

# **REQUEST FOR PROPOSALS**

## **ADDENDUM # 1**

**ISSUED: 12/05/13**

**RFP NUMBER: CSP908214  
INDEX NUMBER: DOH100**

**The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Department of Health, is requesting proposals for:**

**Help Me Grow Statewide Public Awareness Campaign**

**MINORITY SET-ASIDE BID IN ACCORDANCE WITH ORC CH 125.081**

**Attached is page 1 to this Request for Proposal (RFP). Remove the corresponding page(s) from the existing RFP and replace with the attached.**

**Reason for Addendum. This addendum is issued to extend the Proposal Due Date to December 13, 2013, and to extend the Inquiry End Date to December 10, 2013.**

<b>PROPOSAL DUE DATE:</b>	<b>December 13, 2013 by 1:00 PM</b>
<b>OPENING LOCATION:</b>	<b>Department of Administrative Services General Services Bid Desk 4200 Surface Road Columbus, Ohio 43228-1395</b>



Office of  
Procurement Services  
Service · Support · Solutions

## REQUEST FOR PROPOSAL

RFP NUMBER: CSP908214  
INDEX NUMBER: DOH100  
UNSPSC CATEGORY: 80171000, 80141000, 60105000

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Department of Health, is requesting Proposals for:

Help Me Grow Statewide Public Awareness Campaign

MINORITY SET-ASIDE BID IN ACCORDANCE WITH ORC CH 125.081

OBJECTIVE: The Ohio Department of Health (ODH) is seeking proposals from qualified individuals, agencies or organizations to develop a marketing identity and then conduct message testing related to the perceptions, opinions, beliefs and attitudes towards printed concept draft advertisements and video spots related to Help Me Grow (HMG) Home Visiting and Early Intervention Programs.

RFP ISSUED:	November 4, 2013
INQUIRY PERIOD BEGINS:	November 4, 2013
INQUIRY PERIOD ENDS:	*December 10, 2013 at 8:00 AM
PROPOSAL DUE DATE:	*December 13, 2013 by 1:00 PM

Offeror must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted in separate sealed envelopes/packages, clearly identified on the exterior as either "Technical Proposal" or "Cost Proposal" with the respective RFP Number and due date on each. Offeror must submit this signed cover page with its technical Proposal.

Submit Sealed Proposals to:

Department of Administrative Services  
Office of Procurement Services  
Attn: Bid Desk  
4200 Surface Road  
Columbus, OH 43228-1395

Note: Please review the [Proposal Instructions](#) on our Web site.

<b>Offeror Name and Address:</b>  _____  _____  _____  _____  E-Mail Address: _____  Phone Number: (        ) _____ - _____, Ext. _____	<b>Name/Title:</b>  _____  _____  Signature: _____  By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.
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\*Indicates change.