

**STATE OF IOWA**  
**IOWA DEPARTMENT OF EDUCATION**  
**INFORMAL COMPETITIVE BID POSTING**

Procurement Title: Team Nutrition Make it Fresh with School Lunch Promotion

Procurement Reference #: ED-CC064-01

Description of Bid Opportunity (Scope of Work):

Iowa's Team Nutrition grant developed standardized recipes for school nutrition programs. In order to create awareness and increase participation for the school nutrition program and the recipes being prepared, we will create a promotional video for schools to share with parents, students and community members. (1) Develop a 2-3 minute video for schools to share and inform viewers about the recipes that they prepare and to promote participation in their school nutrition program. (2) Collaborate with State agency consultants to develop scripts for the video. (3) Collaborate with State agency consultants to interview a school food service director and student(s) for the video. (4) Develop an instructional handout for schools to use when sharing the video.

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

Ability to meet timeline, cost of services, and experience developing marketing materials for schools.

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: March 31, 2023

1. Projected timeframe of awarded contracted: From April 3, 2023 to September 1, 2023

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: Jill Last Name: Borgeson

Phone Number of the Issuing Officer for this Procurement: (515) 205-4764

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.**

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