

STATE OF IOWA
IOWA DEPARTMENT OF EDUCATION
INFORMAL COMPETITIVE BID POSTING

Procurement Title: School Nutrition Social Marketing Campaign

Procurement Reference #: ED-092925KS-001

Description of Bid Opportunity (Scope of Work):

The awarded vendor will work with the Iowa Department of Education staff to develop a social marketing campaign plan to improve perceptions and awareness of the nutrition contribution of school meals. The intended campaign audience includes parents of school aged children, school staff and K-12th grade students. The awarded vendor will work with the Department to develop appropriate graphics, logos and scripts for three promotional videos 3-5 minutes in length. Materials developed by the awarded vendor will be provided to the Department in a format that can be used by the Department in the development of posters, clings, and other promotional materials. The awarded vendor will host a focus group, or conduct other appropriate validity testing of the campaign materials, to gather feedback and test graphics, scripts and marketing plan with parents and/or school staff that attend a school in Iowa that participates in the National School Lunch Program.

Proposals will be evaluated and a recommendation will be made using the following criteria, which are listed in no particular order:

Vendor proposals will be evaluated on their experience working with State agencies and/or school districts, examples of previous work to show that the vendor produces high quality and creative deliverables, references to support their expertise and experience, a reasonable budget and ability to meet the timeline. Qualified vendors will be able to produce and provide art materials in a format that can be utilized and updated by the Department, such as the Adobe Creative Suite, Google, Microsoft, etc.

Proposals submitted should include the Vendor's Cost Proposal and sufficient information regarding the Vendor's ability to perform the services as identified in the Scope of Work. The Vendor should also include references with its Proposal.

From the issue date of this Informal Bid until announcement of the successful bidder, Vendors may contact **ONLY** the Issuing Officer. The Issuing Officer will only respond to questions regarding the procurement process. Vendors shall be disqualified if they contact any State employee other than the Issuing Officer.

All information submitted by a Vendor may be treated as public record, unless the Vendor properly requests that the information be treated as confidential in accordance with the public records laws of the State of Iowa (Iowa Code Chapter 22) at the time the Proposal is submitted.

The costs of preparation and delivery of the Proposal are solely the responsibility of the Vendor.

Proposals must be received by the close of business day on: October 30, 2025

1. Projected timeframe of awarded contracted: From December 1, 2025 to April 1, 2026

Any questions for clarification should be in writing to the Issuing Officer listed below and responses will be provided to all who have contacted the Issuing Officer with regards to this bid opportunity.

First and Last Name of the Issuing Officer for this Procurement:

First Name: Amy Last Name: Freeman

Phone Number of the Issuing Officer for this Procurement: (515) 210-8990

Email Address of the Issuing Officer for this Procurement: OIAS@iowa.gov

The Iowa Department of Education reserves the right to:

- **Reject any and/or all Proposals, in whole or in part;**
- **Advertise for new Proposals;**
- **Abandon the need for such services; and/or**
- **Cancel this Informal Competitive Bid at any time prior to the execution of the written contract.**