

**Navajo Department of Health
Navajo Division of Behavioral and Mental Health Services**

**RFP Bid #25-07-3759GC
DBMHS Marketing Consultant**

The Navajo Division of Behavioral and Mental Health Services (DBMHS) is requesting proposals from qualified marketing consultants and/or agencies to provide comprehensive marketing services. The selected consultant/agency will be responsible for enhancing DBMHS's public presence and accessibility through refreshed branding, a redesigned website, culturally competent multimedia advertising and compelling visual and written content.

Goals & Objectives:

- Establish cohesive, modern, and culturally appropriate branding and style guidelines.
- Using WordPress, redesign the DBMHS website for improved UX/UI, accessibility, and cultural relevance.
- Develop and execute integrated advertising campaigns across print, radio, digital, and social media.
- Collaboratively create high-quality content and visual assets using Adobe Creative Cloud to support communications across platforms.

Scope of Work:

1. Branding & Style Guidelines
 - Conduct a brand audit of current materials and public perception.
 - Engage stakeholders and community representatives to inform brand identity.
 - Develop a culturally grounded brand guide including:
 - Logo refinement and alternatives
 - Diné (Navajo) color and symbol integration
 - Fonts, colors, and layout principles
 - Language use [including Diné Bizaad (Navajo language) considerations]
 - Voice, tone, and culturally sensitive messaging
 - Deliver print and digital versions of the brand guidelines.
2. Website Redesign
 - Evaluate the current website (www.nndbmhs.org) for structure, usability, and accessibility.
 - Redesign the site to ensure:
 - User-friendly navigation
 - Accessibility compliance
 - Mobile responsiveness
 - SEO best practices
 - Bilingual content support (English and Navajo, where applicable)
 - Include essential features like:
 - Crisis contact visibility

- Outpatient Treatment Center (OTC) locations and services
 - Downloadable resources
 - Event calendar
 - E-newsletters
- Coordinate content migration and training for internal staff on website updates.
- 3. Advertising Strategy & Campaigns
 - Develop a multi-channel advertising strategy tailored to Navajo Nation communities, including:
 - Print (local newspapers, magazines, mailers, billboards, newsletters)
 - Radio (in English and Navajo)
 - Digital platforms (Google Ads, social media, video, etc.)
 - Collaboratively design, launch, and manage campaigns focused on:
 - Behavioral & Mental health awareness and observances
 - Suicide prevention
 - Cultural healing and wellness
 - Protective factors and healthy coping mechanisms
 - Monitor campaign performance and provide reports with insights and recommendations.
- 4. Graphic Design & Content Creation
 - Produce consistent, high-quality visual and written content aligned with the new brand.
 - Design materials such as:
 - Print: Brochures, Posters, Flyers, Newsletters & Business Cards
 - Digital: Logos, Social Media graphics, Website banners, Presentation & Email templates, and Videos
 - Other print & digital advertisements
 - Video content to include production, editing, dissemination, and project-related assistance
 - Write culturally appropriate copy for:
 - Website pages
 - Social media posts
 - Videos
 - Press releases
 - Public service announcements (including radio)
 - Other print & digital advertisements
 - Create a content calendar for 12 months

Deliverables:

- Comprehensive brand and style guide (print + digital)
- Fully redesigned, accessible website
- Strategic advertising plan and executed campaigns
- Ongoing content creation (templates, graphics, text, video)
- Performance and engagement reports (quarterly)
- Project management and stakeholder engagement documentation

All marketing material created by the consultant will become the property of the Navajo Nation and should be culturally sensitive and responsive to the needs of the program. Consultants may need to complete their own research if provided a topic by program personnel. Consultant will produce camera-ready content for printing, advertising, and display. Designated program personnel will approve all content before publishing to ensure compliance with DBMHS's scope of work, as well as 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 will include estimated costs for print, radio, and display/digital advertising in cost proposal.

Consultant may be requested to travel to DBMHS events for marketing and media purposes. This travel would be at the discretion of the Health Services Administrator (HSA) or designated program personnel. Travel expense costs will be in accordance to Federal GSA rates. Consultant will be required to have their own equipment available for services. Consultant must provide current Certificate of Liability Insurance. The consultant may provide services for twelve (12) months, 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 8, 2025, at 5:00pm MDT.**

All parties responding to this Bid #25-07-07-3759GC 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 Public Information Officer (SPIO) for official response. The respondent may contact the SPIO verbally, however verbal responses will be considered unofficial. Only written responses to question(s) will be official. All questions will be directed to Rapheal Begay, Senior Public Information Officer, at rl.begay@navajo-nsn.gov or (928) 871-6240. Questions regarding this procurement will be accepted until **Wednesday, August 6, 2025.**

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. 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 DBMHS.

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 No:
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, Suspension, and Contracting Eligibility
7. The respondent must provide proposal in contract 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, project, or organization.
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 services. Cost should additionally include cost for print, radio, and display advertising with marketing entities. (i.e. Navajo Times, Gallup Independent, iHeart Radio, social media, etc.)
 - 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
Proposal Organization (0 or 10 pts) <ol style="list-style-type: none"> a. Typed written on 8 ½" x 11" inch paper b. (1) original and (3) copies c. Binding and Indexing 	10
Letter of Transmittal <ol style="list-style-type: none"> a. Provide background on company. b. Identify individual(s) as specified above. 	10
Statement of Qualifications <ol style="list-style-type: none"> a. Resume b. Number of years working with governmental agencies c. (3) References d. Provide current certificate of liability insurance e. Provide current W-9 f. Provide current NN Certification regarding Debarment, Suspension, and Contracting Eligibility 	20
Proposed Contract Approach <ol style="list-style-type: none"> a. Describe meeting objective to specification b. Provide number of employees in the company 	25

<ul style="list-style-type: none"> c. Ability to provide marketing services. d. Provide samples of media advertising for a community event, project, or organization 	
Proposed Cost (Sealed in Separate Envelope) <ul style="list-style-type: none"> a. The respondent will provide detailed breakdown cost for fees, expenses and advertising. b. The respondent must include listing and cost breakdown for subcontractor services, if any. 	35
Total Points:	100

**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give form to the
requester. Do not
send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>	
	5 Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)
	6 City, state, and ZIP code	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number											
				-				-			
or											
Employer identification number											
					-						

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person	Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

NAVAJO NATION CERTIFICATION
Regarding Debarment, Suspension, and
Contracting Eligibility

1. Applicant entity acknowledges that to the best of its knowledge that the Applicant entity, either in its present form or in any identifiable capacity, has not, in accordance with 12 N.N.C. § 361:
 - A. Been convicted of the commission of criminal offenses incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of any such contract or subcontract;
 - B. Been convicted of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or other offenses indicating a lack of business integrity or honesty, which currently, seriously, and directly affect responsibility as a Navajo Nation contractor;
 - C. Been convicted under antitrust statutes arising out of the submission of bids or proposals;
 - D. Violated contract provisions, including:
 - i. Deliberate failure, without good cause, to perform in accordance with the contract specifications or within the time limit provided in the contract,
 - ii. A recent record of failure to perform or of unsatisfactory performance with the terms of any contract, or
 - iii. Any other cause so serious and compelling as to affect responsibility as a Navajo Nation contractor, including debarment by another governmental entity.
2. Applicant acknowledges that if the Navajo Nation determines that the executed Certification provided herein is untrue or not wholly accurate, it shall be grounds for the Navajo Nation to terminate the contract and pursue other legal remedies, at the Navajo Nation's discretion.
3. Applicant certifies to the best of its knowledge that it is eligible to do business with the

Navajo Nation, in its present form or in any other identifiable capacity, pursuant to 12 N.N.C. § 1501 and 5 N.N.C. § 301. Applicant also acknowledges that per 12 N.N.C. § 1505, it will not be eligible to contract with the Navajo Nation if deemed ineligible by the appropriate department or entity of the Navajo Nation which receives the Applicant’s request for consideration for a business opportunity.

Applicant Name

Name of individual signing on Applicant’s behalf (print)

Applicant Address

Title of individual signing on Applicant’s behalf

Applicant Address

Signature of individual signing on Applicant’s behalf

Applicant Address

Date