

Request for Proposals Media Services for Litter Abatement

The New Jersey Clean Communities Council, a 501c3 non profit corporation funded by the State of New Jersey and private sector donations to reduce litter through education, is accepting proposals for an annual statewide television, radio, newspaper and other media advertising campaign to promote anti-littering and responsible solid waste handling behavior.

Contract Amount: Not to exceed \$50,000

Contract Period: February 1, 2024 – January 31, 2025

Criteria:

The contract will be awarded to a company, organization or individual who demonstrates experience in conducting media campaigns and who submits a proposal that is innovative, results-oriented, and demonstrates the best use of funding.

The media campaign must –

- Advertise the activities of New Jersey Clean Communities
- Incorporate television, radio, newspaper and other media
- Provide data that quantifies results
- Reach certain targeted audiences with anti-littering messages

Other media may include, but not be limited to—

- Banner Ads
- Public Service Announcements
- Social Media

Professional services may include, but not be limited to-

- Editing
- Development/Fundraising
- Grants Writing
- Video Production

Contact

Proposals must include the following information:

- Full name of business or individual
- Business Address
- Type of company, i.e., corporation, LLC, Partnership, Sole Proprietor
- Evidence of NJ Business Registration
- Evidence of Certificate of Employee Information Report from State of New Jersey
- Certificate of Personal Liability Insurance in minimum amount of \$1,000,000
- Number of years in business
- List of three references with contact information and type of services provided
- Fee schedule, if applicable

Proposals can be mailed to the NJ Clean Communities Council, Kean University, Townsend 110, 1000 Morris Avenue, Union, New Jersey 08608 or emailed to njccc@njclean.org by 4:00 p.m. on January 25, 2024.

Deadline

Proposals must be received by 4:00 p.m. on January 25, 2024.

Information

Visit www.njclean.org and litterfreenj.com for information on the activities of the NJ Clean Communities Council.

Inquiries

Address inquiries to njccc@njclean.org. You may also call the Clean Communities Office at 609-989-5900.