



Date: 01/30/2023
To: Prospective Vendor
From: Chelsey Glatz, Community Impact Planner
Re: Request for Quotes: Communications Specialist for WCCMHB Promotion and Awareness

Region 1 Planning Council is requesting quotes for a communications toolkit and orientatoin presentation for Winnebago County Community Mental Health Board (WCCMHB) funded program providers. Quotes should be delivered electronically to Chelsey Glatz cglatz@r1planning.org by 5:00 PM, Tuesday, February 28, 2023.

The **ideal vendor** will have experience in:

- Public health/public body communications/campaigns
- Mental health experience is preferred
- Branding strategies
- Toolkit development and implementation
- Educational presentation experience

The requested **scope of work** will include:

- Development of a marketing and communications toolkit to promote stakeholder awareness and education on the value and impact of Winnebago County Community Mental Health Board funded programs.
 - The toolkit will be provided to WCCMHB funded program providers to include co-branding standards, approved messaging, and recommended strategies to promote quality, consistent, and effective communications.
 - The target deadline for toolkit implementation is June 2023.
- Development of toolkit orientation program.
- Deliver program presentation to funded program providers on the purpose and application of the toolkit.
 - Presentation delivery target deadline: July 2023 (within 4 weeks of toolkit finalization)

Responses should include:

- Vendor information (history, specializations, location)
- Qualifications (skills, experience, designated staff resume)
- References (clients, similar projects)
- Project schedule or delivery (timeline)
- Relevant work sample (PDF attachment)
- Pricing proposal (itemization, hourly rate); see "Format of Pricing" section below

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Format of Pricing: The preferred pricing format will include a breakdown of the following elements:

Item	Price
Toolkit Development	
Toolkit Orientation Program Development	
Presentation of the Toolkit Orientation Program	
Column Total	
Additional hourly rate(s), if applicable	
Additional cost disclosures, if any	

Indicate whether the contract pricing is firm or estimated at the time it is submitted for obligation, invoice discounts offered, expense reimbursements requested.

Thank you for your time and consideration.