

**Bay-Arenac Intermediate School District Request for Proposal**

**for**

**MARKETING SERVICES FOR REGION 5 FAMILY ENGAGEMENT,  
EARLY LITERACY & SCREEN TIME AWARENESS CAMPAIGN**

**Educational Service Center**

**4228 2 Mile Rd, Bay City, MI 48706**

**Proposals due: July 7, 2026, by 1:00 p.m.**

**Questions can be directed to [napolitanon@baisd.net](mailto:napolitanon@baisd.net)**



# **BAY-ARENAC ISD**

## **INVITATION TO BID MARKETING SERVICES FOR REGION 5 ATTENDANCE, FAMILY ENGAGEMENT & SCREEN TIME AWARENESS CAMPAIGN**

### **NOTICE OF PROPOSAL**

Bay-Arenac ISD is issuing this request for proposal (RFP) on behalf of the Region 5 MiFamily Engagement Center, for a comprehensive marketing campaign that advances three priorities—strengthening family engagement, promoting early literacy development birth through 5th grade utilizing concepts from the Michigan Literacy Essentials, and promoting healthy screen-time habits under the Unplug and Play Great Lakes Bay branding—across Arenac, Bay, Clare, Gladwin, Gratiot, Isabella, Midland, and Saginaw counties (collectively “Region 5”).

The following Request for Proposal (RFP) is being provided to you for your consideration. To be considered for this engagement, your firm must meet the qualifications and satisfy the requirements set forth in this RFP.

Completed proposals must be received by **1:00 p.m. on Tuesday, July 7th, 2026:**

**Bay-Arenac ISD**

**Educational Service Center**

**Business Office**

**4228 Two Mile Rd**

**Bay City, MI 48706**

Proposals must be submitted in a sealed envelope that is clearly marked “**Region 5 Marketing Campaign Proposal-Agency Name**”. Proposals submitted by facsimile or email will not be accepted.

Although cost will be an important factor in awarding the contract, the school district is not obligated by any statute or regulation to award the purchase solely on the basis of cost. Accordingly, the school district reserves the right to evaluate all proposals objectively and subjectively and to accept or reject any or all proposals or portions thereof. Additionally, the district reserves the right to negotiate changes in services with the firm determined to have submitted the proposal that is in the best interest of the district. (See *Method of Evaluating Proposals* on page 3.)

The information contained herein is believed to be accurate, but is not to be considered in any way as a warranty.

All questions and correspondence should be directed to Nicole Napolitano at [napolitanon@baisd.net](mailto:napolitanon@baisd.net). In order to assure consistency of information provided regarding this

RFP, contact with Bay-Arenac ISD personnel other than Nicole Napolitano is discouraged and may be grounds for elimination from the selection process.

### **WITHDRAWAL OF PROPOSALS:**

Proposals shall remain valid for a period of sixty (60) days after submission. Modifications to proposals will not be accepted by the district, except as may be mutually agreed upon following the acceptance of the proposal.

### **DESCRIPTION OF REGION 5 & SCOPE OF WORK**

Region 5 comprises five intermediate school districts (ISDs)-Bay-Arenac ISD, Midland ESA, Gratiot-Isabella RESD, Clare-Gladwin RESD, and Saginaw ISD—serving 70,000+ students and their families. Through the MiLEAP-funded 35i Family Engagement Grant, Region 5 has identified two barriers to student success: strengthening family engagement, promoting early literacy development birth through 5th grade utilizing concepts from the Michigan Literacy Essentials, and promoting healthy screen-time habits under the Unplug and Play Great Lakes Bay branding.

The selected partner will design and execute a region-wide, multi-phase campaign that positions healthy screen habits and literacy-rich family routines as connected supports for child development, learning, and relationships. The campaigns will compliment each other but run as two separate messages.

The selected partner will be expected to:

1. Develop a cohesive campaign strategy and creative approach under the **Unplug and Play Great Lakes Bay** brand that can be used consistently across all five ISDs and adapted for local audiences.
2. Create family-facing messaging that promotes balanced, developmentally appropriate screen use and encourages screen-free or lower-screen routines that support conversation, play, reading, writing, and family connection.
3. Develop messaging and campaign materials that reinforce early literacy development from birth through 5th grade using family-friendly concepts aligned to Michigan's Literacy Essentials and family engagement for literacy resources. Michigan's family engagement for literacy guidance is specifically intended to help schools build families' capacity to support literacy at school and at home.
4. Ensure campaign messaging is accessible, practical, culturally responsive, and relevant to families with children across multiple developmental stages, including early childhood and elementary grades.
5. Produce a suite of print, digital, social media, and promotional assets that can be deployed regionally and customized locally by participating ISDs and partners.
6. Establish a visual identity, messaging framework, and content library that allows the campaign to remain recognizable while supporting multiple themes, timeframes, and audience segments.
7. Incorporate strategies for storytelling, community engagement, and public awareness that elevate local voices, encourage family action, and promote consistent messaging across the region.

8. Provide a rollout plan and campaign calendar that includes phased promotion, suggested implementation guidance, and recommendations for amplifying content through schools, community organizations, and family-serving partners.
9. Include methods for measuring reach, engagement, and campaign performance, along with recommendations for continuous improvement over the life of the campaign.
10. Proposed campaign will run through September 30, 2027.
11. Proposed budget, including all expenses, should not exceed \$125,000\*.

All campaign materials and messaging must align with the MiFamily Engagement Framework and should reflect the understanding that strong family-school-community partnerships support children’s learning, development, and well-being.

\*Some additional printing costs may be covered if using BAISD printshop.

**TIME TABLE**

1. Release of RFP .....May 5, 2026
2. Proposals due(PDF email) ..... July 7, 2026 at 1:00pm
3. Opening and Review of sealed bids.....July 7, 2026 at 1:15pm
4. Award notification .....August 3, 2026
5. Contract execution .....September 30, 2026
6. Campaign launch ..... September 30, 2026
7. Project Completion.....September 30, 2027
8. Ongoing phase roll-outs & reporting ..... monthly basis
9. Final transfer of assets ..... September 30, 2027

**Project Description should include but is not limited to:**

The agency will be expected to provide full-service marketing support, including but not limited to:

- Creative concept development (visual identity, taglines, copy).
- Demonstrate and execute understanding of communication principles—using measurable data and SMART objectives to guide strategy and evaluation.
- Content production for digital (OTT, social, video), print, and community marketing materials (billboard, etc)
- Media planning, buying, and placement in cost-effective, high-reach channels—ensure all non-print marketing costs, including estimated ad-placement fees from external partners/agencies, are fully built into the submitted budget.
- Social-media campaign management with budgeted ad spend and a budget narrative to demonstrate anticipated analytics
- Social media digital toolkit for organic communication outreach along with consultation on communication strategy for district and community allocation along with a communications calendar
- Website content creation, updating, and monitoring and a transition plan for the conclusion of the campaign with all materials in editable format.
- Analytics, search engine optimization, and monthly performance reporting.

- Collaboration with Region 5 staff/steering committee; attendance at key meetings.
- ADA and Section 508 compliance for all digital materials—deliverables must meet these standards to be accepted as final.

## **MANDATORY QUALIFICATIONS OF THE AGENCY**

Proposers must affirm:

1. Current licensure to do business in the State of Michigan and insured.
2. A minimum of three (3) years' experience managing statewide or regional public-awareness or education campaigns
3. Staffing with expertise in creative development, media buying, analytics, and account management.
4. Demonstrated experience reaching multilingual or historically underserved audiences.
5. Ability to ensure ADA and Section 508 compliance for all digital materials and deliverables
6. Commitment to equal employment opportunity and non-discrimination.
7. No record of default or terminated contracts within the past five (5) years.
8. Awareness of FERPA requirements when utilizing images

## **MONITORING**

Region 5 reserves the right to ad-hoc requests with minimum 48-hour turnaround. The selected agency shall deliver monthly analytic reports and campaign summaries during scheduled virtual meetings with program directors, demonstrating measurable progress toward established objectives, detailing any course corrections, and documenting continuous FERPA compliance for all individuals whose images are used in the 35i Region 5 campaign.

## **DELIVERABLE OWNERSHIP & DATA RETENTION**

All final creative files, footage, working design files, web code, and performance data become property of the District upon final payment. Agency-proprietary tools and software remain the property of the agency, provided editable exports are supplied. All deliverables must meet ADA and Section 508 standards.

## **WITHDRAWAL OF PROPOSALS**

Proposals shall remain valid for a period of 60 days (60) days after submission. The district will not accept modifications to proposals, except as may be mutually agreed upon following the

acceptance of the proposal.

## **RIGHT TO REJECT**

Bay Arenac ISD reserves the right to reject any and all proposals submitted and to request additional information from all proposers. Any contracts awarded will be to the independent agency who, based on evaluation of all responses, applying all criteria and oral interviews, if necessary, is determined to be the best qualified to do the campaign.

## **CONTRACTUAL ARRANGEMENTS AND REMEDIES FOR VIOLATIONS**

Invoices for service will be paid within 30 days of receipt. The total amount to be invoiced shall not exceed the amount of the contract bid unless other arrangements have been negotiated with the school district first. The school district reserves the right to terminate the contract for the campaign at any time. Should a federal or state agency or the school district reject the campaign as deficient, the school district may withhold payment for services until the campaign deficiency is corrected. Should the marketing firm fail to correct the campaign deficiency, the marketing firm will be barred from further engagements with the school district for a period of five years. The marketing firm is required to request prior approval and work with the BAISD business office and program directors during budget amendments.

## **METHOD OF EVALUATING PROPOSALS**

Proposals will be scored on:

1. Depth of relevant experience & past performance and knowledge or experience with Section 508 & ADA Compliance – (15%)
2. Quality and inclusivity of proposed approach (20%) Capacity of team & qualifications (30%)
3. Cost-effectiveness / value (20%)
4. References & interview with finalists (10%)
5. Proximity / familiarity with Region 5 communities (5%)

## **FORMAT OF THE RFP RESPONSE**

The format of the proposal response should be formatted as follows:

1. **Title Page** – Campaign name, agency name, primary contact information, and proposal validity period
2. **Table of Contents**
3. **Letter of Transmittal** – Concise statement of the campaign's purpose, commitment to the proposed timeline, and signature of an authorized representative

4. **Agency Profile** – Organization size, servicing-office location, full service portfolio, and Equal Employment Opportunity statement
5. **Summary of Proposer’s Qualifications** – Key staff biographies, three comparable statewide/regional campaigns, and three client references (with contact details)
6. **Proposer’s Approach to the Campaign\*** – Strategy overview, communication principles (measurable data and SMART objectives), ADA/Section 508 compliance plan, FERPA safeguards for imagery, and methods for monitoring and course correction
7. **Timeline & Marketing Calendar** – Phased schedule showing tasks, staffing assignments, deliverables, milestones, and monthly virtual progress-meeting cadence
8. **Budget & Fee Schedule** – Itemized costs for each contract year, Year 1 (Sep 2026–Sep 2027), (creative development, media planning/buying/placement—including estimated external ad-placement fees—analytics, account management, and optional add-ons) with narrative justification
9. **Assurances & Certifications** – Commitments to non-discrimination, Iran Economic Sanctions Act compliance, familial disclosure, and affirmation of no defaults/terminations in the past five years (use attached templates)
10. **Additional Data** – Sample creative assets, analytics dashboards, or technology tools that demonstrate capability and innovation

## ATTACHMENTS

- **Marketing Services Questionnaire** – (To be completed & returned)
- **Familial Disclosure Form** – (sign & notarize)
- **Assurances & Certifications** – (sign & notarize)

## \*PROPOSER’S APPROACH TO THE CAMPAIGN

Submit a work plan to accomplish the scope of the marketing campaign. The work plan should include time estimates for each significant segment of the work and the staff level to be assigned. Where possible, individual staff members should be named and their titles provided. The planned use of marketing tools/plans should be specified.

The marketing campaign should completely cover campaign work will be accomplished including the following:

1. Overview of campaign strategies
2. Sample target goals for demonstrating effectiveness of campaign
3. Proposed methods, channels, and platforms of communication and marketing
4. Suggested timelines and dates of ads, flights, etc.

5. Proposed data sources for establishing SMART Objectives
6. Proposed budget and narrative

## **TIME REQUIREMENTS**

If not already adequately covered in the letter of transmittal, the response should detail information on how the agency plans to meet the timeline and reporting deadline requirements of the marketing campaign.

## **ADDITIONAL DATA**

Provide any additional data the respondent feels may be helpful in the selection process.

## **QUESTIONS & CONTACT**

All questions must be submitted via e-mail to [napolitanon@baisd.net](mailto:napolitanon@baisd.net) no later than **June 23rd, 2026 @ 4 p.m. ET** with the subject line “RFP Question – Region 5 Marketing Campaign.”

**THANK YOU FOR YOUR INTEREST IN SUPPORTING REGION 5 STUDENTS & FAMILIES.**

## **MARKETING SERVICES QUESTIONNAIRE**

1. Number of regional/statewide campaigns executed in the last 5 years (attach list with contacts and monumental outcomes).
2. Experience reaching multilingual or historically underserved audiences (describe methods)
3. Agency involvement in education, literacy, or public-health initiatives (list associations/committees). Must be willing to provide contact information for educational or public health agencies to be used as a reference.
4. Specific training or certifications held by creative, media, and analytics staff.
5. Annual staff turnover rate (2025).
6. Lead account manager for this engagement and contact information.
7. Technology platforms & tools used for campaign management and reporting.

## Familial Disclosure Form

The undersigned, the owner or authorized officer of \_\_\_\_\_ (the "Proposer"), pursuant to the familial disclosure requirement provided in the Bay-Arenac Intermediate School District Request of Proposals and Specifications, hereby represent and warrant, except as provided below, that no familial relationship exist between bidder(s) or any employee of BAISD, and any member of the Board of Education of the School District or the Superintendent of the District.

List any Familial Relationships:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dated: \_\_\_\_\_ PROPOSER: \_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_ State of Michigan )

County of \_\_\_\_\_ )<sup>ss</sup>:

This instrument was acknowledged before me on the \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by

\_\_\_\_\_.

\_\_\_\_\_(Signature) \_\_\_\_\_(Printed)

Notary Public, \_\_\_\_\_ County, Michigan My Commission Expires: \_\_\_\_\_

Acting in the County of \_\_\_\_\_

## **Assurances and Certifications**

### Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion

The prospective contractor certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded for from participating in this transaction by any Federal department of agency. Where the prospective contractor is unable to certify to any of the statements in this certification, such prospective contractor shall attach an explanation to this proposal.

### Certification Regarding Nondiscrimination Under Federally and State Assisted Programs

The applicant hereby agrees that it will comply with all federal and Michigan laws and regulations prohibiting discrimination and, in accordance therewith, no person, on the basis of race, color, religion, national origin or ancestry, age, sex, marital status or handicap, shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to discrimination in any program or activity for which it is responsible or for which it receives financial assistance from the U.S. Department of Education or the MDE.

### Iran Economic Sanctions Act

The prospective contractor certifies that its organization, by submission of this proposal, is not an Iran Linked Business. Please refer to the "Iran Economic Sanction Act" Public Act 517 for clarifications or questions. Bay-Arenac ISD as a Michigan public entity is required to follow Public Act 517 of 2012.

Dated: \_\_\_\_\_ PROPOSER: \_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_ State of Michigan )

County of \_\_\_\_\_ )<sup>ss:</sup>

This instrument was acknowledged before me on the \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by  
\_\_\_\_\_.

\_\_\_\_\_(Signature) \_\_\_\_\_(Printed)  
Notary Public, \_\_\_\_\_ County, Michigan My Commission Expires: \_\_\_\_\_  
Acting in the County of \_\_\_\_\_