

*Nevada CASA Association
2850 W. Horizon Ridge Parkway, #200
Henderson, NV 89052*

**Lorrie Curriden
Board President**

TITLE: NVCASA RFP - Marketing Services

Release Date: Thursday, October 26, 2023

Deadline for Submission and Opening Date and Time:

Thursday, November 9, 2023 @ 4:00pm PST

For additional information, please contact:

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I. Introduction

Nevada CASA Association (NVCASA) was formed approximately 5 years ago. The mission of the organization is to champion the needs of abused and neglected children in foster care by supporting and expanding the capacity of local CASA programs across the state of Nevada. Key goals include:

1. Expand public awareness of Nevada’s CASA programs, the needs of abused and neglected children, and the importance of CASA volunteers;
2. Provide technical assistance for volunteer training, statewide collaboration, and other resources to strengthen local program capacity; and
3. Advocate for effective public policy for children in Nevada’s child welfare system.

II. Project Overview

NVCASA is seeking a qualified vendor to provide Marketing Services as outlined in the Scope of Work, Marketing Services may include but are not limited to website development, hosting, and maintenance, digital and traditional media buying, public relations, and social media marketing.

A vendor’s preparation and submittal of a proposal or subsequent participation in presentations or contract negotiations creates no obligation on NVCASA to award a contract or to pay any associated costs. All proposals and related materials will be retained by NVCASA.

The American Rescue Plan Act of 2021 (ARPA) was passed by the 117th United States Congress and signed into law by President Joe Biden on March 11, 2021.

Under ARPA, NVCASA was awarded a Coronavirus State Fiscal Recovery Fund (CSFRF) allocation through the State of Nevada Governor’s Finance Office (GFO) to attract, retain and train CASAs throughout the State of Nevada.

III. Scope of Work

The awarded vendor will diligently and proactively furnish NVCASA with Marketing Services. These services will include the following, described in more detail below: Marketing, Public Relations, Outreach, and Media Management (including social, print, digital, and video). **The marketing plan will take into consideration the efforts of local CASA programs (which are largely outlined in the attached document: Appendix E: Local Programs Marketing Efforts) to avoid duplication.**

1. **Website Development, Hosting, and Maintenance.** Vendor will collaborate with NVCASA to provide website development to allow for in-house management, including but not limited to the following:
 - a. Website Revamped
 - b. Current HyperText Markup Language compatibility
 - c. Responsive design for “any device” compatibility
 - d. Social media integration and data capture functionality

- e. Search engine optimization
- f. Edited content based on NVCASA's current site
- g. Search engine optimization/ Search engine marketing campaign management
- h. Photography and video
- i. Hosting and maintenance, to include making updates, additions, and changes to website and website content as requested by NVCASA (some require same-day turnaround). **Hosting and Maintenance of the website is considered "out of scope" for the sake of this RFP. Approximately \$150,000 is budgeted for the 12-month period. However, a quote may be provided for consideration at an additional cost apart from the budgeted amount of \$150,000 for Hosting and Maintenance of the website.**

2. **Marketing and Public Relations.** Services will include, but are not limited to:

- a. Refreshed logo(s), utilizing National CASA logos, materials, fonts, and palette.
- b. Revised slogan
- c. Refreshed color palette and typography
- d. Fresh "Elevator Pitch" (corporate script)
- e. Updated brand positioning and brand narrative
- f. Brand Guidelines / Brand Book
- g. Revised marketing materials (including, but not limited to digital presentations, brochures, and handouts). **National CASA Resources and other established and approved CASA materials will be utilized whenever possible.**
- h. New advertising campaign and ad mats (Business-to-consumer)
- i. Refreshed photography and videos
- j. Cross-marketing with other CASA programs and nonprofits
- k. Public Relations and Social Media

3. **Digital and Traditional Media Buying and Placement.** Carry out all buying and placement of digital and traditional media while providing expertise in the most effective and cost-efficient use of budgeted funds.

4. **Reporting.** Provide monthly results and ad hoc reports as reasonably requested by NVCASA.

5. **Timelines.** Create monthly timelines for all marketing activities referenced in items 1 through 4.
6. **Marketing Expertise.** Interpret results of marketing activities and make recommendations for adjustments when and where necessary to allow for optimal use of budgeted resources.
7. **Board of Directors Meetings.** Attend and present information and updates to the NVCASA Board of Directors as requested.
8. **NVCASA Meetings.** Attend and present information and updates as requested.

IV. Proposal Submission Requirements

Proposals that do not comply with the requirements may be deemed non-responsive and rejected at NVCASA's discretion. For ease of review, each requirement should be addressed in a separate section. The proposal should include a table of contents. Failure to provide information in the prescribed format may result in rejection of the proposal. All responses will be subject to verification for accuracy. **Proposals containing false or misleading information will be rejected.**

Cover Letter

A cover letter, in the form of a standard business letter, will be considered an integral part of the proposal package. It must be signed by an individual authorized to bind the Vendor contractually. **This cover letter must indicate the signer is so authorized and must indicate the signer's title or position.** An unsigned proposal will be rejected.

The cover letter must also include:

- a. The RFP Title that the Vendor is submitting a proposal for.
- b. Notwithstanding any exceptions identified pursuant to Paragraph e. below, a Statement that the proposal meets all requirements of this RFP, and that the offer tendered by the proposal will remain in full force and effect until and may be accepted by NVCASA at any time prior to 30 days beyond the deadline for submittal.
- c. A disclosure of any current business relationship or any current negotiations for prospective business with NVCASA, or with any member of the Board of Directors or NVCASA staff, or any party currently rendering services to NVCASA.
- d. A statement that the Vendor acknowledges that all documents submitted in response to this RFP may be subject to disclosure.
- e. Exceptions, if any, to any terms and conditions of the RFP and attachments, including insurance.

Statement of Minimum Qualifications

Vendor must complete and return the Minimum Qualifications Certification in the form contained in **Appendix A: Statement of Minimum Qualifications.**

Certificate of Insurance

The selected Vendor shall not commence work before providing evidence of the required insurance in the form of a certificate of insurance (as outlined in **Appendix B: Insurance Schedule**) and endorsement to NVCASA.

Nevada State Business License

A copy of Vendor's Nevada State business license, or willingness to obtain the license prior to the execution of the contract.

Reference Checks

Reference checks may be conducted for each Vendor.

Questionnaire

The questionnaire contained in **Appendix C: Questionnaire** to this RFP must be completed and returned as part of the proposal

Fee Proposal

Vendors must submit their fee in **Appendix D: Fee Proposal**. The proposed fee shall include all costs and expenses for providing the goods or services to NVCASA described in this RFP. Once finalists are selected, fees may be subject to a "best and final" offer process to be determined at the discretion of NVCASA.

The fee proposal must expressly state that the proposed fees are guaranteed for the term of any resulting contract.

Contract

This Request for Proposal is neither a contract nor meant to serve as a contract.

It is anticipated that one or more of the proposals submitted in response to this Request for Proposal may be selected as the basis for negotiation of a contract with the vendor. Such a contract is presently contemplated to contain, at a minimum, the terms of the proposal submitted, as finally negotiated, and approved by NVCASA. NVCASA reserves the right to negotiate additions, deletions, or modifications to the terms of proposals submitted.

V. Written Questions and Answers

NVCASA will accept questions and/or comments in writing received by email regarding this RFP. Questions must reference the identifying RFP title: **[NVCASA RFP - Marketing Services](#)** and emailed to **vcampbell@nvcasa.org**

The deadline for submitting questions is as specified in the RFP Timeline below. Vendors must include their company name, address, phone number, and email address, as well as contact person when submitting questions.

All questions and/or comments will be addressed in writing and responses may be shared with other vendors and publicly and may be posted on NVCASA’s website www.nvcasa.org. NVCASA may clarify or modify any part of this RFP by posting notice on NVCASA’s website prior to the proposal deadline.

VI. Timeline

The following represents the proposed timeline for this project. All times stated are Pacific Time (PT). These dates represent a tentative schedule of events. NVCASA reserves the right to modify these dates at any time. NVCASA also reserves the right to forego vendor presentations and select vendor(s) based on the written proposals submitted.

Task	Date/Time
Release Date	On or about 10/26/23
Deadline for submitting questions	10/31/2023 @ 3:00 PM
Answers shared and/or posted to website www.nvcasa.org	On or about 11/03/2023
Deadline for submission	11/09/2023 - No later than 4:00 PM
Evaluation period (approximate time frame)	11/09/2023 – 11/15/2023
Selection of vendor	On or about 11/16/2023
Anticipated Board of Directors (BOD) approval	On or about 11/16/2023
Contract start date (contingent upon BOD approval)	On or about 11/17/2023

VII. Submission of Proposals

All proposals must be received **no later than the deadline stated in the Section VI. Anticipated Timeline and Contact Information**. Vendors shall submit their proposals via email to vcampbell@nvcasa.org, with copies to the following:

dclark@nvcasa.org; lorriecurriden@gmail.com; cjmtahoe@yahoo.com, adminassist@nvcasa.org

The submission must include the RFP Title. Failure to clearly identify the proposal may result in the rejection of the proposal. NVCASA is not responsible for receipt of any proposal which is improperly labeled.

All proposals become the property of NVCASA upon submission. All costs for developing proposals and attending presentations and/or interviews are entirely the responsibility of the vendor and shall not be chargeable to NVCASA.

Only one proposal from an individual, firm, partnership, corporation, or combination thereof, will be considered for this assignment, for each individual RFP.

VIII. Evaluation Process

Initial Evaluation Review

All proposals will be reviewed to determine if they contain all the required submittals specified in this RFP. Those not submitting all required information in the prescribed format may be rejected.

Proposal Evaluation

Proposals that pass the initial evaluation review will undergo an evaluation process conducted by NVCASA. NVCASA will consider the following elements in the decision process, ranked in no specific order, and will render a decision based on the perceived best value for the engagement. **A Weighted Scoring Method will be utilized.** Fees will be one of the determining factors in this decision but may not be the primary determinative. Proposals will be evaluated based on criteria including:

1. Vendor's experience and record of success in providing comparable service.
2. Demonstrated Competence
3. Proposed deliverables
4. Cost
5. Expertise and availability of Key Personnel
6. Conformance with the Terms of this RFP

During the evaluation process, Vendors may be requested to provide additional information and/or clarify contents of their proposal. Other than information requested by NVCASA, no Vendor will be allowed to alter the proposal or add new information after the filing date.

Proposals that contain false or misleading statements or that provide references which do not support an attribute or condition claimed by the Vendor will be rejected. Issuance of the Request for Proposal creates no obligation to award a contract or to pay any costs incurred in the preparation of a proposal. Nothing in this RFP or any resulting contract shall preclude NVCASA from procuring services similar to those described herein from other sources.

Once finalists are selected, fees may be subject to a "best and final" offer process to be determined at the discretion of NVCASA.

IX. GENERAL CONDITIONS

Disclosure of Public Records:

All materials submitted in response to the RFP become property of NVCASA. Proposals remain confidential during the selection process. However, upon completion of the selection process, all responses, including that of the individual, vendor or firm selected, will be a matter of public information and will be open to public inspection in accordance with the State of Nevada Public Records Law, NRS Chapter 239.

If, in response to this RFP, trade secrets or commercial or financial information are furnished under a claim that they are proprietary, privileged, or confidential and that disclosure of the trade secrets or commercial or financial information would cause competitive harm to the person or business responding to this RFP, such claim must be clearly made, and such information must be clearly identified. Responses to this RFP with every page marked as proprietary, privileged, or confidential will not satisfy this requirement. Bidders are required to make a good faith attempt to properly identify only those portions of the response that are truly furnished under a claim that they are proprietary, privileged or confidential and that disclosure of the trade secrets or commercial or financial information would cause competitive harm to the person or business responding to this RFP.

Redacted Version of RFP Response:

In the event the vendor believes certain materials in the submitted response are exempt from public disclosure, vendors are asked to provide a redacted version of the response it believes will be suitable for release under the **State of Nevada Public Records Law, NRS Chapter 239.**

However, any claim of privilege from disclosure is not definitive. NVCASA has the right and legal obligation to determine whether such information is exempt from disclosure under the State of Nevada Public Records Law, NRS Chapter 239. and no information will be considered or determined by NVCASA to be proprietary, privileged, or confidential unless it is identified and separated as indicated herein.

Ordinary Course of Business Communications Allowed:

Other than to discuss existing business matters in the normal course, vendors, potential vendors, or their representatives should not contact anyone at NVCASA (including NVCASA staff, members of the NVCASA advisory committees and members of the NVCASA Board of Directors) other than the individual assigned to the RFP listed above.

In addition, vendors must not discuss this RFP with any employee of NVCASA, or other advisors or persons/entities having contracts or other affiliations with NVCASA.

NVCASA Quiet Period Policy:

Please note the following Quiet Period Policy establishing guidelines by which the NVCASA Board of Directors and NVCASA Staff will communicate with prospective vendors or service providers during a solicitation process. The Quiet Period for all RFPs will begin on the day the RFP is released.

1. All Evaluation Committee members, and NVCASA staff not directly involved in the search process, shall refrain from communicating with potential service providers regarding any

- product or service related to the search offered by the provider throughout the quiet period and shall refrain from accepting meals, travel, hotel, or other value from the providers;
2. Throughout the quiet period, if any Board member or NVCASA staff member is contacted by a potential vendor, the Board member or NVCASA staff member shall refer the vendor to the NVCASA staff member directly involved in the search process;
 3. All authority related to the search process shall be exercised solely by the relevant Evaluation Committee or Board as a whole, and not by individual Evaluation Committee Members;
 4. All information related to the search process shall be communicated by NVCASA staff to the relevant Evaluation Committee or Board as a whole, and not to individual Evaluation Committee Members;
 5. The quiet period does not prevent Evaluation Committee approved due diligence, client conference attendance, or communications with an existing service provider to discuss existing business matters in the normal course; however, discussions related to the pending selection shall be avoided during those activities;
 6. The provisions of this policy will apply to potential service providers throughout the quiet period and shall be communicated to providers in conjunction with any competitive proposal process; and
 7. A potential vendor or service provider may be disqualified from a search process for a violation of this policy.

Rights Reserved:

NVCASA reserves the right to amend any segment of the RFP prior to the announcement of a vendor/contract. In such an event, all vendors will be afforded the opportunity to revise their proposals to accommodate the RFP amendment.

NVCASA reserves the right to remove any or all of the services from consideration for this contract. At its discretion, NVCASA may issue a separate contract for any service or groups of services included in this RFP. NVCASA may negotiate additional provisions to the contract awarded pursuant to this RFP.

NVCASA may request additional information from any or all vendors to assist in the evaluation of proposals, and NVCASA reserves the right to conduct background investigations of selected individuals or vendors prior to awarding a contract under this RFP.

NVCASA is not obligated to complete the RFP process or to select any individual(s) or vendor(s). NVCASA also reserves the right without prejudice to reject any or all proposals submitted.

NVCASA will **NOT** reimburse any expenses incurred in responding to this RFP.

Equal Opportunity:

NVCASA does not discriminate because of race, color, religion, creed, sex, sexual orientation, age, marital status, military status, certain unfavorable discharges from military service, political affiliation, citizenship, ancestry, national origin, physical or mental handicap or disability or any other characteristic protected by law. It is NVCASAs intent to comply with all state, federal, and local equal employment and opportunity laws and public policies.

Appendix A: Statement of Minimum Qualifications

(Vendor's Name) _____ certifies that it meets the following minimum qualifications.

Please initial each as applicable.

1. _____ Stated vendor/individual has a minimum of 5 years' experience providing marketing and public relations services.
2. _____ Stated vendor/individual will have qualified personnel performing marketing services, public relations, and web design.

Signed: _____ Date: _____

Title: _____

Appendix B: Insurance Schedule

Unless expressly waived in writing by NVCASA, Contractor must procure, maintain, and keep in force for the duration of the Contract insurance conforming to the minimum requirements specified below. Each insurance policy shall provide for a waiver of subrogation against NVCASA, its officers, employees and immune contractors as defined in NRS 41.0307, for losses arising from work/materials/equipment performed or provided by or on behalf of Contractor. NVCASA shall be named as an additional insured with respect to liability arising out of the activities performed by, or on behalf of Contractor on all policies. Contractor shall not commence work before Contractor has provided evidence of the required insurance in the form of a certificate of insurance and endorsement to NVCASA.

A. Workers' Compensation and Employer's Liability Insurance.

Contractor shall maintain worker' s compensation insurance as required per Nevada Revised Statutes Chapter 616B.

B. Commercial General Liability - Occurrence Form.

Contractor shall maintain Commercial General Liability Insurance, which Policy shall include bodily injury, property damage and broad form contractual liability coverage.

1)	General Aggregate	\$2,000,000
2)	Products - Completed Operations Aggregate	\$1,000,000
3)	Personal and Advertising Injury	\$1,000,000
4)	Each Occurrence	\$1,000,000

C. Professional Liability/Errors and Omissions Liability.

Contractor shall maintain a policy that provides coverage for professional misconduct or lack of ordinary skill for those positions defined in the proposal of this contract. In the event that the professional liability insurance required by this Contract is written on a claims-made basis, Contractor warrants that any retroactive date under the policy shall precede the effective date of this Contract; and that either continuous coverage will be maintained, or an extended discovery period will be exercised for a period of two (2) years beginning at the time work under this Contract is completed.

1)	Each Claim	\$1,000,000
2)	Annual Aggregate	\$2,000,000

D. Automobile.

- 1) Contractor shall maintain Motor Vehicle Liability Insurance with coverage for all owned, rented, or leased vehicles, with combined limits of not less than \$1,000,000 each accident and \$2,000,000 aggregate for bodily injury and property damage.

Appendix C: Questionnaire

The following questionnaire must be completed and included with your response to this RFP. Type your responses in the same order as the questionnaire, listing the question first followed by your answer.

Contact and Company Information

Name of Vendor: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Federal

Employer Identification Number: _____

Contact Person(s):

Name: _____ Phone: _____

Title: _____ Fax: _____

Email: _____ Website: _____

Company Background

1. Please provide a general description and history of the company, its operations (please include any history of mergers and/or acquisitions), year founded, ownership structure, biographies of the principals and percentage ownership by current employees.
2. Briefly describe your company's background and history of performing the services as described in this RFP.
3. Briefly provide your knowledge of CASA and any previous work performed or other affiliation with CASA.
4. How many professionals are employed by your company and what is their level of experience? Please list the company's professional staff that you perceive to be assigned to this engagement, their professional credentials, and an estimated timeframe for completion.
5. Describe the turnover of the company over the past five years.
6. Provide a brief, descriptive statement detailing evidence of the vendor's ability to deliver the goods or services sought under this RFP.

Client Relationships

1. Please provide three references from similar engagements that you/your company have conducted in the last two years. By providing references, the vendor authorizes NVCASA to contact the reference to inquire about the vendors services.

Appendix D: Fee Proposal

This project is expected to launch immediately within the contract start date and results are expected in short order (i.e., canned commercials are expected to run within 2-3 weeks, and the website is expected to have updated information within 2-3 weeks). The contract is expected to run for approximately 12 months (approximately through November 2024). **Approximately \$150,000 is budgeted for the 12-month period. Hosting and Maintenance of the website is considered “out of scope” for the sake of this RFP. However, a quote may be provided for consideration at an additional cost apart from the budgeted amount of \$150,000 for Hosting and Maintenance of the website.**

Appendix E: Local CASA Programs Marketing Efforts

RFP - Marketing 10/26/23

Chuchill County

Name of Contractor, Subrecipient: KBB Creative

Period of Performance: July 1, 2023 - July 31, 2024

* Sole Source Justification: Historical and on-going relationship with a vendor knowledgeable with the CASA mission and purpose.

Method of Accountability: The Program Manager will work with and monitor progress of KBB for all creative, social and traditional media services. Invoices will be reviewed and approved prior to payment or per contractual terms.

Clark County

Name of Contractor, Subrecipient: Audacy

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. We currently work with this contractor for radio. This proposal expands that reach into their most prominent station 94.1 KXMB-FM and adds three additional stations 98.5 KLUC-FM, KLUC-FM HD2, or KXQQ-FM. The

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - Nielsen Radio provides a summary of radio spots on each invoice. Each radio spot has an estimate net reach and average rating. Our goal is to increase the number of inquiries by 2% from each

Name of Contractor, Subrecipient: Beasley Media Group

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement is the first agreement with this radio audience. This proposal expands our reach to 96.3 KKLZ, 102.7 VGS, 107.9 Coyote Country, Jammin 105.7, 107.5 extreme radio. The CASA program administrator reviews all invoices

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoices provides a summary of radio spots. Each radio spot has an estimate net reach and

Name of Contractor, Subrecipient: Lamar Advertising

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement will utilize static billboards and some digital. The CASA program administrator reviews all invoices and verifies billboard placement. Nevada CASA will be reviewing our invoices and will ensure that there is no

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoices provides a summary of billboard spots. Each billboard spot has an estimate net

Name of Contractor, Subrecipient: Gray Media

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement adds a TV Campaign to channel 5-KVVU. The CASA program administrator reviews all invoices and verifies tv spots. Nevada CASA will be reviewing our invoices and will ensure that there is no overlap in media buys.

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoices provides a summary of TV spots. Each TV spot has an estimate net reach.

Name of Contractor, Subrecipient: Sinclair

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement adds a TV Campaign to channel 3. The CASA program administrator reviews all invoices and verifies tv spots. Nevada CASA will be reviewing our invoices and will ensure that there is no overlap in media buys.

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoices provides a summary of TV spots. Each TV spot has an estimate net reach.

Name of Contractor, Subrecipient: Scripps

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement adds a TV Campaign to channel 13. The CASA program administrator reviews all invoices and verifies tv spots. Nevada CASA will be reviewing our invoices and will ensure that there is no overlap in media buys.

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoices provides a summary of TV spots. Each TV spot has an estimate net reach.

Name of Contractor, Subrecipient: National Cinemedia "and" Regal/TBD

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement will expand media campaign in the movies, by having National CineMedia it adds more ads at top rated theatres and moving showings. This agreement adds a Campaign to National Cinemedia "and" (Regal/TBD) movie

* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoices provides a summary of movie theater spots. Each theater spot has an estimate net

Name of Contractor, Subrecipient: KCEP

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This proposal expands our reach to 88.1 KCEP. The CASA program administrator reviews all invoices and verifies radio spots. Nevada CASA will be reviewing our invoices for media and will make sure that there is no overlap in media
* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoice provides a summary of radio spots. Each radio spot has an estimate net reach and

Name of Contractor, Subrecipient: Las Vegas Review Journal

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement will do both print and digital ads in our local newspaper. The CASA program administrator reviews all invoices and verifies ad placement. Nevada CASA will be reviewing our invoices and will ensure that there is no
* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoice provides a summary of newspaper spots. Each newspaper spot has an estimate

Name of Contractor, Subrecipient: NexStar- Channel 8 (Reg & Super Bowl)

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement will not only add a regular TV Campaign to Channel 8, "but we will add a separate one-time special Super Bowl advertisement. This one time opportunity will reach well over 1 million Las Vegas residents through the pre
* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoice provides a summary of TV spots. Each TV spot has an estimate net reach.

Name of Contractor, Subrecipient: COX

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement will add a TV Campaign to various high performing networks, as well as include paid Google ads to help enhance visibility through Internet searches for volunteer opportunities. Google, as a major search engine
* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoice provides a summary of tv spots. Each tv spot has an estimate net reach. Again,

Name of Contractor, Subrecipient: Las Vegas Black Image

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement will do both print and digital ads in the Las Vegas Black Image Magazine. The CASA program administrator reviews all invoices and verifies ad placement. Nevada CASA will be reviewing our invoices and will ensure that
* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoice provides a summary of magazine spots. Each magazine spot has an estimate net

Name of Contractor, Subrecipient: NBC Universal

Period of Performance: 7-26-2023 to 7-25-2024

Scope of Work: As demonstrated in a National CASA/GAL grant, the CASA Las Vegas Program benefits greatly from media exposure in this large urban market. This agreement adds a TV Campaign to Telemundo. The CASA program administrator reviews all invoices and verifies tv spots. Nevada CASA will be reviewing our invoices and will ensure that there is no overlap in media buys.
* Sole Source Justification: Media purchases are exempt from sole source provisions pursuant to purchasing rules.

Method of Accountability:

Define - We will require the same invoicing details that all other media are required to provide. Generally, this invoice provides a summary of TV spots. Each tv spot has an estimate net reach. Again,

Champions for CASA

TBD - Digital Media Company

Period of Performance: October 1, 2023 - July 31, 2024

Scope of Work: Design and Implement digital media campaign on selected digital platforms to drive people to the Champions for CASA website to learn and take the next steps to becoming a CASA volunteer.

Method of Accountability: Review and approve design and implementation plan for digital outreach. Monthly meetings to review metrics from the digital outreach, traffic to our website and new CASA volunteer numbers to ensure the campaign is having a positive effect in increasing the number of CASA volunteers. The consultants work will be supervised by the Program Administrator and the Champions for CASA.

Washoe County (Foundation)

Name of Contractor, Subrecipient: TBD

Period of Performance: November 1, 2023 - July 31, 2024

Planned Media: Awareness campaign using traditional media, social media and PR.

Washoe County (Program)

Marketing Efforts TBD

Douglas County

No Marketing Efforts listed

Carson City

No Marketing Efforts listed

Lyon County

No Marketing Efforts listed

Humboldt County

No Marketing Efforts listed