.
7. The respondent must provide proposal in contact approach.
- a. Provide in detail how they would accomplish the objectives described in the scope of work.
  - b. Provide number of employees in the company.
  - c. Ability to provide marketing and media services.
  - d. Provide sample print advertising for a community event.
8. Proposal Cost: **(Sealed in Separate Envelope)**
- a. The respondent will provide detailed breakdown cost for fees, expenses, print, radio, and display advertising for marketing and media services.
  - b. The respondent must include listing and cost breakdown for subcontractor services, if any.

### **Evaluation and Criteria**

1. A Selection Committee will review the proposals received in accordance with the general criteria described herein. The selection committee may request oral presentation by respondents. Respondents should be prepared to provide and additional information the Selection Committee feels necessary for the fair evaluation of proposals.
2. Failure of a respondent to provide any information requested in the RFP may result in disqualification of the proposal. All proposals must be endorsed with the signatures of a responsible official having authority to bind the respondent to the execution of a contract.
3. The sole objective of the Selection Committee will be to evaluate and select the respondent who is most responsive to the needs of the Navajo Nation and recommend the respondent(s) who best meet(s) this objective.
4. Evaluation Criteria:

Evaluation Criteria	Points
Priority 1 or 2 vendor or/and Indian Preference <ul style="list-style-type: none"> <li>a. Priority One/Indian Preference vendor (10 pts)</li> <li>b. Priority Two vendor (5 pts)</li> <li>c. Non-Priority/Non-Indian Preference vendor (0pts)</li> </ul>	10
Proposal Organization (0 or 5 pts) <ul style="list-style-type: none"> <li>a. Typed written on 8 ½" x 11" inch paper</li> <li>b. (1) original and (3) copies</li> <li>c. Binding and Indexing</li> </ul>	5
Letter of Transmittal <ul style="list-style-type: none"> <li>a. Provide background on company.</li> <li>b. Identify individual(s) as specified above.</li> </ul>	5
Statement of Qualifications <ul style="list-style-type: none"> <li>a. Resume</li> <li>b. Number of years working with governmental agencies</li> <li>c. (3) References</li> <li>d. Provide current certificate of liability insurance</li> <li>e. Provide current W-9</li> <li>f. Provide current NN Certification regarding Debarment &amp; Suspension</li> </ul>	20
Proposed Contract Approach <ul style="list-style-type: none"> <li>a. Describe meeting objective to specification</li> <li>b. Provide number of employees in the company</li> <li>c. Ability to provide marketing and media services.</li> <li>d. Provide sample print advertising for a community event.</li> </ul>	25
Proposed Cost ( <b>Sealed in Separate Envelope</b> ) <ul style="list-style-type: none"> <li>a. The respondent will provide detailed breakdown cost for fees, expenses and advertising.</li> <li>b. The respondent must include listing and cost breakdown for subcontractor services, if any.</li> </ul>	35
<b>Total Points:</b>	<b>100</b>