

## Request for Proposals

- Issue Date:** February 28, 2024
- Title:** NRV Recovery Ecosystem Anti-Stigma Mailer Campaign
- Issuing Organization:** New River Valley Regional Commission
- Contract Period:** March 15, 2024 - March 14, 2025
- Project Summary:** The New River Valley Regional Commission (NRVRC), as part of the New River Valley Recovery Ecosystem, is interested in working with a qualified printing and targeted mailing firm for a region-wide anti-stigma campaign. The campaign will consist of four region-wide mailings over the course of a calendar year, directing people to social media and the website landing page for education and access services in relation to substance use disorder and recovery. This work will include generating a targeted, regional mailing list and print and design support for mailing materials with direct mailing. The selected firm(s) may have the option to renew its agreement annually.
- Proposed Contact:** Anna Champion  
6580 Valley Center Drive, Suite 104  
Radford, VA 24141  
Email: [achampion@nrvc.org](mailto:achampion@nrvc.org)  
Phone: 540-639-9313 x206
- Proposal Submission:** Proposals may be emailed or three (3) hard copies can be ground mailed to the Proposal Contact.
- Due Date:** March 15, 2024 by 5pm EST

## Purpose

The purpose of this Request for Proposals (RFP) is to receive competitive bids from printer/direct mailing firms capable of helping design, print and direct mail materials for NRV Recovery Ecosystem's anti-stigma campaign. The mailers are part of the Awareness phase of the campaign and targeted to a specific demographic in our region and will direct them to online resources via the website and social media.

## New River Valley Recovery Ecosystem Background

The New River Valley Recovery Ecosystem is a collaborative regional opioid abatement program funded through Virginia Opioid Abatement Authority competitive and direct grant funds. The NRVRC is coordinating the effort with Montgomery County serving as the fiscal agent. Floyd, Giles, Montgomery and Pulaski counties and the City of Radford have partnered with service agencies throughout the New River Valley to build a flexible and robust system of support and services for those in active substance use, recovery or affected communities.

## Ownership of Material

All electronic files and databases, all data, visualizations, or similar materials used or created during the performance of this contract shall be the property of the Regional Commission.

## Proposal Preparation and Submission Requirements

Offerers shall submit any samples required in this solicitation in accordance with instructions hereunder. Samples will not be returned. The offeror is required to:

**General Requirements:** Provide a printed sample of a similar mailer/printed piece on the paper stock being quoted and provide number of addresses compiled for mailing list meeting the parameters discussed below.

The Selection Committee reserves the right to accept or reject proposals, waive informalities or irregularities therein and to contract as the best interest of the project may require in order to obtain the firm(s) that best meet the needs of this solicitation. The Selection Committee reserves the right to negotiate the modifications of terms and conditions with firm(s) offering the best value to the project.

Each offeror is responsible for having determined the accuracy and/or completeness of the solicitation documents upon which it relied in making its proposal, and has an affirmative obligation to notify the Single Point of Contact immediately upon discovery of an apparent or suspected inaccuracy, error in, or omission of any pages, drawings, or sections whose omission from the documents was apparent from a reference or page numbering or other indication in the solicitation documents.

The New River Valley Regional Commission does not accept responsibility for any expenses incurred by any offeror in the preparation and presentation of a proposal. All expenses related to responding to this request for proposals are the sole responsibility of the offeror.

## Scope of Services

Offerers should develop proposal responses that address each of the deliverables defined below. The scope of services for this solicitation shall include, but are not limited to the following:

**Deliverable 1:** Printing cost for mailer of these specs:

**Size:** 5.5" x 8.5"

**Paper:** 100# cover, coated

**Color:** Full-color with bleeds, both sides

**Deliverable 2:** Mailing list requirements: Households in the New River Valley (City of Radford and Montgomery, Giles, Floyd, and Pulaski Counties) with a resident between the ages of 35-65.

**Please provide an estimate with the tax-exempt printing cost, number of addresses, and postage cost separately listed.**

## Evaluation and Award Criteria

Offerers are encouraged to elaborate on their qualifications or staff expertise, as well as provide alternative concepts. A Selection Committee will review and evaluate all proposals and identify firms of interest. The Selection Committee may award a contract or initiate negotiations with one or more offerors.

Proposals will be opened privately and all information, including the identity of the offerors are not public record until an award determination has been made. When the Selection Committee has made a decision to award a contract(s), all offerors will be contacted via email or telephone.

## Single Point of Contact

Submit all inquiries concerning this RFP to:

Anna Champion  
Project Manager, Community Health  
[achampion@nrvc.org](mailto:achampion@nrvc.org)  
540-315-1273

Responses to questions received less than five business days prior to the proposal due date are not guaranteed.