

**National Sleep Foundation**  
**Request for Proposals for Marketing Services**  
**July 2017**  
**Proposal Deadline: 3:00pm EST, Friday, August 11th**

**The National Sleep Foundation (NSF), an entrepreneurial nonprofit organization located in Arlington, VA, requests proposals for project-based marketing and communication services.**

**1. Request for Proposals Summary**

NSF has a variety of programs that need marketing and media attention throughout the year. With this Request for Proposals, NSF seeks to retain the services of a marketing firm or individual (consultant) to provide project-based marketing and communications services. The selected firm will be responsible for developing a plan and overseeing execution of the plan for key programs and products such as: the launch of a new continuing medical education (CME) course for physicians; annual awareness campaigns; academic journal; tech initiatives; website properties; and research initiatives.

NSF invites proposals from interested marketing firms that can be available for marketing and communications work on an as-needed basis and that have experience: designing and executing marketing and communications plans; creating pieces for distribution; overseeing creative; securing distribution lists; and ensuring consistency with organizational mission and brand. Preference will be given to firms that understand marketing and brand consistency for a nonprofit organization and that have flexibility to meet project deadlines that may vary month to month based upon the organization's needs.

**2. Letter of Intent (Deadline: 3 pm ET, Monday, July 24th)**

Email a Letter of Intent indicating your intent to submit a proposal and include contact name, phone and email address to [hr@sleepfoundation.org](mailto:hr@sleepfoundation.org) with subject "NSF Marketing RFP Letter of Intent."

**3. RFP Questions (Deadline: 3 pm ET, Wednesday, July 26th)**

Email questions to [hr@sleepfoundation.org](mailto:hr@sleepfoundation.org) with subject "NSF Marketing RFP Questions." NSF will compile all questions received and email a Response to Questions document to those parties who submitted a Letter of Intent. Telephone calls or other requests for communications will not be accepted or acknowledged.

**4. Submission of Proposals (Deadline: 3 pm ET, Friday, August 11th)**

NSF is not responsible for any costs incurred in the preparation of a response to this RFP. The preparation shall be made without obligation by NSF to accept any of the items included in the proposal or to discuss the reasons why the proposal is accepted or rejected. NSF reserves the right to alter the scope of work or timing, to not award a contract for this RFP, or to contract with more than one vendor for services described within this RFP.

Submissions should consist of one (1) PDF document containing all of the requested information in the same order as the numbered Response Requirements listed below in section 10. Each section of the PDF should be bookmarked according to the numbering system.

Electronic submission of proposals is required and must be emailed to [hr@sleepfoundation.org](mailto:hr@sleepfoundation.org) with subject "NSF Marketing RFP Proposal."

## **5. Proposal Decision Notification**

NSF will notify all those who submitted a proposal of its final decision by email.

## **6. Contract Terms**

Proposal terms may be used in developing formal engagement terms and conditions, including scope of services, designated staff and fees. This contract will be for an initial term of 6 months from September 15, 2017 to March 15, 2018 and may be extended at NSF's discretion based upon satisfaction with services provided.

## **7. Timeline (All items due from the Firm must be received by 3:00 pm ET)**

- Friday, July 14 – RFP distribution
- Monday, July 24 – Letter of Intent due
- Wednesday, July 26 – Questions due
- Tuesday, August 1 – Response to proposal questions released
- Friday, August 11 – Proposals due
- Monday-Wednesday, August 28-30 – Interviews
- Friday, September 1 (subject to change) – NSF decision notification
- Friday, September 15 – Commencement of Contract

## **8. Scope of Work**

The Firm or Consultant will develop and execute project-based marketing and communications campaigns upon requests from NSF. Examples may include: building greater awareness of NSF and the importance of sleep through annual awareness campaigns such as Drowsy Driving Prevention Week® and Sleep Awareness Week®; implementing a member and subscriber communications & retention plan to grow NSF membership and journal subscribers; and marketing online CME courses to primary care physicians to drive course registrations. NSF estimates that the selected Firm will be asked to design and put in place a promotional plan for one (1) program per month.

Specifically, the Scope of Work will include:

### **Strategy**

- Serve as NSF's expert advisor for the development and implementation of marketing and communications strategies for its programs and products

- Ensure all tactics are on brand, on budget, and completed according to agreed-upon timeline

### **Marketing**

- Develop and execute creative marketing strategies and plans for NSF education, research, technology, and advocacy activities
- Promote products, awareness campaigns, and educational courses including branding, creation of marketing pieces (print/online), list rental, and dissemination
- Use a marketing mix spanning digital, PR, targeted offline communications, advertisements, and more
- Provide graphic design and content development for digital, print, and collateral material, as requested

### **Public Relations**

- Develop and execute creative communications and media strategies to supplement marketing strategies
- Communications to advance marketing plans; occasionally will include developing press releases and associated outreach materials
- Respond to specific, high priority media requests
- Coordinate, schedule and confirm speaking engagements with spokespersons.
  - NSF estimates that the selected Firm will be asked to book two (2) media spots per month for spokespersons including NSF Chairman, NSF Fellows, and/or NSF Board members

### **Digital / Social**

- Occasionally will be asked to explore digital and/or social activations and content

## **9. Project Deliverables**

The Consultant will be required to provide, at a minimum, the following deliverables:

- Monthly activity reports

## **10. Proposal Requirements**

**Please follow these requirements exactly including numbering protocol.**

1. Firm Information
  - i. Name of the firm, contact person(s), and contact information. Provide address, phone number, email address, and website.
  - ii. Statement of ownership. Describe the type of business entity (sole proprietorship, corporation, LLC, or other) and list the owners.
  - iii. Provide a list of key personnel who would be assigned to NSF work, including their credentials and CVs
2. Qualifications

- i. Provide a brief description of the firm, including history/background; number of employees; specialties and core competencies; any awards or other forms of recognition
  - ii. Describe the experience with and knowledge of the medical, health, research, or nonprofit fields among your firm's personnel
  - iii. Describe why and how your firm is uniquely positioned to serve as NSF's lead marketing strategist and implementer
  - iv. Provide two examples, including client references, of similar current or past programs that best reflect the firm's work relevant to this RFP
3. Pricing and Fees
  - i. Provide proposed payment structure and budget, including hourly rates, and break-out of any excluded services or costs
  - ii. Based on your approach, provide an estimate of the weekly and monthly hours

### **11. Assessment and Selection Criteria**

NSF will evaluate the proposals based on the following criteria:

- Overall capabilities to meet goals
  - Experience managing nonprofit marketing and communications strategies
  - Experience in medical/health/research fields
  - Ability to provide a broad range of services in marketing, promotions, communications, PR, and digital and to scale up & down based on NSF needs
- Quality of overall proposal
- Competitive nature of the fee proposal

### **12. About the National Sleep Foundation**

The National Sleep Foundation is dedicated to improving health and well-being through sleep education and advocacy. Founded in 1990 by the leaders in sleep medicine, NSF is the trusted resource for sleep science, healthy sleep habits, and sleep disorders to medical professionals, patients and the public. For more information, visit [sleepfoundation.org](http://sleepfoundation.org), [sleep.org](http://sleep.org), or [sleephealthjournal.org](http://sleephealthjournal.org). Follow us on [Facebook](#) and [Twitter](#).