



**STATE OF MARYLAND JUDICIARY
ADMINISTRATIVE OFFICE OF THE COURTS
REQUEST FOR PROPOSALS (RFP)
MARKETING CONSULTANT
RFP# 11164
ISSUED: FEBRUARY 18, 2020**

This procurement is being conducted as a Small Procurement Request for Proposals (RFP) as described in the Judiciary Procurement Policy, not to exceed \$25,000.

Purpose

The Administrative Office of the Courts (AOC), Maryland Judiciary, is seeking proposals from prospective agencies to award one contractor to develop an integrated marketing communications proposal, covering one year, to accomplish the Maryland Judiciary’s goals of increasing access to justice and building awareness of Judiciary resources for those in need of legal assistance across the state of Maryland. The Plan should include tactics that promote the Judiciary’s language service program, “My Laws, My Courts, My Maryland” video library, the Maryland Law Help app, and the statewide Self-Help Centers, as well as recommend area for brand advancement and identify new resources that may be helpful to the target audience.

1. SCOPE OF WORK

- a. The Contractor shall create an integrated marketing proposal that covers a one-year period. The written proposal should include a detailed marketing plan, consisting of primary and secondary audience demographics and personalities, brand positioning, situational analysis, defined SMART marketing goals, message branding and style suggestions, recommended budget and timeline for campaign, media plan (including, but not limited to, social media, print media, local media, public relations efforts, etc.), and an evaluation plan for monitoring and tracking goals.
- b. The plan shall address the Judiciary’s main goal of increasing awareness of public resources for self-represented litigants, as well as address secondary goals of increasing usage of those resources and establishing the Judiciary as top-of-mind for reliable legal information, advice, and referral.
- c. The plan shall include tactics that promote the Judiciary’s Language Services Program, “My Laws, My Courts, My Maryland” video library, the Maryland Law Help app, and the statewide network of self-help centers, as well as recommend areas for brand advancement and identify new resources that may be helpful to the target audience.

2. **MINIMUM REQUIREMENTS**

- a. The Contractor should have experience in developing successful marketing campaigns, preferably in the non-profit and/or governmental sectors and be familiar with working with all budget types and sizes.
- b. The Contractor must be available to meet with Judiciary staff/contract manager, in-person or via teleconference, throughout the project.
- c. The Contractor is required to have comprehensive expertise on application, design, and implementation of integrated marketing communication plan.
- d. The Contractor should be available to accept Judiciary input and revise the plan, as needed through regular check-ins, throughout the development phase to comply with any Judiciary constraints on outreach and marketing activities.
- e. The Contractor shall work with the Judiciary's Access to Justice, Juvenile and Family Services, and Government Relations and Public Affairs departments to review existing audiences, outreach efforts, and public resources.

3. **POST AWARD REQUIREMENT**

In Person Presentation:

The Contractor shall present key points from the written proposal at an in-person meeting at the AOC offices located in Annapolis, MD. The Contractor shall answer questions about the written plan and make revisions based on feedback from the meeting.

4. **CONTRACT TYPE**

The Contract that results from this RFP shall be based on cost, time and materials pricing method.

5. **CONTRACT TERM**

The Contract resulting from this Small Procurement (RFP) shall begin **with contract execution** and extend through June 30, 2020. The AOC shall have the sole right to exercise up to one, three months renewal option at its discretion.

6. **PROCUREMENT OFFICER**

The sole point-of-contact for purposes of this Small Procurement (RFP) prior to the award of any Contract shall be the Procurement Officer at the address listed below:

Yeshewase Ayele

Maryland Judiciary, Administrative Office of the Courts

Department of Procurement, Contract and Grant Administration

Telephone: 410-260-2539
Email: yeshewase.ayele@mdcourts.gov

1. FORM OF RESPONSE

Proposals must be in writing.

- a. **Part I** – Technical proposal must include a written response to the scope of work that demonstrates the Offeror’s work plan, capabilities and experience in providing the required services.
- b. **Part II** – Price proposals must include the fully loaded fixed price for the services proposed using Attachment A (Price Proposal Form).

2. PROPOSAL CLOSING DATE

All proposal must be received via email to the Procurement Office at the email address listed in Section Number 6, no later than **no later than 2:00pm (local time) on March 06, 2020** to be considered.

3. AWARD DETERMINATION

The Contract resulting from this Small Procurement (RFP) will be awarded to the Offeror whose proposal is determined to be the most advantageous to Maryland judiciary, based on the evaluated spectrum of services proposed and price.

- Experience
- Availability
- Work Plan/ Project completion schedule
- Price

Attachment A - Price Proposal Form

Offeror's price proposal must be complete and include all charges. AOC will not pay for any charges not listed in their quote.

Categories	A
	Hourly Labor Rate*
Integrated Marketing Proposal	\$

*** The Fully Loaded Hourly Labor Rate is the actual rate the State will pay for services and must be recorded in dollars and cents.**

FOR SERVICES AS REQUIRED AND PROPOSED, \$ _____
<p>Submitted by _____ <div style="display: flex; justify-content: space-between; width: 80%; margin-left: 10%;"> Authorized Signature Date </div> </p> <p>Print Name and Title _____</p> <p>Company Name _____</p> <p>Company Address _____</p> <p>Telephone _____</p> <p>Federal Tax Identification # _____</p>