



ADVERTISEMENT INFORMATION ONLY

Solicitation Type and Name: Request for Proposals – Public Health Infrastructure Communications Campaign

Solicitation Number: RFP 23-121; RFx 6100017241

Description: The City of San Antonio's Metropolitan Health District is requesting a proposal from a full service bi-lingual advertising and/or marketing agency to assist with an impactful communications campaign. The campaign efforts may also include Creative Design, Print, Digital and Social Media placements. The ad campaign may include media buys specific to select target audiences. The selected agency services will be reviewed and approved by Metro Health. The campaign concepts will align and augment the annual Metro Health Communications Plan. The Communications Plan serves as Metro Health's guideline for standardizing marketing & communications efforts with the Metro Health staff, media, community partners, and the general public. All Community Relations and marketing efforts must comply with [City of San Antonio Administrative Directives](#) and the [City of San Antonio Communications Manual](#).

Applicable Product Categories:

- 91501 – Advertising Agency Services
- 91509 – Audio & Video Production Services
- 91582 – Video Production Services
- 96207 – Arts Services, Cultural, Design, Visual etc.
- 96546 – Graphic Design Services for Printing
- 91807 – Advertising Consulting

Date Issued: August 4, 2023

Due Date & Time: September 12, 2023, 11:00 a.m. Central Time

Pre-Submittal Conference: The conference will be held via WebEx call at 10:00 a.m., Central Time, on Friday, August 11, 2023. Attendance is optional, but highly encouraged. Respondents may call:

Toll Free Number: 1-415-655-0001

Meeting number (access code): 2631 927 2012

Meeting password: CDC2023PHI

Meeting Link: <https://sanantonio.webex.com/sanantonio/j.php?MTID=m5e0ca70b644d13dfe2fbc2580ba1e300>

Staff Contact Person: Gregory Desir, Procurement Specialist III, Gregory.desir@sanantonio.gov

Evaluation Committee Voting Members:

- Mario Martinez, Assistant Director EH & Ops, San Antonio Metropolitan Health District
- Sonia Gonzales, Marketing Manager, San Antonio Metropolitan Health District
- Rosalie Cisneros, Assistant Marketing Manager, San Antonio Metropolitan Health District
- David Alegria, Public Relations Manager, San Antonio Metropolitan Health District
- Michelle Bretado-Arreola, Sr. Management Analyst, San Antonio Metropolitan Health District

Pursuant to Section 011 – Restriction on Communications and in accordance with and as authorized by Section 2-61 of the City Code, the following restrictions on communications apply to this solicitation: Respondents are prohibited from contacting 1) City officials, as defined by §2-62 of the City Code of the City of San Antonio, regarding the RFP or proposal from the time the RFP has been released until the contract is posted for consideration as an agenda item during a meeting designated as an A session; and 2) City employees from the time the RFP has been released until the contract is approved at a City Council “A” session.

Exceptions to the Restrictions on Communications:

Respondents may submit written questions concerning this RFP to the Staff Contact Person listed below until **4:00 p.m., Central Time, on Tuesday, August 15, 2023**. Questions received after the stated deadline will not be answered. All questions shall be sent by e-mail to:

Gregory Desir, Procurement Specialist III
City of San Antonio, Finance Department – Procurement Division
Gregory.Desir@sanantonio.gov

Questions submitted and the City's responses will be posted with this solicitation.

All proposals **must** be submitted electronically through the portal. **ONLY ELECTRONIC SUBMISSIONS WILL BE ACCEPTED.**

To view this solicitation, go to the SAePS portal; <https://supplierservice.sanantonio.gov/irj/portal>.

If you have not completed the City's SAePS Vendor Registration, you must do so in order to view the solicitation and submit a response. Once you have logged on to the SAePS portal, click on "My Bids" (first), if the solicitation is not viewable then click "Other Bids" (to view all already published competitive bids).

TO REGISTER: You will need to complete the vendor registration by accessing the SAePS Vendor Registration at <http://www.sanantonio.gov/purchasing/SAePS.aspx>. Questions regarding registration may be submitted to the SAePS Hotline at (210) 207-0118 or by email at vendors@sanantonio.gov with "SAePS Portal" on the subject line so the issue can be expedited.