



STATE OF TENNESSEE
DEPARTMENT OF CHILDREN'S SERVICES

REQUEST FOR INFORMATION
FOR
MULTI-MEDIA CAMPAIGN PRODUCTION

RFI # 35910-10944
May 1, 2024

1. STATEMENT OF PURPOSE:

The State of Tennessee, Department of Children's Services issues this Request for Information ("RFI") for the purpose of producing a multi-media campaign. We appreciate your input and participation in this process.

2. BACKGROUND:

The Tennessee Department of Children's Services' mission is twofold: to deliver high-quality prevention and permanency services to children and families, and to influence change and foster partnerships to ensure the safety and well-being of children in Tennessee. The Department's communications office has a requirement to produce a multi-media campaign in order to accomplish this mission.

The media campaign should employ a multi-platform approach to ensure broad reach and effective communication both externally and internally. Highly produced video production elements tailored to broadcast television, online streaming, digital and web-based platforms will be critical to executing the long-term campaign strategy.

DCS requires commercial services to provide additional creative and technical production staff, actors, voice talent, equipment, set design, and other related video production and post-production services as needed.

3. COMMUNICATIONS:

3.1. Please submit your response to this RFI to:

Will Harmon
Sourcing Account Specialist
Central Procurement Office
Will.harmon@tn.gov

3.2. Please feel free to contact the Department of Children’s Services with any questions regarding this RFI. The main point of contact will be:

Erica Mayberry
Director of Contracts and Procurements
Department of Children’s Services
615-253-2340
EI_DCS.Contracts@tn.gov

3.3. Please reference RFI # 35910-10944 with all communications to this RFI.

4. RFI SCHEDULE OF EVENTS:

EVENT		TIME (Central Time Zone)	DATE (all dates are State business days)
1.	RFI Issued		May 1, 2024
2.	RFI Response Deadline	2:00 p.m.	May 7, 2024

5. GENERAL INFORMATION:

5.1. Please note that responding to this RFI is not a prerequisite for responding to any future solicitations related to this project and a response to this RFI will not create any contract rights. Responses to this RFI will become property of the State.

5.2. The information gathered during this RFI is part of an ongoing procurement. In order to prevent an unfair advantage among potential respondents, the RFI responses will not be available until after the completion of evaluation of any responses, proposals, or bids resulting from a Request for Qualifications, Request for Proposals, Invitation to Bid or other procurement method. In the event that the state chooses not to go further in the procurement process and responses are never evaluated, the responses to the procurement including the responses to the RFI, will be considered confidential by the State.

5.3. The State will not pay for any costs associated with responding to this RFI.

6. INFORMATIONAL FORMS:

The State is requesting the following information from all interested parties. Please fill out the following forms:

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TECHNICAL INFORMATIONAL FORM

1. RESPONDENT LEGAL ENTITY NAME:

2. RESPONDENT CONTACT PERSON:

Name, Title:

Address:

Phone Number:

Email:

3. BRIEF DESCRIPTION OF EXPERIENCE PROVIDING SIMILAR SCOPE OF SERVICES/PRODUCTS

COST INFORMATIONAL FORM

1. Describe what pricing units you typically utilize for similar services or goods (e.g., per hour, each, etc.):

2. Describe the typical price range for similar services or goods

ADDITIONAL CONSIDERATIONS

1. Please provide input on alternative approaches or additional things to consider that might benefit the State: