

**COVER PAGE FOR REQUEST FOR
PROPOSAL SUBMISSION**

RFP Number: O E 0 0 0 1	Buyer: Amanda Spicer
Service: Arkansas Health Connector Outreach and Education Campaign	Date: February 28, 2013
Agency: Arkansas Insurance Department	Proposal Opening Date: April 1, 2013
Service Location: Little Rock, AR	Proposal Opening Time: 2:00 pm CT

PROPOSALS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE PROPOSAL ENVELOPE INCLUDING THE OUTSIDE OF OVERNIGHT PACKAGES **MUST** BE SEALED AND SHOULD BE PROPERLY MARKED WITH THE PROPOSAL NUMBER, DATE AND HOUR OF PROPOSAL OPENING AND VENDOR'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE ARKANSAS INSURANCE DEPARTMENT. **Vendors are responsible for delivery of their proposal documents to the Arkansas Insurance Department prior to the scheduled time for opening of the particular proposal. When appropriate, vendors should consult with delivery providers to determine whether the proposal documents will be delivered to the Arkansas Insurance Department office street address prior to the scheduled time for proposal opening. Delivery providers, USPS, UPS, and FedEx deliver mail to our street address, 1200 West Third Street, Suite 201, Little Rock, AR 72201-1904, on a schedule determined by each individual provider. These providers will deliver to our offices based solely on our street address.**

PROPOSAL DELIVERY ADDRESS: Arkansas Insurance Department ATTN: Amanda Spicer 1200 West 3 rd Street, Suite 201 Little Rock, AR 72201-1904	PROPOSAL OPENING LOCATION: Arkansas Insurance Department 1200 West 3 rd Street, Suite 201 Little Rock, AR 72201-1904
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Company Name: _____

Name of Authorized Company Official: _____

Title: _____

Address: _____

Telephone Number: _____

Fax Number: _____

E-Mail Address: _____

Signature: _____

USE INK ONLY; UNSIGNED PROPOSALS WILL NOT BE CONSIDERED

Identification:
• _____ • _____

Federal Employer ID Number _____ Social Security Number _____

FAILURE TO PROVIDE TAXPAYER IDENTIFICATION NUMBER MAY RESULT IN PROPOSAL REJECTION

Business Designation

(check one): _____
 Individual Sole Proprietorship Public Service Corp
 Partnership Corporation Government/ Nonprofit

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General Description	Outreach and Education Campaign Design, Development and Implementation
Type of Contract:	Term
Buyer:	Amanda Spicer

MINORITY BUSINESS POLICY: Minority participation is encouraged in this and in all other procurements by state agencies. "Minority" is defined by Arkansas Code Annotated § 15-4-303 as a lawful permanent resident of this state who is: African American, Hispanic American, American Indian or Native American, Asian American, Pacific Islander American or a Service Disabled Veteran as designated by the United States Department of Veterans Affairs. The Arkansas Economic Development Commission conducts a certification process for minority businesses. Bidders unable to include minority-owned business as subcontractors "may explain the circumstances preventing minority inclusion".

Check minority type:

- African American
- Hispanic American
- Pacific Islander American
- American Indian
- Asian American
- Service Disabled Veteran

Arkansas Minority Certification Number _____

EQUAL EMPLOYMENT OPPORTUNITY POLICY: In compliance with Act 2157 of 2005, the Arkansas Insurance Department is required to have a copy of the vendor's Equal Opportunity Policy prior to issuing a contract award. EO Policies may be submitted in electronic format to the following email address: amanda.spicer@arkansas.gov, or as a hard copy accompanying the solicitation response. The Arkansas Insurance Department will maintain a file of all vendor EO policies submitted in response to solicitations issued by this office. The submission is a one-time requirement, but vendors are responsible for providing updates or changes to their respective policies, and for supplying EO policies upon request to other state agencies that must also comply with this statute. Vendors that do not have an established EO policy will not be prohibited from receiving a contract award, but are required to submit a written statement to that effect.

ACT 157 of 2007 EMPLOYMENT OF ILLEGAL IMMIGRANTS: Pursuant to Act 157 of 2007, all bidders must certify prior to award of the contract that they do not employ or contract with any illegal immigrants in its contract with the State. Bidders shall certify online at: <https://www.ark.org/dfa/immigrant/index.php/disclosure/submit/new>.

ALTERATION OF ORIGINAL RFP DOCUMENTS: The original written or electronic language of the RFP documents shall not be changed or altered except by approved written addendum issued by the Arkansas Insurance Department. This does not eliminate a Vendor from taking exception(s) to non-mandatory terms and conditions, but does clarify that the Vendor cannot change the original document's written or electronic language. If the Vendor wishes to make exception(s) to any of the original language, it must be submitted by the Vendor in separate written or electronic language in a manner that clearly explains the exception(s). If Vendor's/Respondent's submittal is discovered to contain alterations/changes to the original written or electronic documents, the Vendor's response may be declared as "non-responsive" and the response may not be considered.

REQUIREMENT OF ADDENDUM: THIS REQUEST FOR PROPOSAL MAY BE MODIFIED ONLY BY ADDENDA WRITTEN AND AUTHORIZED BY THE ARKANSAS INSURANCE DEPARTMENT. Vendors are cautioned to ensure they have received or obtained and responded to any and all addenda to the proposal prior to submission. There will be no addenda to a proposal 72 hours prior to the proposal opening. It is the responsibility of the vendor to check the Arkansas Insurance Department website at <http://hbe.arkansas.gov/> and the Office of State Procurement website at <http://www.arkansas.gov/dfa/procurement/bids/index.php> for any and all addenda up to that time.

DELIVERY OF RESPONSE DOCUMENTS: In accordance with the Arkansas Procurement Law and Regulations, it is the responsibility of vendors to submit proposals at the place, and on or before the date and time, set in the solicitation documents. Proposal documents received at the Arkansas Insurance Department after the date and time designated for proposal opening are considered late proposals and shall not be considered. Proposal documents

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arriving late, which are to be returned and are not clearly marked, may be opened to determine for which RFP the submission is intended.

ADDITIONAL TERMS AND CONDITIONS: The Arkansas Insurance Department objects to, and shall not consider, any additional terms or conditions submitted by a Vendor, including any appearing in documents attached as part of an Vendor's response. In signing and submitting a proposal, the respondent agrees that any additional terms or conditions, whether submitted intentionally or inadvertently, shall have no force or effect. Failure to comply with terms and conditions, including those specifying information that must be submitted with a proposal, shall be grounds for rejecting a proposal.

ANTICIPATION TO AWARD: After complete evaluation of the proposal, the anticipated award will be posted on the Arkansas Insurance Department website at <http://hbe.arkansas.gov/> and the Office of State Procurement website at <http://www.dfa.arkansas.gov/offices/procurement/Pages/default.aspx> and/or the legal section of a newspaper of statewide circulation. The purpose of the posting is to establish a specific timeframe in which vendors and agencies are aware of the anticipated award. The RFP results will be posted for a period of fourteen (14) days prior to the issuance of any award. Vendors and agencies are cautioned that these are preliminary results only, and no official award will be issued prior to the end of the fourteen day posting period. Accordingly, any reliance on these preliminary results is at the agency's/vendor's own risk.

The Office of State Procurement reserves the right to waive the policy of Anticipation to Award when it is in the best interest of the State. Vendors are responsible for viewing the Anticipation to Award section of the OSP web site at: http://www.arkansas.gov/dfa/procurement/pro_intent.php.

PAST PERFORMANCE: In accordance with provisions of The State Procurement Law, R7: 19-11-229 Competitive Sealed Bidding - Bid Evaluation paragraph (E)(i) & (ii): a vendor's past performance with the state may be used in the evaluation of any offer made in response to this solicitation. The past performance should not be greater than three (3) years old and must be supported by written documentation on file in the Office of State Procurement at the time of the RFP opening. Documentation may be in the form of a written or electronic report, video press release (VPR), memo, file or any other appropriate authenticated notation of performance to the vendor files.

VISA ACCEPTANCE: Awarded Respondents should have the capability of accepting the State's authorized VISA Procurement Card (p-card) as a method of payment. Price changes or additional fees may not be assessed when accepting the p-card as a form of payment. The successful respondent may receive payment from the State by p- card in the same manner as other VISA purchases. VISA acceptance is preferred, but is not the exclusive method of payment.

EO-98-04 GOVERNOR'S EXECUTIVE ORDER: Bidders should complete the Disclosure Forms posted with this proposal.