

STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE
AMENDMENT NO. 1

TO: LIMITED DISTRIBUTION - OHIO DEPARTMENT OF HEALTH
FROM: HUGH QUILL, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES
SUBJECT: COMPETITIVE SEALED PROPOSAL - ButtOut Ohio: Lesbian, Gay, Bisexual and Transgender (LGBT)
Community Youth and Young Adults Anti-Tobacco Social Marketing Campaign

Attached are pages 1, 2 and 4 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

As a result of mutual agreement between the state of Ohio and the contractor, this amendment is issued to renew the subject contract an additional one (1) year, effective 03/30/2010 through 03/29/2011.

Contractor to provide continuation of services for the ButtOut Ohio marketing campaign for a full year at prorated rate.

All other prices, terms and conditions remain unchanged.

Carol Clingman
Carol.clingman@das.state.oh.us

This Amendment, the Contract and any additional Amendments thereto are available from the DAS Web site at the following address:



<http://www.ohio.gov/procure>

Affected Contractor(s):

0000159306
Fleishman-Hillard Cleveland
1350 Euclid Ave Suite 200
Cleveland, OH 44114
Michael.murphy@fleishman.com



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REQUIREMENTS CONTRACT: ButtOut Ohio: Lesbian, Gay, Bisexual and Transgender (LGBT) Community Youth and Young Adults Anti-Tobacco Social Marketing Campaign

CONTRACT NUMBER: CSP902710

EFFECTIVE DATES: 10/15/09 TO 03/29/10
Renewal through 03/29/11

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP902710 that opened on August 28, 2009. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Health as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

Questions regarding this and/or the Services Contract may be directed to:

Carol Clingman, CPPB
carol.clingman@das.state.oh.us

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COST SUMMARY

Title: ButtOut Ohio: Lesbian, Gay, Bisexual and Transgender (LGBT) Community Youth and Young Adults Anti-Tobacco Social Marketing Campaign

UNSPSC Number: 80101500

OAKS ID Number: 16630

Deliverable Number	Description	Cost	
One	Continue to develop, implement and manage a complete social marketing campaign around developed brand ButtOut Ohio.	\$ 11,500.00	*
Two	Continue to develop brand Quit Kits, educational materials, brochures, posters, brand specific promotional item and other appropriate literature.	\$ 6,500.00	*
Three	Continue to create brand presence at LGBT events.	\$ 5,500.00	*
Four	Continue to utilize media to further promote ButtOut Ohio.	\$ 3,500.00	*
Five	Continue to recruit and mobilize Activist Out Reach teams to promote brand at LGBT events.	\$ 9,000.00	*
Six	Continue to provide monthly and other requested progress reports.	\$ 1,500.00	*
Seven	Continue to conduct extensive, fully comprehensive process and outcomes evaluation.	\$ 5,500.00	*
Eight	Continue to provide support staff as necessary for satisfactory performance.	\$ 1,500.00	*
Nine	Continue to Utilize and maintain relevant social networking sites to reach the target market with updates and additional information of events and new information about tobacco control.	\$ 5,500.00	*
Total Not to Exceed Cost:		\$ 50,000.00	*

Cost must be reflected in U. S. Dollars

* To advise of continuation of services for the ButtOut Ohio marketing campaign for a full year, 3/30/10 through 3/29/11.

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
1	02/22/10	Indicates a one (1) year renewal, effective 03/30/10 through 03/29/11.
	10/15/09	Contract Inception