



Somerset County Health Department
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Health Officer Danielle Weber, MS, RN

REQUEST FOR PROPOSAL # 2027-004

PROJECT: Alzheimer's Program Advertising Campaign

LOCATION: SOMERSET COUNTY, MARYLAND

Proposal Submission Deadline: **July 27, 2026**
4:00 p.m. EST

Submit To: Kimberly Mason,
Procurement Officer
Somerset County Health Dept.
8928 Sign Post Road
Westover, MD 21871
via: [Smartsheet Link](#)

The Somerset County Health Department (SCHD) is pleased to announce a Request for Proposals (RFP) for advertising agencies to promote and recruit responses for the Alzheimer's Disease and Related Dementias (ADRD) Community Needs assessment from residents within Somerset County.

I. BACKGROUND

This Request for Proposals seeks advertising agencies to handle the promotion and recruitment of Somerset County residents for the Alzheimer's Disease and Related Dementias (ADRD) Community Needs Assessment.

II. PURPOSE

Advertising agencies will create a campaign to assist in driving community responses for the Somerset County ADRD Community Needs Assessment through targeted promotional efforts. Please be aware TikTok may not be used as part of the advertising campaign for this RFP.

III. PERFORMANCE MEASURES

<u>Performance Measure</u>	<u>Estimate for Award Period</u>
# of television advertisements produced in accordance with SCHD-approved messaging, branding, and technical specifications	1
# of final television advertisements submitted to SCHD for review and approval prior to airing	1
# of completed television advertisement airings during the award period	Based on Proposal
# of broad documentation reports submitted confirming completed airings, including dates, times, and placement details	1
# of individuals engaged with messaging	Based on Proposal

IV. GENERAL INFORMATION:

- One award in the amount of \$8,500.00 is available for the advertising campaign.
- Proposals must be submitted to Kimberly Mason, Somerset County Health Department via [Smartsheet link](#).
- All proposals must be received by **4pm EST on July 27, 2026**. Late proposals will not be accepted.

V. BASIS OF AWARD

Funds will be awarded to responsible parties deemed to have the most advantageous and beneficial offers as set forth in the proposal. The awards will be contingent upon approval of the Proposal Review Committee. Awards will be announced on or about **July 30, 2026**.

VI. REPORTING

The agency or organization selected for the award will be required to assume responsibility for all services offered in the awarded proposal. In addition, by signing a grant project contract (Memorandum of Understanding or Service Agreement), award recipients are required to:

- Vendors must submit Monthly Vendor Monitoring Reports via Smartsheet by the 5th of each month, unless stipulated otherwise in the agreement. Monthly reports must include performance measure data and expenditure data.
- Submit broadcast documentation report confirming completed airings, including the dates, times, and placement details.

Failure to provide this information will result in a delay or denial of reimbursement.

VII. REIMBURSEMENT

Funding is issued via reimbursement to awardees. The following information is required for reimbursement:

- Invoices (addressed to the Somerset County Health Department–Accounts Payable, 8928 Sign Post Road, Ste #2, Westover, MD 21871) must be on agency letterhead and include the following information:
 - Remit address (please ensure address matches W-9)
 - Invoice number
 - Amount requested for reimbursement
 - Federal ID or social security number
- Copy of signed W-9

Failure to provide this information will result in a delay or denial of reimbursement.

VIII. TIMELINE

RFP Release Date:	July 10, 2026
Proposal Deadline:	July 27, 2026
Tentative Award Date:	July 30, 2026
Tentative Funding Period:	August 01, 2026- September 29, 2026

IX. **INSTRUCTIONS**

Please submit your proposal as one complete document for items #1-5 in PDF format through the designated submission link noted above. The signed copy of your organization's W-9 must be attached separately. Proposals must be complete at the time of submission. Failure to include all required components will result in the proposal being disqualified from further consideration.

Proposals must contain the following components:

1. **Proposed Advertising Concept:** A brief description of the proposed television advertisement, including the message, intended audience, and overall approach.
2. **Production Plan:** A short summary of how the advertisement will be produced, including proposed length, format, timeline, and any required SCHD review points.
3. **Proposed Airtime Schedule:** A proposed airing schedule that includes the number of airings, dates or date ranges, time slots, channels/stations, and programs during which the advertisement is expected to air.
4. **Target Audience and Service Area:** A description of how the proposed advertisement placement will reach the intended audience and SCHD service area.
5. **Cost Breakdown:** A budget showing production costs, airtime costs, and any additional fees.
6. **Signed Copy of Organization's W-9:** Include a signed copy of the organization's W-9 form for tax identification and payment processing purposes.

X. **ADDITIONAL INSTRUCTIONS TO CONTRACTOR**

DAT Status:

Before entering into an agreement with a vendor, the vendor's status with the Department of Assessment and Taxation (DAT) must be verified to ensure that they are in "good standing" with the DAT. As an entity of the State of Maryland, SCHD cannot conduct business with a business entity/vendor that is not in "good standing".

Organizational Standing:

Applicants must be in good standing with the Somerset County Health Department. Past performance, including compliance with reporting, fiscal, and program requirements, will be considered during the review process.

Right to Reject:

The Somerset County Health Department reserves the right to reject any and/or all proposals or waive any technicality it deems in the Agency's best interest.

Maryland Law Prevails:

The provisions of this contract shall be governed by the laws of the state of Maryland.

Solicitation Information:

Issuing Officer: Danielle Weber, Health Officer

Grant Project Coordinator: Elizabeth Justice

XI. CONTACT INFORMATION

For questions related to this Request for Proposals, please contact the appropriate staff member below:

Proposal/Program Questions

For questions regarding proposal format, required attachments, submission procedures, deadlines, programming scope, or grant expectations:

Kim Mason

Administrative Officer II

kimberlya.mason@maryland.gov

Reporting Requirements Questions

For questions regarding performance measures, fiscal reporting, programmatic reporting, reimbursement documentation, or reporting timelines:

Carly Nascimbeni

Grant Monitor

carly.nascimbeni1@maryland.gov