

RFP # 2027-01



Request for Proposal:

THRIVE COLLABORATIVE MARKETING, OUTREACH AND COMMUNICATIONS SERVICES

ISSUED ON **SEPTEMBER 2, 2026**
RESPONSES DUE BY: SEPTEMBER 30, 2026
NO LATER THAN 3:00 P.M., EST

RESPONSES DUE TO:

EARLY LEARNING COALITION OF SOUTHWEST FLORIDA, INC.

RE: RFP # 2027-01

VIA EMAIL: RICHARD.COCCHIERI@ELCOFSWFL.ORG

ANY ALTERATION OF THE LANGUAGE OF THIS RFP OR ANY REPRESENTATION OF MODIFIED LANGUAGE AS THE OFFICIALLY RELEASED RFP IS NOT PERMITTED AND WILL BE SUFFICIENT CAUSE FOR REJECTION OF A PROPOSAL. IN CASE OF ANY DISPUTE CONCERNING THE TERMS OR LANGUAGE IN THIS DOCUMENT, THE COALITION PRINTED FILE COPY OF THIS RFP WILL PREVAIL. **PLEASE REFER TO RFP # 2027-01**

**Early Learning Coalition of Southwest Florida, Inc.
Request for Proposals (RFP)**

I. INTRODUCTION

The EARLY LEARNING COALITION OF SOUTHWEST FLORIDA (Coalition) located at 2675 Winkler Ave, Suite 300 Fort Myers, FL 33901 will accept Proposals from all participating respondents. Please consider this communication a formal Request for Proposals (RFP), responses to which will be used to determine the best-qualified firm for these services and will be the basis for the issuance of a Notice of Award or Purchase Order.

The Coalition is a not-for-profit corporation organized under the laws of the state of Florida and has been determined exempt by the Internal Revenue Service under the provisions of IRS Code, Section 501(c)(3). The Division of Early Learning, Florida Department of Education, has certified the Coalition as a local early learning coalition for the purposes of implementing programs authorized by Florida Statute Chapter 411.01 and part V of Chapter 1002. Our principal function is the provision of oversight, and policy guidance to the early childhood School Readiness and Voluntary Prekindergarten Education systems in Southwest Florida.

II. PROPOSER QUALIFICATIONS AND RELEVANT EXPERIENCE

The procurement of **THRIVE Collaborative Marketing, Outreach, and Communications Services** is subject to the proposer qualifications and experience requirements described in **Exhibit 2, Scope of Work**. The Early Learning Coalition of Southwest Florida seeks responses from qualified marketing, communications, public relations, media, outreach, and creative service firms with demonstrated experience developing and implementing comprehensive community awareness campaigns, public engagement initiatives, and strategic communication plans.

Proposers are strongly encouraged to submit a detailed proposal that clearly demonstrates their organizational qualifications, staffing capacity, and experience relevant to the services described in Exhibit 2. Responses should illustrate the proposer's ability to develop and implement multi-platform marketing campaigns that support community awareness, outreach, engagement, education, and service utilization objectives.

To support the Coalition's evaluation, respondents should provide descriptions of similar projects completed for governmental agencies, nonprofit organizations, healthcare entities, educational organizations, community-based organizations, or other comparable clients. Proposals should include examples of prior campaign work, creative materials, public awareness initiatives, media campaigns, digital marketing efforts, community engagement activities, and measurable campaign outcomes. Respondents are encouraged to provide client references, case studies, sample deliverables, and performance metrics demonstrating successful campaign implementation and audience engagement.

The Coalition seeks firms that can demonstrate expertise in the following areas:

- Strategic communications and marketing planning;
- Brand development, messaging, and creative services;
- Public relations and media relations;
- Digital marketing, social media management, and paid advertising;
- Website, content, and multimedia development;
- Community outreach and stakeholder engagement;
- Audience research, segmentation, and engagement strategies;
- Campaign analytics, performance measurement, and reporting; and
- Development of culturally responsive, trauma-informed, and family-centered communications.

Preference may be given to respondents demonstrating:

- Experience developing and implementing public awareness or community outreach campaigns;
- Experience supporting behavioral health, resilience, early childhood, educational, healthcare, disaster recovery, or social service initiatives;
- Experience serving diverse, multilingual, underserved, rural, and high-need populations;
- Demonstrated success managing integrated marketing campaigns across multiple communications channels;
- Experience creating and translating outreach materials for multicultural audiences;
- Strong project management, reporting, and stakeholder coordination capabilities; and
- Capacity to provide sufficient staffing, creative resources, and technical expertise necessary to support campaign implementation within required timelines.

Proposals should clearly describe the respondent's approach to collaboration with Coalition staff, community partners, healthcare providers, behavioral health organizations, early learning providers, and other stakeholders participating in the THRIVE Collaborative. Respondents should demonstrate their ability to support system-wide awareness, referral activation, partner engagement, and equitable access to services throughout Lee and Collier Counties.

The Coalition seeks a contractor capable of designing and implementing trauma-informed, culturally responsive, family-centered outreach efforts that increase awareness of available services, reduce barriers to participation, decrease stigma associated with mental health and developmental supports, and strengthen community resilience among children, families, and early learning professionals impacted by Hurricane Ian. Please refer to **Exhibit 2, Scope of Work**, for detailed service requirements and deliverables.

Please note that as a grantee of federal financial assistance exceeding \$750,000, we are subject to the single audit requirements of 2 CFR §200.501 (OMB Uniform Guidance).

III. SCHEDULE OF EVENTS AND DEADLINES*

All times listed reflect Eastern Standard Time (EST)

ACTIVITY	DATE	TIME	ADDRESS/METHOD
Request for Proposal Released	September 2, 2026	NA	Main Office: 2675 Winkler Ave, Suite 300 Fort Myers, FL 33901 Coalition website: www.elcofswfl.org
Signed "Notice of Intent to Submit a Proposal" due no later than	September 15, 2026	1:00 pm	2675 Winkler Ave, Suite 300 Fort Myers, FL 33901 or emailed to: richard.cocchieri@elcofswfl.org
Proposals must be received by the Coalition via email	September 25, 2026	3:00 pm	2675 Winkler Ave, Suite 300 Fort Myers, FL 33901 to: richard.cocchieri@elcofswfl.org
Review of Proposals	September 30, 2026	2:00 pm	2675 Winkler Ave, Suite 300 Fort Myers, FL 33901
Meeting of Procurement Officials (as availability allows)	TBD	TBD	2675 Winkler Ave, Suite 300 Fort Myers, FL 33901
*Anticipated effective date of Award (Purchase Order)	October 15, 2026	N/A	Via Email Notification

* Times and locations are subject to change. Applicants who have submitted a "Notice of Intent to Submit" will be notified of any changes made to the Schedule of Events. Changes will be posted at www.elcofswfl.org.

Point of Contact:

The **sole** point of contact for purposes of this RFP is:

Richard Cocchieri, CFO
Email: richard.cocchieri@elcofswfl.org

Ensure email subject line starts with RFP # 2027-01

INFORMATION WILL NOT BE PROVIDED BY TELEPHONE. Any information received through oral communication shall not be binding on the Coalition and shall not be relied upon by any respondent.

IV. SOLICITATION PROCESS

Should you be interested in providing these services, please include the following information in your response:

A. Notice of Intent to Submit a Proposal

As a condition of submitting a Proposal, vendors are required to submit a Notice of Intent to Submit a Proposal form (**Exhibit 1**) which shall set forth the name and address of the firm participating in this solicitation and which bears the original signature of an authorized agent of the Respondent no later than the date specified on Section III, to the Point of Contact and address listed in Section III. The submission of the Notice of Intent is mandatory and will provide the Coalition with the contact details of the contact person for each Respondent so that any notices of action can be forwarded appropriately. Failure to submit a Notice of Intent by the deadline may preclude a prospective Respondent from submitting a response for this solicitation and will render the Respondent's reply non-responsive and will result in rejection of the respondent's Proposal.

B. Other Information

Respondents should note that the issuance of this solicitation does not require the Coalition to enter into an agreement with any party. Further, the Coalition reserves the right to withdraw or change this Request for Proposals at any time when doing so is in the best interest of the Coalition.

C. Format and Submission

1. Respondent(s) shall submit one (1) electronic copy of the Proposal as a PDF file viewable in Adobe Acrobat Reader clearly labeled:

"RFP 2027-01"

2. To be considered for evaluation, proposals must address and demonstrate the proposer's ability to meet the Scope of Work and deliverables described herein. All supporting documentation or Exhibits/Attachments shall be included as PDF files viewable in Adobe Reader, separately and clearly referenced.
3. Please submit your response to this RFP (via email to the email address listed below) no later than **3:00 pm on September 25, 2026**. Responses received after 3:00PM on this date will not be considered.

4. **Submissions by facsimile will not be considered.**

richard.cocchieri@elcofswfl.org

5. All attachments and certifications (Attachments A-E) must be completed, signed and sent via as separate attachments.

D. Proposal Information

The quote must be dated and addressed to the Coalition with the information on page 3, with the vendor address and contact information clearly identified as well. The Coalition is not liable for any costs incurred by a Respondent in replying to this RFP.

E. Insurance.

The Respondent is required to maintain commercial insurance of such a type and with such terms and limits as may be reasonable associated with the resulting award.

F. Licenses, Permits and Taxes.

The Respondent shall pay for all licenses, permits, and taxes required for this procurement. In addition, the Respondent shall comply with all federal, state and local codes, laws, ordinances, regulations and other requirements applicable to the procurement in this solicitation, at no additional cost to the Coalition.

G. Special Provisions

1. **Warranty of Authority.** Each person signing the attachments and subsequent Purchase Order(s) warrants that he or she is duly authorized to do so and bind the respective party to the Purchase Order.
2. **Convicted Vendors.** A person or affiliate placed on the convicted vendor list following a conviction for a public entity crime is prohibited from doing any of the following for a period of 36 months from the date of being placed on the convicted vendor list:
 - submitting a Proposal on a Purchase Order to provide any goods or services to a public entity;
 - submitting a Proposal on a Purchase Order with a public entity for the construction or repair of a public building or public work;
 - submitting Proposals on leases of real property to a public entity;
 - being awarded or performing work as a contractor, supplier, subcontractor, or consultant under a Purchase Order with any public entity; and
 - transacting business with any public entity in excess of the Category Two threshold amount (\$25,000) provided in section 287.017 of the Florida Statutes.
 - any Proposal received from a person or affiliate who has been placed on the convicted vendor list shall be rejected by the Coalition as an unresponsive Proposal and shall not be further evaluated.
3. **Discriminatory Vendors.** An entity or affiliate placed on the discriminatory vendor list pursuant to section 287.134 of the Florida Statutes may not:
 - i. submit a Proposal on a Purchase Order to provide any goods or services to a public entity;
 - ii. submit a Proposal on a Purchase Order with a public entity for the construction or repair of a public building or public work;
 - iii. submit Proposals on leases of real property to a public entity;
 - iv. be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a Purchase Order with any public entity; or
 - v. transact business with any public entity.
4. **Respondent's Representation and Authorization.** In submitting a response, each respondent understands, represents, and acknowledges the following (if the respondent cannot so certify to any of following, the respondent shall submit with its response a written explanation of why it cannot do so):
 - i. The respondent is not currently under suspension or debarment by the State of Florida or any other governmental authority.
 - ii. To the best of the knowledge of the person signing the response, the respondent, its affiliates, subsidiaries, directors, officers, and employees are not currently under investigation by any governmental authority and have not in the last ten (10) years been convicted or found liable for any act prohibited by law in any jurisdiction, involving conspiracy or collusion with respect to any public Purchase Order.
 - iii. Respondent currently has no delinquent obligations to the State of Florida, including a claim by the State of Florida for liquidated damages under any other Purchase Order.
 - iv. The submission is made in good faith, prices and amounts, actual or approximate, have been arrived at independently and not pursuant to any consultation, agreement or discussion with, or inducement from, or disclosed to, any firm or person to submit a complementary or other noncompetitive response. Nor they will be disclosed before the opening of the Proposals.
 - v. The respondent has made a diligent inquiry of its employees and agents responsible for preparing, approving, or submitting the response, and has been advised by each of them that he or she has not participated in any communication, consultation, discussion, agreement, collusion, act or other conduct inconsistent with any of the statements and representations made in the response.

- vi. The respondent has fully informed the Coalition in writing of all convictions of the firm, its affiliates (as defined in section 287.133(1)(a) of the Florida Statutes), and all directors, officers, and employees of the firm and its affiliates for violation of state or federal antitrust laws with respect to a public Purchase Order for violation of any state or federal law involving fraud, bribery, collusion, conspiracy or material misrepresentation with respect to a public Purchase Order. This includes disclosure of the names of current employees who were convicted of Purchase Order crimes while in the employ of another company.
 - vii. Neither the respondent nor any person associated with it in the capacity of owner, partner, director, officer, principal, investigator, project director, manager, auditor, or position involving the administration of federal funds has:
 - o within the preceding three years been convicted of or had a civil judgment rendered against them or is presently indicted for or otherwise criminally or civilly charged for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or public Purchase Order; violation of federal or state antitrust statutes; or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property; or
 - o within a three-year period preceding this certification had one or more federal, state, or local government Purchase Orders terminated for cause or default.
 - viii. The product or service offered by the respondent will conform to the specifications without exception, unless otherwise agreed upon by the Coalition in writing.
 - ix. The respondent has read and understands the terms and conditions, and the submission is made in conformance with those terms and conditions.
 - x. If an award is made to the respondent, the respondent agrees that it intends to be legally bound to the terms of the Purchase Order received from the Coalition.
 - xi. The respondent shall indemnify, defend, and hold harmless the Coalition and its employees against any cost, damage, or expense which may be incurred or be caused by any error in the respondent's preparation of its Proposal.
 - xii. All information provided by, and representations made by, the respondent are material and important and will be relied upon by the Coalition in awarding the Purchase Order. Any misstatement shall be treated as fraudulent concealment by the Respondent of the true facts relating to submission of the Proposal. A misrepresentation shall be punishable under law, including, but not limited to, Chapter 817 of the Florida Statutes.
5. **Notice of Award.** Based on the evaluation, on the date indicated on the Schedule of Events or thereafter, the Coalition shall electronically send the Notice of Award or Purchase Order to the selected respondent.
6. **Minor Irregularities/Right to Reject.** The Coalition reserves the right to waive any minor irregularity, technicality, or omission and to accept or reject any and all Proposals, or separable portions thereof, if the Coalition determines that doing so will serve the Coalition's best interests. The Coalition has, at its sole discretion, the absolute right to cancel, amend, modify, supplement or clarify this RFP solicitation at any time. The Coalition may reject any response not submitted in the manner specified by the solicitation documents.
7. **Addenda.** Any changes to the RFP will be done by addendum. Any Proposal that fails to incorporate all addenda will be deemed non-responsive. The Coalition has the absolute right to cancel, amend, modify, supplement or clarify this solicitation at any time at its sole discretion. If any solicitation revisions become necessary or appropriate, as determined by the Coalition, the Coalition will email a notice to those Respondents who submitted a Notice of Intent to Submit a Proposal to the Coalition. Any additions to this document issued by the Coalition will be posted on the Coalition's website. Respondents are responsible for checking the Coalition's website and contacting the Coalition's Point of Contact for this solicitation before the RFP deadline to ascertain whether any addenda have been issued.
8. **Withdrawal of Proposal.** A written request for withdrawal, signed by the Respondent, may be considered if received by the Coalition within 24 hours after the Proposal opening time and date

indicated in the Calendar of Events. A request received in accordance with this provision may be granted by the Coalition upon proof of the impossibility to perform based upon an obvious error on the part of the Respondent.

9. Purchase Order. The Purchase Order(s) shall be awarded to the Respondent whose Proposal is determined to be the most advantageous to the Coalition, taking into consideration price and proposer qualifications. The Coalition will send its Notice of Award or Purchase Order via email to the selected Respondent.
10. Public Records/Respondent Trade Secrets. Article 1, Section 24 of the Florida Constitution and Chapter 119, F.S., guarantees every person access to all public records. All information contained within each Proposal submitted to the Coalition pursuant to this RFP is part of the public domain after the Purchase Order is awarded. Respondents must invoke the exemptions to disclosure provided by law, in their Proposals by providing the specific statutory authority for the claimed exemption, identifying the data or other materials to be protected, and state the reason, in writing, why the exclusion from public disclosure is necessary. Such claimed exempt information shall be segregated from the remainder of the Proposal. Respondent agrees that no right or remedy for damages shall be had against the Coalition that arises from any disclosure made by Coalition herein, in good faith. Further, Respondent agrees that it shall indemnify, defend and hold the Coalition harmless from and against any losses, expenses, liabilities, costs, (including court costs and reasonable attorney's fees and costs), claims or actions by a third party that relates to Respondent's claimed exemptions herein.
11. No Discrimination/Identical or Tie Responses. The Coalition, in accordance with Title VII of the Civil Rights Act of 1964, ensures that in any Purchase Order issued pursuant to this solicitation, minority business enterprises will be afforded full opportunity to submit Proposals and will not be discriminated against on the grounds of race, color, or national origin in consideration of award. The Coalition will follow the laws set forth in §287.057, F.S., when evaluating identical responses from multiple Respondents. If two equal responses to an RFP are received and only one response is from a certified minority business enterprise, the Purchase Order shall be awarded to the certified minority business enterprise pursuant to § 287.057(12), F.S.

Notice of Intent to Submit a Proposal Form

Title of Proposal: **RFP 2027-01: THRIVE Collaborative Marketing, Outreach, and Communications Services**

Respondent Name

Respondent FEID No. _____

Respondent Contact Person's Name and Title

Respondent Address

Telephone Number | Fax Number | Email Address | Website

Ph: _____ Fax _____ Email: _____

Website: _____

Name and email of Respondent's Project Director (if different from above)

Signature of Authorized Official* _____

FOR OFFICIAL USE ONLY

Name of Coalition Representative Receiving "INTENT TO SUBMIT A PROPOSAL" Form:

Date Received: _____ Time Received: _____

Delivery Method: ☐ Hand delivered to Coalition ☐ Received by US Mail/Fed Ex/UPS
☐ Emailed

*An authorized official is an officer of the Respondent's organization who has legal authority to bind the Respondent to the provisions of the Proposal. This usually is the President, Chairman of the Board, or Owner of the entity. A document establishing delegated authority must be included with the Proposal if signed by other than the president, chairman, or owner.

Scope of Work

Title of Proposal: **RFP 2027-01: THRIVE Collaborative Marketing, Outreach, and Communications Services**

Background

The Early Learning Coalition of Southwest Florida (the “Coalition”) has received funding under the Hurricane Impact Disaster Grant (Program Guidance 240.23) to strengthen disaster preparedness, continuity, recovery, and resiliency among early learning providers, children, families, and communities impacted by Hurricane Ian throughout Collier and Lee Counties.

THRIVE is a coordinated early childhood support initiative led by the Early Learning Coalition of Southwest Florida in collaboration with community, education, behavioral health, and healthcare partners. The initiative seeks to improve identification, referral, assessment, and access to developmental, behavioral health, and early intervention services for young children. Through cross-sector collaboration, THRIVE works to reduce barriers to care and improve school readiness and long-term academic outcomes for children and families throughout Lee and Collier Counties.

As part of its THRIVE: Hurricane Ian Mental Health & Resilience Initiative, the Coalition has procured mental health, speech-language, psychological, behavior analysis, and occupational therapy services designed to support the social-emotional well-being, resilience, and recovery of young children, families, and the early childhood workforce.

The Coalition seeks to procure a qualified marketing and communications agency to develop and implement a comprehensive public awareness and outreach campaign that increases awareness, utilization, and accessibility of these services among eligible children, families, early learning providers, and community stakeholders throughout Southwest Florida.

The Coalition intends for this campaign to support outreach, engagement, education, and resiliency-building efforts in a manner that is trauma-informed, culturally responsive, family-centered, and reflective of the communities served.

THRIVE Collaborative Model

The contractor shall align all campaign activities with the Coalition's THRIVE Collaborative model, emphasizing coordinated service delivery, strengthened referral pathways, reduced barriers to access, and improved outcomes for children and families. Campaign messaging shall reflect collaborative, family-centered, trauma-informed, and strengths-based approaches.

Purpose

The purpose of this solicitation is to procure a qualified marketing and communications agency to design, develop, coordinate, and implement a comprehensive marketing and outreach campaign supporting the Coalition’s Disaster Recovery Grant-funded THRIVE Initiative services.

The selected contractor shall assist the Coalition in increasing community awareness of available services, reducing stigma associated with mental health and developmental supports, promoting resilience and recovery resources, and strengthening engagement with early learning providers and families impacted by Hurricane Ian.

The Coalition seeks a contractor capable of developing a strategic, multi-platform campaign including but not limited to branding, messaging, media placement, digital outreach, community engagement, public relations, creative development, content production, and campaign analytics.

The Coalition seeks a contractor capable of supporting systems-level collaboration by strengthening awareness, referral pathways, partner engagement, and family access to services across participating agencies and providers.

Services shall be delivered in a manner that promotes equitable access across communities impacted by Hurricane Ian, including underserved, rural, multilingual, and high-need populations.

Scope of Services

The selected contractor shall provide comprehensive marketing, communications, branding, outreach, and campaign implementation services in support of the Coalition's THRIVE Initiative and Disaster Recovery Grant activities.

Services may include, but are not limited to, the following:

1. Campaign Strategy and Planning

The contractor shall develop and implement a comprehensive communications and marketing strategy aligned with the goals of the Disaster Recovery Grant and THRIVE Initiative.

Services may include:

- Strategic campaign planning and implementation;
- Development of campaign goals, objectives, timelines, and deliverables;
- Development of audience segmentation and messaging frameworks, including identification of priority audiences, communication channels, outreach strategies, and audience-specific messaging approaches;
- Community engagement and outreach planning;
- Development of culturally responsive and trauma-informed messaging;
- Development of family navigation messaging, materials, and tools designed to simplify access to THRIVE services and reduce barriers to participation;
- Targeted outreach plans for underserved populations, including Spanish-speaking families, Haitian Creole-speaking families, rural communities, and high-need populations;
- Media planning and advertising strategy;
- Development of campaign performance indicators and success metrics; and
- Coordination with Coalition leadership and designated staff throughout campaign implementation.

2. Creative Development

The contractor shall develop campaign creative materials that align with the Coalition's mission, THRIVE Initiative goals, and disaster recovery messaging.

Services may include:

- Campaign naming, taglines, and messaging development;
- Graphic design services;
- Creation of campaign visual identity elements;
- Adherence to the Coalition's current style guides, templates, and brand standards;
- Development of trauma-informed and family-friendly messaging;
- Creation, translation, adaptation, and dissemination of outreach materials in languages prevalent within the service area, including at minimum Spanish and other languages as identified by the Coalition. Translation shall prioritize cultural relevance and health literacy standards in addition to linguistic accuracy;
- Design of digital and print marketing collateral;
- Development of logos, flyers, brochures, posters, signage, banners, and promotional materials;
- Development of presentation templates and outreach toolkits; and
- Development of community awareness and resiliency messaging.

3. Digital Marketing and Media Services

The contractor shall develop and implement digital outreach and media campaigns designed to increase awareness and utilization of THRIVE Initiative services.

Services may include:

- Social media strategy, content creation, and management;
- Digital advertising campaigns;
- Website and landing page development;
- Search engine optimization (SEO) and digital engagement strategies;
- Email marketing campaigns;
- Content calendar development;
- Video production, photography, and storytelling services;
- Paid media placement and campaign management;
- Public service announcements (PSAs);
- Radio, television, streaming, print, and digital advertising placement; and
- Monitoring and optimization of digital and media campaign performance.

The respondent's proposed budget shall include all costs associated with media planning, media buying, media placement, advertising purchases, campaign management, production expenses, and related outreach activities necessary to execute the proposed campaign.

4. Community Outreach and Engagement

The contractor shall support outreach and engagement activities designed to connect families, providers, and community stakeholders with available services and resources.

Services may include:

- Development of outreach strategies for underserved and disaster-impacted communities;
- Participation in community events, outreach activities, and stakeholder engagement opportunities;
- Coordination of campaign-related promotional activities;
- Development of outreach materials for early learning providers and community partners;
- Collaboration with local organizations, providers, and stakeholders;
- Assistance with event messaging and promotional support;

- Development and implementation of partner engagement strategies, including outreach toolkits, co-branded materials, referral network activation, stakeholder communications, community ambassadors, and provider engagement initiatives;
- Community awareness initiatives focused on resilience, mental health, and recovery; and
- Development and implementation of stigma reduction messaging and outreach strategies designed to increase family comfort with developmental screenings, behavioral health supports, early intervention services, and mental health referrals.

5. Content Development and Storytelling

Contractor shall develop a storytelling strategy that includes family success stories, provider testimonials, partner spotlights, and community impact narratives to support awareness, engagement, and trust-building efforts.

Services may include:

- Written content development;
- Interviews and success stories;
- Testimonial collection and storytelling;
- Photography and videography services;
- Development of social media and website content;
- Newsletter and press release development;
- Public relations support;
- Educational and informational content development; and
- Creation of materials promoting resilience, recovery, and family support resources.

Contractor shall recommend annual storytelling deliverables, including family success stories, provider spotlights, partner features, video content, and written testimonials.

6. Campaign Analytics and Reporting

The contractor shall monitor campaign performance and provide reporting related to outreach and engagement activities.

Services may include:

- Campaign analytics and performance tracking;
- Website and social media engagement reporting;
- Advertising and media performance reporting;
- Audience reach and engagement analysis;
- Recommendations for campaign adjustments and improvements;
- Monthly reporting;
- Analysis of referral generation, inquiry volume, service utilization trends, and conversion pathways from outreach activities to service engagement;
- Reporting on campaign reach and engagement by county, language, audience segment, and other demographic indicators identified by the Coalition to assess equitable access and outreach effectiveness;
- Tracking of outreach activities and deliverables; and
- Participation in Coalition monitoring and evaluation activities related to the Disaster Recovery Grant.

Contractor Responsibilities

The selected contractor shall:

1. Develop and implement a comprehensive marketing and outreach campaign aligned with Coalition goals and Disaster Recovery Grant requirements;
2. Coordinate all campaign activities with designated Coalition staff;
3. Ensure all campaign messaging is trauma-informed, culturally responsive, family-centered, and appropriate for diverse audiences;
4. Provide all necessary staffing, creative services, project management, equipment, and materials necessary to perform services;
5. Maintain regular communication with the Coalition regarding campaign progress, deliverables, timelines, and performance metrics;
6. Obtain Coalition approval prior to release or publication of major campaign materials;
7. Ensure compliance with all applicable federal, state, and local laws, regulations, grant requirements, and accessibility standards;
8. Ensure all materials comply with applicable Florida Department of Education and Division of Early Learning branding or acknowledgment requirements, if applicable;
9. Ensure all campaign materials meet ADA accessibility standards and incorporate health literacy, language access, captioning, alternative text, and other accessibility best practices;
10. Maintain documentation sufficient to support monitoring, audit, and grant compliance requirements;
11. Ensure all campaign performance data, audience analytics, contact lists generated through campaign activities, and reporting materials are provided to the Coalition throughout the contract period and upon contract completion;
12. Protect the confidentiality of any child, family, provider, or Coalition information obtained during the course of the contract; and
13. Submit all required invoices, reports, and deliverables in a timely manner.

Deliverables

The selected contractor shall provide deliverables that may include, but are not limited to:

- Comprehensive marketing and communications plan;
- Campaign and messaging materials;
- Graphic design and creative assets;
- Print and digital marketing collateral;
- Social media content and campaign materials;
- Video, photography, and multimedia content;
- Outreach and engagement materials;
- Public relations and media materials;
- Campaign performance reports and analytics;
- Monthly status reports;
- Recommendations for campaign improvements and optimization;
- Comprehensive budget that includes all costs necessary to implement the proposed campaign, including strategic planning, creative development, content production, project management,

media planning, media buying, advertising placement, public relations, community outreach, reporting, and campaign evaluation activities;

- Proposed deliverable quantities, timelines, and production schedules within their response; and
- Final campaign summary report documenting activities, reach, engagement, and outcomes.

All source files, design files, photography, videography, creative assets, and campaign materials produced under the contract shall be transferred to the Coalition upon completion of the contract.

Campaign Implementation Phases

Contractor shall structure campaign activities into distinct phases, which may include:

Phase I: Discovery and Planning

- Audience research
- Messaging development
- Campaign planning

Phase II: Campaign Launch

- Branding
- Public awareness
- Media outreach

Phase III: Community Engagement and Referral Activation

- Outreach activities
- Referral activation
- Service utilization promotion

Phase IV: Evaluation and Sustainability

- Performance assessment
- Lessons learned
- Sustainability recommendations

Service Utilization Performance Measures

Campaign success may also be evaluated through measurable increases in awareness and utilization of THRIVE services, including:

- Referrals generated through campaign activities;
- Inquiries received from families and providers;
- Website conversion rates;
- Event participation rates;
- Developmental screening participation;
- Evaluation referrals initiated;
- Utilization of mental health and resilience services;
- Provider participation rates;
- Demonstrated contribution to increased referrals, service inquiries, partner engagement, and utilization of THRIVE-supported services;
- Partner engagement levels;
- Geographic reach in Lee and Collier Counties; and
- Engagement among priority populations identified by the Coalition.

Period of Performance

The period of performance shall be defined in the resulting contract and may align with the performance period of the Hurricane Impact Disaster Grant, subject to Coalition funding availability.

Performance Measures

Contractor performance may be evaluated based on, but not limited to, the following:

- Timely completion of deliverables and campaign milestones;
- Responsiveness to Coalition requests and coordination needs;
- Quality and effectiveness of campaign materials and messaging;
- Demonstrated reach and engagement with target audiences;
- Ability to support equitable outreach across impacted communities;
- Demonstrated contribution to increased awareness, referrals, service inquiries, and utilization of THRIVE-supported services;
- Compliance with grant, reporting, and contractual requirements;
- Accuracy and timeliness of invoices and reports; and
- Overall effectiveness of campaign implementation and community engagement efforts.

Performance measures are intended to support accountability and continuous improvement and do not constitute guarantees of campaign volume, media placement, or engagement outcomes.

Qualifications and Experience

Respondents must demonstrate organizational qualifications and experience relevant to the services described herein.

Preferred qualifications may include:

- Experience developing and implementing public awareness or community outreach campaigns;
- Experience providing marketing services for governmental, nonprofit, healthcare, education, or community-based organizations;
- Experience with trauma-informed, resilience-focused, behavioral health, or early childhood campaigns preferred;
- Experience serving diverse and multilingual communities;
- Demonstrated expertise in digital marketing, media relations, creative services, and public engagement;
- Experience managing multi-platform campaigns and advertising initiatives;
- Demonstrated project management and reporting capabilities; and
- Ability to provide sufficient staffing and resources to support campaign implementation within required timelines.

Contract Term and Awards

The Coalition anticipates making one or more awards under this solicitation. Awards may be made based on demonstrated qualifications, campaign approach, creativity, experience, geographic reach, responsiveness, and overall value to the Coalition.

The Coalition reserves the right to award all, part, or none of the services described herein and may negotiate final scope, deliverables, and compensation with the selected contractor(s).

End of Exhibit 2

NON-COLLUSIVE AFFIDAVIT

RFP # 2027-01

State of Florida

County of _____

_____ being first duly sworn deposes and says that:

1. He/she is the (Owner, Partner, Officer, Representative or Agent) of the Respondent that has submitted the attached Proposal.
2. He/she is fully informed respecting the preparation and contents of the attached Proposal and of all pertinent circumstances respecting such Proposal.
3. Such Proposal is genuine and is not a collusive or sham Proposal.
4. Neither the said Vendor nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, have in any way colluded, conspired, connived or agreed, directly or indirectly with any other Respondent, firm, or person to submit a collusive or sham Proposal in connection with the procurement for which the attached Proposal has been submitted; or to refrain from Proposal in connection with such procurement; or have in any manner, directly or indirectly, sought by agreement or collusion or communication, or conference with any Respondent, firm or person to fix the price or prices in the attached Proposal or any other Respondent or to fix any overhead, profit, or cost elements of the Proposal price or the Quote price of any other Respondent, or to secure through any collusion, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed procurement;
5. The price or prices quoted in the attached response are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Respondent or any other of its agents, representatives, owners, employees or parties in interest, including this affiant.

On this the ____ day of _____, 20____, before me, the undersigned Notary Public of the State of Florida, personally appeared _____

Enter name of individual(s) who appeared before notary and whose name(s) is/are subscribed to within the instrument and he/she/they acknowledge that he/she/they executed it.

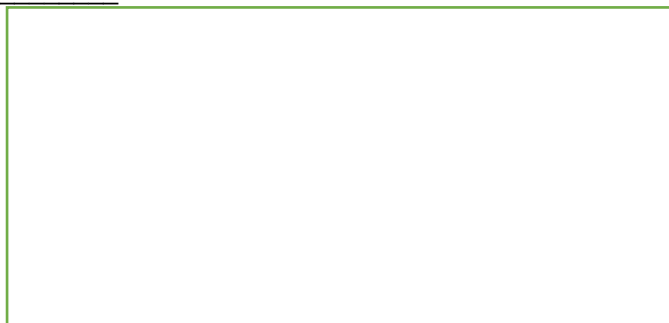
Sworn to and subscribed before me this _____ day of _____ 20____.

Personally known _____ or produced identification _____

Notary Signature: _____

My commission expires: _____

(Seal)



STATEMENTS OF NO INVOLVEMENT and AUTHORIZATION**RFP # 2027-01**

I, _____, as an authorized
(Name and Title)
representative of _____, certify that no
(Name of Firm)
member of this firm nor any person having interest or ownership in this firm has:

1. Been awarded a Purchase Order by the Early Learning Coalition of Southwest Florida on a noncompetitive basis to perform a feasibility study concerning the scope of procurement contained in this Solicitation; or
2. Participated in drafting this Solicitation; or
3. Developed a program for future implementation with specific subject matter contained in this Solicitation.

Furthermore, I attest that:

1. As signatory on this Proposal, I hereby certify that I have the authority to submit this application. I agree to abide by all conditions of this Solicitation and I certify that I have the authority to execute this Solicitation.
 2. I further certify that the response is in compliance with the requirements of the RFP including, but not limited to, the certification requirements.
-

Print Name of Authorized Official:

Title: _____

Signature of Authorized Official:

Date: _____

CERTIFICATIONS AND ASSURANCES

RFP # 2027-01

The Coalition will not award a Purchase Order where the prospective Respondent has failed to review and sign the CERTIFICATIONS contained in this section. In performing its responsibilities under this Solicitation, the Respondent hereby certifies the following:

- A. Debarment and Suspension Certification (29 CFR Part 95 and 45 CFR Part 74)**
- B. Certification Regarding Lobbying (29 CFR Part 93 and 45 CFR Part 93)**
- C. Drug free Workplace Certification (29 CFR Part 98 and 45 CFR Part 82)**
- D. Nondiscrimination & Equal Opportunity Assurance (29 CFR Part 37 and 45 CFR Part 80)**
- E. Certification Regarding Public Entity Crimes, section 287.133, F.S.**
- F. Compliance with Requirements of the Sarbanes-Oxley Act of 2002**
- G. Trafficking Victims Protection Act of 2000**
- H. E-Verify Requirement**
- I. Background Screening Requirement**

A. CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS – PRIMARY COVERED TRANSACTION.

The undersigned Respondent certifies to the best of its knowledge and belief, that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by a federal department or agency;
2. Have not within a three-year period preceding this Purchase Order been convicted or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or Purchase Order under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph A.2. of this certification; and/or
4. Have not within a three-year period preceding this application/Proposal had one or more public transactions (Federal, State, or local) terminated for cause of default.
5. Where the Respondent is unable to certify to any of the statements in this certification, such Respondent shall attach an explanation to this solicitation.

B. CERTIFICATION REGARDING LOBBYING – Certification for Purchase Orders, Grants, Loans, and Cooperative Agreements. The undersigned Respondent certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal Purchase Order, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal Purchase Order, grant, loan or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employees of Congress, or employee of a Member of Congress in connection with a Federal

Purchase Order, grant, loan, or cooperative agreement, the undersigned shall also complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.

3. The undersigned shall require that language of this certification be included in the documents for all Purchase Orders at all tiers (including sub-grants and Purchase Orders under grants, loans and cooperative agreements) and that all sub-recipients and Respondents shall certify and disclose accordingly.
4. This certification is a material representation of fact upon which reliance was placed when this Purchase Order was made or entered into. Submission of this certification is a prerequisite for making or entering into this Purchase Order imposed by 31 U.S.C. 1352. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

C. CERTIFICATION REGARDING DRUG-FREE WORKPLACE REQUIREMENTS.

Pursuant to the Drug-Free Workplace Act of 1988 and its implementing regulations codified at 29 C.F.R. 98, Subpart F. I, the undersigned Vendor, attest and certify that the Vendor will provide a drug-free workplace by the following actions:

1. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the Vendor's workplace and specifying the actions that will be taken against employees for violation of such prohibition.
2. Establishing an ongoing drug-free awareness program to inform employees concerning:
 - a. The dangers of drug abuse in the workplace.
 - b. The policy of maintaining a drug-free workplace.
 - c. Any available drug counseling, rehabilitation and employee assistance programs.
 - d. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.
3. Making it a requirement that each employee to be engaged in the performance of the resulting Purchase Order be given a copy of the statement required by paragraph C.1 of this certification.
4. Notifying the employee in the statement required by paragraph C.1 of this certification that, as a condition of employment under the Purchase Order, the employee will:
 - a. Abide by the terms of the statement.
 - b. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five (5) calendar days after such conviction.
5. Notifying the Coalition in writing ten (10) calendar days after receiving notice under subparagraph 4.b. from an employee or otherwise receiving actual notice of such conviction. Provide such notice of convicted employees, including position title, to every Purchase Order officer on whose Purchase Order activity the convicted employee was working. The notice shall include the identification number(s) of each affected Purchase Order.
6. Taking one of the following actions, within thirty (30) calendar days of receiving notice under subparagraph 4.b., with respect to any employee who is so convicted.
 - a. Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973 as amended.
 - b. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State or local, health, law enforcement, or other appropriate agency.
7. Making a good faith effort to continue to maintain a drug-free workplace through implementation of this entire certification. The following are the sites for the performance of work done in connection with the specific Purchase Order including street address, city, county, state, and zip code:

Check () if there are workplaces on file that are not identified here.

Check () if an additional page was required for the listing of the workplaces.

The Vendor will inform the Coalition of any changes in work sites within 24 hour of such a change.

D. NON DISCRIMINATION & EQUAL OPPORTUNITY (29 C.F.R. PART 37 AND 45 C.F.R. PART 80).

As a condition of the Purchase Order, the Respondent assures that it will comply fully with the nondiscrimination and equal opportunity provisions of the following laws:

1. Section 188 of the Workforce Investment Act of 1998 (WIA), (Pub. L. 105-220), which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex national origin, age, disability, political affiliation, or belief, and against beneficiaries on the basis of either citizenship/status as a lawfully admitted immigrant authorized to work in the United States or participation in any WIA Title I-financially assisted program or activity;
2. Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), as amended, and all requirements imposed by or pursuant to the Regulation of the Department of Health and Human Services (45, C.F.R. Part 80), to the end that, in accordance with Title VI of that Act and the Regulation, no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Respondent receives Federal financial assistance from the Department.
3. Section 504 of the Rehabilitation Act of 1973 (Pub. L. 93-112) as amended, and all requirements imposed by or pursuant to the Regulation of the Department of Health and Human Services (45 C.F.R. Part 84), to the end that, in accordance with Section 504 of that Act, and the Regulation, no otherwise qualified handicapped individual in the United States shall, solely by reason of his handicap, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity for which the Respondent receives Federal financial assistance from the Department.
4. The Age Discrimination Act of 1975 (Pub. L. 94-135), as amended, and all requirements imposed by or pursuant to the Regulation of the Department of Health and Human Services (45 C.F.R. Part 91), to the end that, in accordance with the Act and the Regulation, no person in the United States shall, on the basis of age, be denied the benefits of, be excluded from participation in, or be subjected to discrimination under any program or activity for which the Respondent receives Federal financial assistance from the Department.
5. Title IX of the Educational Amendments of 1972 (Pub. L. 92-318), as amended, and all requirements imposed by or pursuant to the Regulation of the Department of Health and Human Services (45 C.F. R. Part 86), to the end that, in accordance with Title IX and the Regulation, no person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any education program or activity for which the Respondent receives Federal financial assistance from the Department.
6. The American with Disabilities Act of 1990 (Pub. L. 101-336), prohibits discrimination in all employment practices, including, job application procedures, hiring, firing, advancement, compensation, training, and other terms, conditions, and privileges of employment. It applies to recruitment, advertising, tenure, layoff, leave, fringe benefits, and all other employment-related activities, and;
7. Executive Order 11246, as amended by Executive Order 11375, requires that Federal contractors and subcontractors not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. It also requires the contractor/subcontractor to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, religion, sex, or national origin.

E. CERTIFICATION REGARDING PUBLIC ENTITY CRIMES, SECTION 287.133, F.S.

The Respondent hereby certifies that neither it, nor any person or affiliate of the Respondent, has been convicted of a Public Entity Crime as defined in section 287.133, Florida Statutes, nor placed on the convicted vendor list. The Respondent understands and agrees that it is required to inform the Coalition immediately upon any change of circumstances regarding this status.

F. COMPLIANCE WITH REQUIREMENTS OF THE SARBANES-OXLEY ACT OF 2002. At a minimum:

- It is illegal for any entity to punish whistleblowers or retaliate against any employee who reports suspected cases of fraud or abuse ([SOX, Section 1107, Section 1513 of Title 18](#), USC.)
- It is a crime to alter, cover up, falsify, or destroy any document that may be relevant to an official investigation ([SOX, Section 1102, section 1512 of Title 18](#), USC).

G. TRAFFICKING VICTIMS PROTECTION ACT OF 2000

In accordance with the Terms and Conditions of the Health and Human Services Administration for Children and Families Child Care and Development Fund, the Respondents shall comply with section 106(g) of the Trafficking Victims Protection Act of 2000. In each awarded Purchase Order, under which funding is provided to a private entity, section 106(g) of the Trafficking Victims Protection Act of 2000, as amended, requires the Coalition to include a condition that authorizes the Coalition to terminate the Purchase Order, without penalty, if the Respondent (a) Engages in severe forms of trafficking in persons during the period of time that the Purchase Order is in effect; (b) Procures a commercial sex act during the period of time that the Purchase Order is in effect; or (c) Uses forced labor in the performance of the Purchase Order award.

H. E-VERIFY REQUIREMENT

In accordance with Section 448.095, F.S., the selected vendor shall utilize the E-Verify system to verify employment eligibility of all newly hired employees performing work under this contract.

I. BACKGROUND SCREENING REQUIREMENT

The selected vendor shall ensure that any personnel assigned to perform work under this contract comply with any applicable Coalition, state, or facility access requirements. If awarded, your staff must meet background/security requirements before performing services.

By signing below, the Respondent, through the duly appointed undersigned representative, certifies and assures that it will fully comply with the applicable assurances outlined above.

Name and Title of Authorized Representative

Signature

Vendor

Date

DISCLOSURE OF CONFLICT OF INTEREST

RFP # 2027-01

The award hereunder is subject to the provisions of Chapter 112, Florida Statutes. Respondents must disclose with their Proposals whether any officer, director, employee or agent is also an officer or an employee of the Coalition, the State of Florida, or any of its agencies. All firms must disclose the name of any state officer, Board Member, or employee who owns, directly or indirectly, an interest of five percent (5%) or more in the Respondent's firm or any of its branches or affiliates.

All Respondents must also disclose the name of any employee, agent, lobbyist, previous employee of the Agency, or other person, who has received or will receive compensation of any kind, or who has registered or is required to register under Section 112.3215, Florida Statutes, in seeking to influence the actions of the Agency in connection with this procurement.

The following persons are officers, director, employee, etc., of the Coalition who have a 5% interest in the Respondent's firm:

The following persons are a state officer or employee who owns 5% or more in the Respondent's firm:

The following persons have sought to influence the Coalition in this procurement on behalf of the Respondent.

_____The Respondent has had no person seeking to influence the Coalition in connection with this procurement.

***Authorized Signature**

***Authorized Signature (Printed), Title**

***This individual must have the authority to bind the Respondent.**

**CERTIFICATION REGARDING
DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION
PURCHASE ORDERS/SUBPURCHASE ORDERS**

RFP # 2027-01

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, signed February 18, 1986. The guidelines were published in the May 29, 1987, Federal Register (52 Fed. Reg., pages 20360-20369).

INSTRUCTIONS

1. Each provider whose Purchase Order equals or exceeds \$25,000 in federal monies must sign this certification prior to execution of each Purchase Order. Additionally, providers who audit federal programs must also sign, regardless of the Purchase Order amount. The Coalition cannot procure from these types of providers if they are debarred or suspended by the federal government.
2. This certification is a material representation of fact upon which reliance is placed when a Purchase Order is issued. If it is later determined that the signer knowingly rendered an erroneous certification, the Federal Government may pursue available remedies, including suspension and/or debarment.
3. The provider shall provide immediate written notice to the contract manager at any time the provider learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "debarred," "suspended," "ineligible," "person," "principal," and "voluntarily excluded," as used in this certification, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the Purchase Order manager for assistance in obtaining a copy of those regulations.
5. The provider agrees by submitting this certification that, it shall not knowingly enter into fulfilling any Purchase Order issued with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this solicitation unless authorized by the Federal Government.
6. The provider further agrees by submitting this certification that it will require each subcontractor under this solicitation, whose payment will equal or exceed \$25,000 in federal monies, to submit a signed copy of this certification.
7. The Coalition may rely upon a certification of a provider that it is not debarred, suspended, ineligible, or voluntarily excluded from participating in this solicitation unless it knows that the certification is erroneous.
8. This signed certification must be kept in the contract manager's file. Subcontractor's certifications must be kept at the Respondent's business location.

CERTIFICATION

- (1) The prospective Respondent certifies, by signing this certification, that neither he nor his principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this solicitation by any federal department or agency.
- (2) Where the prospective Respondent is unable to certify to any of the statements in this certification, such prospective provider shall attach an explanation to this certification.

*Authorized Signature

*Authorized Name (Printed) and Title

*This individual must have the authority to bind the prospective award recipient.