

RFP Information for 2023 Cover Crop Marketing Campaign

The Iowa Department of Agriculture and Land Stewardship runs a short marketing campaign each summer to encourage farmers and landowners in Iowa to enroll in the state's conservation cost share program. The program incentivizes farmers and landowners to add conservation practices, like cover crops, to their fields to improve the health of their soils and protect water quality in Iowa and downstream. In 2022 more than 900 farmers and landowners enrolled in the program.

Scope of Work

1. If you are interested in this project, please provide details for a project that would:
 - 1.1. Uses a mix of 30-second radio ads on farm broadcast stations, digital ads on agricultural trade publications' websites, Facebook advertising and digital re-targeting strategies.
 - 1.2. Targets farmers and landowners living in Grundy, Black Hawk, Tama, Benton, Linn, Hamilton, Boone, Story, Polk, Jasper, Mahaska, Keokuk, Buena Vista, Pocahontas, Sac, Calhoun, Carroll, Greene, Dallas, Wright, Kossuth, Hancock and Humboldt counties.
 - 1.3. Estimates the size of the target audience and potential reach of the campaign.
 - 1.4. Includes weekly performance reports and a full performance report after the campaign ends.
 - 1.4.1. Reach
 - 1.4.2. Impressions
 - 1.4.3. Digital ad engagement (clicks, likes, shares and views)
 - 1.4.4. IDALS will own this data.
 - 1.5. Monitors the performance of the digital ads and optimizes them throughout the campaign.
 - 1.6. Summarizes the marketing campaign's performance after it concludes.
 - 1.7. Runs from early July to mid-August 2023
 - 1.8. Has a campaign budget that **shall be between** \$24,000 - \$26,000
 - 1.9. Other requirements
 - 1.9.1. The Respondent should have extensive experience in branding and marketing related to agriculture/crops in the State of Iowa.
 - 1.9.2. The Iowa Department of Agriculture and Land Stewardship will provide the radio ad script, digital ad copy and graphics.
 - 1.9.3. The selected vendor must produce the 30-second radio spot and production costs should be included in the cost proposal.
 - 1.9.4. The selected vendor should provide contracting and invoicing through one contact.

Specifications

2. Technical Proposal- The following will be considered in the technical evaluation and scoring. No costs are allowed in the technical proposal.
 - 2.1. Please provide an example(s) of a previously produced campaign by your organization including:
 - 2.1.1. Past radio spots
 - 2.1.2. Facebook posts
 - 2.1.3. Graphics
 - 2.1.4. Etc.
 - 2.1.5. Provide past campaign performance reports

- 2.1.6. Provide schedules that use a mix of broadcast, social, and/or digital advertising channels.
- 2.1.7. Provide at least one reference from a previous campaign.
- 2.2. Please provide a proposed strategy for this project.
 - 2.2.1. Provide an approximately one-page narrative explaining your strategy and how you will optimize the campaign's performance to maximize impressions.
 - 2.2.1.1. What type of monitoring and adjustments will you do?
 - 2.2.1.2. How will you allocate resources to different advertising methods?
- 2.3. Name the primary people who will be working on the campaign and include their professional credentials.

3. **Cost Proposal** - The respondent shall provide its Cost Proposal in a separate attachment or envelope than the technical proposal.

3.1. Please provide the estimated itemized total cost of the proposal.

	Cost
Administrative Costs	\$
Radio	\$
Digital (non-Social Media)	\$
Social Media	\$
Other	\$
Total Cost	\$

Written questions, requests for clarification, and suggested changes from respondents are due by May 5th at 8:00 am.

Submit proposal by May 19th at 10:00 am to:

Jonathan Koele

Wallace State Office Building

502 E. 9th St. Des Moines, IA 50319

(515) 281.6877

Jonathan.Koele@IowaAgriculture.gov

Attachment #1

Form 22 – Request for Confidentiality

SUBMISSION OF THIS FORM 22 IS REQUIRED

THIS FORM 22 (FORM) MUST BE COMPLETED AND INCLUDED WITH YOUR PROPOSAL. THIS FORM 22 IS REQUIRED WHETHER THE PROPOSAL DOES OR DOES NOT CONTAIN INFORMATION FOR WHICH CONFIDENTIAL TREATMENT WILL BE REQUESTED. FAILURE TO SUBMIT A COMPLETED FORM 22 WILL RESULT IN THE PROPOSAL TO BE CONSIDERED NON-RESPONSIVE AND ELIMINATED FROM EVALUATION. COMPLETE PART 1 OF THIS FORM 22 IF PROPOSAL DOES NOT CONTAIN CONFIDENTIAL INFORMATION. COMPLETE PART 2 OF THIS FORM 22 IF PROPOSAL DOES CONTAIN CONFIDENTIAL INFORMATION.

1. Confidential Treatment Is Not Requested

A Respondent not requesting confidential treatment of information contained in its Proposal shall complete Part 1 of Form 22 and submit a signed Form 22 Part 1 with the Proposal.

2. Confidential Treatment of Information is Requested

A Respondent requesting confidential treatment of specific information shall: (1) fully complete and sign Part 2 of Form 22, (2) conspicuously mark the outside of its Proposal as containing confidential information, (3) mark each page upon which the Respondent believes confidential information appears **and CLEARLY IDENTIFY EACH ITEM for which confidential treatment is requested; MARKING A PAGE IN THE PAGE MARGIN IS NOT SUFFICIENT IDENTIFICATION**, and (4) submit a “Public Copy” from which the confidential information has been excised.

Form 22 will not be considered fully complete unless, for each confidentiality request, the Respondent: (1) enumerates the specific grounds in Iowa Code Chapter 22 or other applicable law that supports treatment of the information as confidential, (2) justifies why the information should be maintained in confidence, (3) explains why disclosure of the information would not be in the best interest of the public, and (4) sets forth the name, address, telephone, and e-mail for the person authorized by Respondent to respond to inquiries by the Agency concerning the confidential status of such information.

The Public Copy from which confidential information has been excised is in addition to the number of copies requested in Section 3 of this RFP. The confidential information must be excised in such a way as to allow the public to determine the general nature of the information removed and to retain as much of the Proposal as possible.

Failure to request information be treated as confidential as specified herein shall relieve Agency and State personnel from any responsibility for maintaining the information in confidence. Respondents may not request confidential treatment with respect to pricing information and transmittal letters. A Respondent’s request for confidentiality that does not comply with this form or a Respondent’s request for confidentiality on information or material that cannot be held in confidence as set forth herein are grounds for rejecting Respondent’s Proposal as non-responsive. Requests to maintain an entire Proposal as confidential will be rejected as non-responsive.

If Agency receives a request for information that Respondent has marked as confidential and if a judicial or administrative proceeding is initiated to compel the release of such information, Respondent shall, at its sole expense, appear in such action and defend its request for confidentiality. If Respondent fails to do so, Agency may release the information or material with or without providing advance notice to Respondent and with or without affording Respondent the opportunity to obtain an order restraining its release from a court possessing competent jurisdiction. Additionally, if Respondent fails to comply with the request process set forth herein, if Respondent’s request for confidentiality is unreasonable, or if Respondent rescinds its request for confidential treatment, Agency may release such information or material with or without providing advance notice to Respondent and with or without affording Respondent the opportunity to obtain an order restraining its release from a court possessing competent jurisdiction.

Part 1 – No Confidential Information Provided

Confidential Treatment Is Not Requested

Respondent acknowledges that proposal response contains no confidential, secret, privileged, or proprietary information. There is no request for confidential treatment of information contained in this proposal response.

This Form must be signed by the individual who signed the Respondent’s Proposal. The Respondent shall place this Form completed and signed in its Proposal.

- ***Fill in and sign the following if you have provided no confidential information. If signing this Part 1, do not complete Part 2.***

_____	_____	_____
Company	RFP Number	RFP Title
_____	_____	_____
Signature (required)	Title	Date

Part 2 - Confidential Treatment is Requested

The below information is to be completed and signed ONLY if Respondent is requesting confidential treatment of any information submitted in its Proposal.

NOTE:

- ***Completion of this Form is the sole means of requesting confidential treatment.***
- **A RESPONDENT MAY NOT REQUEST PRICING INFORMATION IN PROPOSALS BE HELD IN CONFIDENCE.**

Completion of the Form and Agency’s acceptance of Respondent’s submission does not guarantee the agency will grant Respondent’s request for confidentiality. The Agency may reject Respondent’s Proposal entirely in the event Respondent requests confidentiality and does not submit a fully completed Form or requests confidentiality for portions of its Proposal that are improper under the RFP.

Please provide the information in the table below. Respondent may add additional lines if necessary or add additional pages using the same format as the table below.

RFP Section:	Respondent must cite the specific grounds in <i>Iowa Code Chapter 22</i> or other applicable law which supports treatment of the information as confidential.	Respondent must justify why the information should be kept in confidence.	Respondent must explain why disclosure of the information would not be in the best interest of the public.	Respondent must provide the name, address, telephone, and email for the person at Respondent’s organization authorized to respond to inquiries by the Agency concerning the status of confidential information.

This Form must be signed by the individual who signed the Respondent’s Proposal. The Respondent shall place this Form completed and signed in its Proposal. A copy of this document shall be placed in all Proposals submitted including the Public Copy.

- ***If confidentiality is requested, failure to provide the information required on this Form may result in rejection of Respondent’s submittal to request confidentiality or rejection of the Proposal as being non-responsive.***
- ***Please note that this Form is to be completed and signed only if you are submitting a request for confidential treatment of any information submitted in your Proposal. If signing this Part 2, do not complete Part 1.***

Company

RFP Number

RFP Title

Signature (required)

Title

Date