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| wsu-primary-horz-color-600-10-2017-small  **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734**  **FAX (313) 577-3747** |

**August 21, 2024**

**Addendum #1 To**

**Request for Proposal**

**RFP Public Relations – SOS Maternity 2024 datedAugust 9, 2024**

**Minutes of the Pre-Proposal Conference**

**This Addendum must be acknowledged on Schedule D.**

The pre-proposal conference for the **Public Relations – SOS Maternity 2024** was held on **August 21, 2024 at 10:00 am**  **Valerie Kreher** reviewed the administrative requirements of the pre-proposal package, especially concerning details such as bid due dates and who vendors may contact during the live bid process. **Iveta Kopil** of the **Office of Women’s Health, WSU**, discussed the expectations and scope of work.

The pre-proposal conference attendees sign in sheet and meeting minutes are available for downloading from the University Purchasing Web Site at **http://go.wayne.edu/bids**.

**Numerous simple questions and answers were addressed at the pre-proposal meeting. Some of the issues were as follows:**

1. This RFP included an **Optional pre-proposal meeting.** In cases where the pre-proposal meeting is mandatory,only those vendors that attended the will be allowed to participate in this RFP Opportunity
2. A copy of the Prebid Attendance sheet will be posted to the website.
3. The Deadline for project related questions is **August 28, 2024*,*** **12:00 noon**.
4. **Bids are due by electronic submission on** no later than 2:00 p.m., **September 11, 2024.** The link for bid submission will be posted with the bid details at **http://go.wayne.edu/bids** beginning **August 9, 2024**.

The University is a member of the Michigan University Self Insurance Corporation (MUSIC). Insurance requirements for Wayne State work are based on the products or services provided. For this project, a Certificate of Liability Insurance is **Required**

1. Any responses, materials, correspondence, or documents provided to the University are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with that Act, regardless of notations in the VENDOR's Proposal to the contrary.
2. The website for more information is website: <https://womenshealth.wayne.edu/sos-maternity-network-in-michigan/>
3. There has been some work done so far, 2/1 launched pre-work including meetings, planning, there are four clinical sites. 14 independent facilities so far and the program wants to grow up to 30 something, i
4. This program is a Michigan only program.
5. No official launch declarations have been done yet. Town Hall meetings will be the launch.
6. The website has been built.
7. Selection process for the sites is on-going. Looking for patients and community at large. Don’t need help with locating and “on-boarding” new sites.
8. Town Hall Meetings will be held as well.
9. Target ad buys and other ad buys should be recommended by vendor in their Proposals.
10. Project budget is around $150-200,000. Vendors may quote ranges and the services/ads to be included in each range.
11. Campaign length will be 1 year. The University may be able to extend if required.
12. May have up to 2 Events per year. 1st Event to be in October - November 2024, about 200 guests with the purpose to announce the launch. Location hasn’t been established but the Department has some ideas that don’t require reserving. Vendor is to disclose what they need from the Department in order to facilitate a smooth working relationship.
13. Goals for the Awareness Program to be worked out with the awarded vendor. Two major goals include Celebrating this unique program in Michigan and promoting awareness surrounding aspirin during pregnancy.
14. Those who will be attending will include patients (women of all ages including women in their 20’s and 30’s) and medical professionals.
15. Scope could include a guest speaker.
16. Event could include taped interviews, and media coverage
17. Consultation costs will be for the public relations portion.
18. Parking on WSU campus lots and structures are $9.00/access. Vendor must build parking into their lump sum bid. There is no parking allowed on the malls.
19. Smoke and Tobacco Free Policies: On August 19, 2015, Wayne State joined hundreds of colleges and universities across the country that have adopted smoke- and tobacco-free policies for indoor and outdoor spaces. Contractors are responsible to ensure that all employees and all subcontractors’ employees are in compliance anytime they are on WSU’s main, medical, or extension center campuses. The complete policy can be found at http://wayne.edu/smoke-free/policy/
20. IMPORTANT - Minutes for the Pre-Proposal Meeting are distributed, and published on the website as an Addendum. Vendors are responsible for the information in this and all other Addenda, and must acknowledge each addendum in Schedule D.

All questions concerning this project must be emailed to: **Valerie Kreher**, Procurement & Strategic Sourcing at **313-577-3720** Email: **rfpteam2@wayne.edu** by 12:00 p.m., **August 28, 2024.**

**Do not contact the Office of Women’s Health, WSU, or other University Units, directly as this may result in disqualification of your proposal.**

Thank you

**Valerie Kreher**,

**Senior Buyer**, Purchasing

**313-577-3720**

CC: **Iveta Kopil**, Attendees list.

*Attachments:*