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

MANDATORY USE CONTRACT FOR: CREATING HEALTHY COMMUNITIES HEALTHY RETAIL MARKETING SERVICES

CONTRACT NUMBER: CSP910214

EFFECTIVE DATES: 6/6/14 TO 12/31/14
* Renewal through 12/31/16

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP910214 that opened on 4/16/14. 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:

Ross Leider, CPPB
ross.leider@das.ohio.gov

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

www.ohio.gov/procure

*Indicates revision to Contract expiration date.

COST SUMMARY FORM

OAKS ID Number: 26118

Description	Cost
1. Facilitate informal focus groups with the Creating Healthy Communities Coordinators and store owners to gain feedback on brand development.	$ 6,000
2. Develop an Ohio healthy retail brand that includes a logo and collateral materials.	$ 12,000
3. Based on identified target audience(s), as defined in Scope of Work, develop a detailed media plan for a state healthy retail campaign (priority to sixteen (16) CHC counties).	$ 6,500
4. Be available for at least two (2) conference calls with state partners and one (1) in-person meeting during contract period.	$ 500
5. Create marketing materials for healthy retail stores such as posters, sidewalk boards, clings, shelf tags, point of sale promotion, reusable produce bags, and creation of frequent buyer punch card or other produce purchase incentive item materials.	$ 11,500
6. Create marketing materials for CHC Coordinators such as sample press releases, PSA's, sample social media posts, sample newspaper advertisements, and postcards promoting the healthy retail location for community services.	$ 8,000
7. Present the Ohio healthy retail brand artwork and specifications to CHC Coordinators and State partners at the June 26th, 2014 CHC All-Project Meeting.	$ N/A
8. Coordinate distribution of the Ohio healthy retail brand collateral materials to CHC Coordinators and State partners.	$ 3,200
9. Produce a brief report that outlines the feasibility and cost of doing media buys for the campaign.	$ 4,500
10. Produce a statewide video of CHC healthy retail success stories.	$ 11,100

All costs are in U.S. Dollars.
The State is not responsible for any costs not identified.
There are no additional reimbursements for travel or other related expenses.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

220771
Better World Advertising
110 Green Street
Suite B501
Brooklyn, NY 11222

CONTRACT NO: CSP910214-1(12/31/14)

Remit to Address:

220771
Better World Advertising
333 Kearny Street
Floor 7
San Francisco, CA 94108

TERMS: Net 30 Days

CONTRACTOR'S CONTACT: Ms. Jennifer Hampton

Telephone: (718) 729-1500
Fax: (718) 729-1501
Email: jenniferh@socialmarketing.com

SUMMARY OF AMENDMENTS

	Amendment Number	Effective Date	Description
*	3	12/31/16	This amendment is issued to advise that this contract will not be renewed beyond the current expiration date of 12/31/16. Thereafter, the agency shall procure their needs for these supplies/services in accordance with Ohio Revised Code Section 125.05.
	2	01/01/16	Acknowledgement to renew Contract 01/01/16 through 12/31/16.
	1	01/01/15	Acknowledgement to renew Contract 01/01/15 through 12/31/15; and, to add the Summary of Amendments page.

* Amendment that Contract expires 12/31/16.