

Stop Opiate Substance Abuse Campaign (PaStop.org)
Media/Marketing Company

The Commonwealth Prevention Alliance, is seeking bids for a **Media/Marketing Company**, for the Pennsylvania STOP Opiate Abuse Campaign (PaStop.org), which is a statewide grant. Interested parties must have experience working in the field of substance abuse prevention. In addition, must have proof of liability/business insurance.

The STOP Opiate Abuse Grant is a statewide media messaging initiative spearheaded by the Commonwealth Prevention Alliance (CPA). The grant period is January 1, 2020 through December 31, 2020.

The scope and responsibilities for the contracted evaluator are listed below:

- Participate on bi-monthly PA STOP workgroup meeting conference calls.
- Participate in one (1) PA STOP in-person workgroup meeting, in Indiana County, PA.
- Design, create and produce media messages per the request of the PASTOP workgroup based on the 2020 grant deliverables.
- Facilitate, coordinate, or assist with “Marketing and Promotional Buy-In Plans” designed for, or by other SCA’s and coalitions to purchase advertising and messaging tools.
- Work with media distribution company to implement media campaigns across Pennsylvania, at the discretion of the PA STOP Workgroup.
- Present or attend at the CPA conference, in State College, PA (June 2020), for the PASTOP media campaign. Typically attend one day.
- Assist in developing and maintaining social media outlets to continue direct engagement to members
- Attend marketing events to promote PA STOP, as needed.
- Work with the project evaluator to track program outcomes including analytical data from website and social media outlets.
- Track requests for information/materials from all groups (or individuals) that make such requests.

Format bids must have the following information:

- ***Bid is not to exceed \$68,500, including travel***
- Hourly Rate
- Projected Hours for the Project
- Work Statement showing how Scope of Service can be completed
- Reference inclusive of phone numbers
- Show previous experience in the field of substance abuse prevention
- Travel expenses should include mileage (Federal rate), meals, conference registration (if applicable), lodging (if applicable – traveling more than two (2) hours one way.
- The agency/individual selected should include their travel to attend one (1) in person meeting in Indiana County. If planning to attend the CPA Conference in June 2020 (State College, PA) please include those expenses. For more information on conference expenses please see the 2019 Conference Brochure at www.commonwealthpreventionalliance.org.

Questions: Please email Jeff Hanley at jeff.hanley@commonwealthpreventionalliance.org

All bids must be received in writing by 12:00 p.m. on October 28th, 2019, and mailed to:

Jeff Hanley
CPA Executive Director
142 W. South Hills Avenue
State College, PA 16801