

Navajo Nation Division for Children and Family Services  
REQUEST FOR BID  
BID NO. **25-04-3660LE**

Bids Due: May 2, 2025  
Description: Marketing Campaign  
Contact Person: Brenda Tsosie, Principal Accountant  
Phone: 928.871.6851  
Email: [Brenda.Tsosie@ndcfs.org](mailto:Brenda.Tsosie@ndcfs.org)

Bids using FedEx, UPS, postal mail, or personal delivery must be submitted to:

Physical Address: Navajo Division for Children and Family Services  
2296 Administration Bldg. #2  
Window Rock, AZ 86515  
Attn: Brenda Tsosie, Principal Accountant

Mailing Address: Navajo Division for Children and Family Services  
PO Box 4590  
Window Rock, AZ 86515  
Attn: Brenda Tsosie, Principal Accountant

Bids may be electronically mailed to: [Brenda.Tsosie@ndcfs.org](mailto:Brenda.Tsosie@ndcfs.org)

#### 1. Scope of Contract

Navajo Nation Division for Children and Family Services in the vital development and execution of the Preserving Navajo Families marketing campaign. This initiative aligns seamlessly with the NDCFS's core mission, which aims to enhance awareness of family preservation efforts within Navajo communities, foster active community engagement, and drive positive behavioral changes to bolster support for family services. This campaign is critical for expanding outreach throughout the Navajo Nation and within neighboring border towns, targeted urban cities, and three satellite chapters. Our extensive marketing expertise, combined with a profound dedication to promoting inclusion and empowerment, equips us to elevate the unique programs the NDCFS offers. We understand that the success of this campaign is fundamental to strengthening family preservation and support, and our comprehensive approach will ensure that every component is executed flawlessly, creating a profound and lasting impact on all participants.

#### Respondent Requirements

- a. All respondents must have at a minimum the capabilities listed herein to perform the duties and responsibilities of the Scope of Work. Bid Bids must reflect in detail the inclusion of these services

and additional forms required. Respondents should also provide technical information about the delivery of services required in the Request for Bid (RFP).

- b. Vendors must demonstrate years of experience and a description of Marketing Management and may include credentials, including but not limited to licensures and certifications. All work performed must comply with safety codes and regulations.
- c. Vendors must have the ability to engage with local communities and be willing to promote local workforce, hiring personnel in accordance with the Navajo Preference in Employment Act and other applicable laws.
- d. This project is based on cost-reimbursement and therefore, vendors must demonstrate financial stability and have a process to submit all required documentation for the processing of reimbursement claims.

#### Scope of Work

- a. Oversee the Overall Marketing Campaign
- b. Comprehensive Management of the Initiative Rollout
- c. Identify and Manage Content Creation Contractors
- d. Establish a Video Production Plan for Outreach
- e. Radio and Television & Social Media Advertising
- f. Community Engagement
- g. Billboard Placement
- h. Movie Theatre Advertising
- i. Promotional Items/Print & Collateral Material
- j. Identifying and Engagement with Influencers

All RFPs must be received by the NDCFS on or before May 2, 2025, at 5:00 PM (DST).

The following documents are required and must be submitted:

- 1. Navajo Nation Certification regarding Debarment and Suspension
- 2. W-9 Form Request for Taxpayer Identification Number and Certification
- 3. Licensed, bonded, and current Certificate of Liability Insurance
- 4. Curriculum Vitae or Resume outlining previous projects and work experience.

Bids Format:

- 1. A letter of transmittal
- 2. Bids on contract in accordance with Scope of Work
- 3. Detailed Cost and Grand Total contract amount for all services for this RFP.