



Request for Proposal for Single Use Plastics Media Outreach Campaign

The New Jersey Clean Communities Council is a 501c3 non-profit corporation funded by the State of New Jersey Department of Environmental Protection and private sector donations to reduce litter through education, cleanup and enforcement. The NJCCC is also responsible for developing an education and outreach program for New Jersey's single-use plastics campaign. The Council is currently accepting proposals for development and implementation of a statewide media campaign to promote our "*Bag Up NJ*" and "*Skip the Straw*" campaigns. At a minimum, the campaign must include elements of television, radio, newspaper and other media advertising to promote various aspects of the program.

Additionally, the vendor is expected to cover in-person events, including trade shows and bag giveaway programs, write and distribute press releases, develop public service announcements, design creative press events and run of show for said event, create reusable carry out bag designs, and work with third-party vendors on video production.

Contract Amount:

Not to exceed \$44,000

Contract Period:

The contract period will run from November 2021 – November 2022. The NJ Clean Communities Council reserves the right to extend the contract for two additional 12-month contracts.

Criteria:

The contract will be awarded to a company, organization or individual who demonstrates experience in conducting media campaigns, writing and distributing press releases, developing public service announcements, experience in developing and hosting websites, and who submits a proposal that is innovative, results-oriented, and demonstrates the best use of funding. Ideally, the firm must have direct experience working in environmental education and anti-littering initiatives.

The media campaign must –

- Advertise the activities of New Jersey Clean Communities as it relates to single-use plastics activities
- Incorporate television, radio, newspaper and other media
- Reach all areas of NJ, especially overburdened communities
- Host and manage BagUpNJ website
- Incorporate social media

- Other media campaigns as deemed necessary by NJCCC

Professional services may include:

- Editing
- Fundraising Communications
- Grants Writing
- Graphic Design
- Video Production (storyboard development, social media posts)

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 emailed to njccc@njclean.org (preferred) or mailed to the NJ Clean Communities Council, 222 West State Street, Trenton, New Jersey 08608. All proposals must be received *by 4:00 p.m. on October 8, 2021.*

Evaluation

Vendor proposals will be evaluated on experience, creativity and best use of funding.

Deadline

Proposals must be received by **4:00 p.m. on Friday, October 8, 2021.**

Information

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

Inquiries

Any questions regarding this RFP must be submitted to JoAnn Gemenden at njccc@njclean.org by October 1st. Interested parties may also call the Clean Communities Office at 609-989-5900.