



State of Maine Department of Administrative and Financial Services

Document Type

Request For Proposal

Department

16A-Department of Public Safety

Short Description of Goods or Services

Sports Marketing Services

Estimated Contract Start Date

10/1/2020

Estimated Contract End Date

9/30/21 12:00 AM

What is the estimated dollar amount for the initial contract for this RFP?

\$750,000.00

Approval Date Time

7/10/20 9:48 AM

This Request For Proposal (RFP) has been approved by the Division of Purchases, Chair of the State Procurement Review Committee.

STATE OF MAINE
Department of Public Safety
Bureau of Highway Safety



RFP# 202006107

Sports Marketing Services

RFP Coordinator	<p><i>All communication regarding this RFP <u>must</u> be made through the RFP Coordinator identified below.</i></p> <p>Name: Ann Wood Title: Contract Grants Specialist Contact Information: ann.wood@maine.gov</p>
Submitted Questions Due	<p><i>All questions <u>must</u> be received by the RFP Coordinator identified above by:</i></p> <p>Date: July 23, 2020 no later than 4:00 p.m., local time</p>
Proposal Submission	<p><i>Proposals <u>must</u> be received by the Division of Procurement Services by:</i></p> <p>Submission Deadline: August 5, 2020 no later than 11:59 p.m., local time. <i>Proposals <u>must</u> be submitted electronically to the following address:</i></p> <p>Electronic (email) Submission Address: Proposals@maine.gov</p>

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PUBLIC NOTICE

**State of Maine
Department of Public Safety – Bureau of Highway Safety
RFP# 202006107
Sports Marketing Services**

The State of Maine Bureau of Highway Safety office is seeking proposals from a qualified vendor with experience in sports marketing, design and activation of projects based on the high concentration of people attending sporting and special events who fit closely with the demographics of the most at-risk drivers for age, gender and proximity to geographic areas in the State of Maine with a high rate of serious injury and fatality crashes.

A copy of the RFP, as well as the Question & Answer Summary and all amendments related to this RFP, can be obtained at the following website:

<https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps>

Proposals must be submitted to the State of Maine Division of Procurement Services, via e-mail, to the following email address: Proposals@maine.gov. Proposal submissions must be received no later than 11:59 pm, local time, on August 5, 2020. Proposals will be opened at the Burton M. Cross Office Building, 111 Sewall Street - 4th Floor, Augusta, Maine the following business day. Proposals not submitted to the Division of Procurement Services' aforementioned email address by the aforementioned deadline will not be considered for contract award.

RFP DEFINITIONS/ACRONYMS

The following terms and acronyms shall have the meaning indicated below as referenced in this RFP:

<u>Term/Acronym</u>	<u>Definition</u>
Department	Department of Bureau of Highway Safety
RFP	Request for Proposal
State	State of Maine
BHS	Bureau of Highway Safety
MeBHS	Maine Bureau of Highway Safety
NHTSA	National Highway Traffic Safety Administration
HVE	High Visibly Enforcement

State of Maine - Department of Public Safety
Bureau of Highway Safety
RFP# 202006107
Sports Marketing Services

PART I INTRODUCTION

A. Purpose and Background

The Department of Public Safety – Bureau of Highway Safety is seeking proposals to provide Sports Marketing Services as defined in this Request for Proposals (RFP) document. This document provides instructions for submitting proposals, the procedure and criteria by which the Provider(s) will be selected and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Bidder(s).

The purpose of this Request for Proposal (RFP) is to establish a vendor to provide full time dedicated marketing in professional sports settings and special events promoting Maine Bureau of Highway Safety behavioral safety programs. The vendor will support educational events and advertising at sporting venues which is the primary method to reach young drivers age 20-24 and those between 25-55.

Areas that will be addressed:

1. Motorcycle safety,
2. Impaired Driving,
3. Seat Belt usage,
4. Distracted Driving,
5. Pedestrian safety,
6. Other behavior traffic safety programs

Methods that will be utilized:

1. Public services announcements,
2. Signage,
3. Informational displays,
4. Personal interaction with the public using local law enforcement and MeBHS staff during events

In addition, the vendor will focus on teen and young adult traffic safety education through pledge campaigns and presentations that involving high school and college age students with interactive displays, discussions, speaking events and signage at major school sporting and other events.

B. General Provisions

1. From the time this RFP is issued until award notification is made, all contact with the State regarding this RFP must be made through the aforementioned RFP Coordinator. No other person/ State employee is empowered to make binding statements regarding this RFP. Violation of this provision may lead to disqualification from the bidding process, at the State's discretion.
2. Issuance of this RFP does not commit the Department to issue an award or to pay expenses incurred by a Bidder in the preparation of a response to this RFP. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.

3. All proposals should adhere to the instructions and format requirements outlined in this RFP and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Proposals are to follow the format and respond to all questions and instructions specified below in the "Proposal Submission Requirements" section of this RFP.
4. Bidders shall take careful note that in evaluating a proposal submitted in response to this RFP, the Department will consider materials provided in the proposal, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Bidder (if any). The Department also reserves the right to consider other reliable references and publicly available information in evaluating a Bidder's experience and capabilities.
5. The proposal shall be signed by a person authorized to legally bind the Bidder and shall contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
6. The RFP and the selected Bidder's proposal, including all appendices or attachments, shall be the basis for the final contract, as determined by the Department.
7. Following announcement of an award decision, all submissions in response to this RFP will be considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) (1 M.R.S. §§ 401 et seq.).
[State of Maine Freedom of Access Act](#)
8. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in proposals received in response to this RFP.
9. All applicable laws, whether or not herein contained, shall be included by this reference. It shall be the Bidder's responsibility to determine the applicability and requirements of any such laws and to abide by them.

C. Eligibility to Submit Bids

1. Have experience working with multiple Maine sport teams and sport team venues.
2. Must have experience and have an active relationship with the Maine Principal's Association (MPA). MeBHS has developed sports marketing programs in conjunction with the MPA and it is essential that the Bidder have a working relationship already established in order to facilitate these projects.
3. Have experience working with other states Governor's Highway Safety Offices.
4. Have staff with a Road Safety Professional Certification from the Transportation Professional Certification Board.

D. Contract Term

The Department is seeking a cost-efficient proposal(s) to provide services, as defined in this RFP, for the anticipated contract period defined in the table below. Please note that the dates below are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with this RFP and the contracting process. The actual contract start date will be established by a completed and approved contract.

Contract Renewal: Following the initial term of the contract, the Department may opt to renew the contract for four (4) additional years (on a year for year contract basis following approval of the National Highway Traffic Administration - Annual Highway Safety Plan) as shown in the table below, and subject to continued availability of funding and satisfactory performance.

The term of the anticipated contract, resulting from this RFP, is defined as follows:

Period	Start Date	End Date
Initial Period of Performance	10/01/2020	09/30/2021
Renewal Period #1	10/01/2021	09/30/2022
Renewal Period #2	10/01/2022	09/30/2023
Renewal Period #3	10/01/2023	09/30/2024
Renewal Period #4	10/01/2024	09/30/2025

E. Number of Awards

The Department anticipates making one (1) award as a result of this RFP process.

PART II SCOPE OF SERVICES TO BE PROVIDED

A. GOALS

The awarded Bidder will assist the Department in achieving its highway safety related goals including:

1. Enhance awareness of the importance of traffic safety programs.
2. Teen, Tween (Pre-licensed) Driver Education and Awareness related to occupant protection, bicycle safety, pedestrian safety, speed, distracted driving and impaired driving.
3. Educate Maine Citizens about the importance of Motorcycle Safety and its effects.
4. Educate Maine Citizens about the importance of Bike and Pedestrian Safety.

B. DUTIES

The awarded Bidder will perform the following duties. Any and all outreach must be approved by MeBHS:

1. Negotiating sponsorship opportunities with Maine sports teams that include, but are not limited to:
 - a. Professional sports teams,
 - b. College sports teams,
 - c. High school sports teams,
 - d. Racing venues.
2. Coordinating all artwork and production for all campaign elements (venue signage, artwork development, prizes "include but not limited to").
3. Developing public address announcements specific to MeBHS public information needs for use at each team's venue.
4. Ensuring execution of all campaign elements signage installation, public address announcements are made on schedule.
5. Coordinating events to follow the **Appendix I** NHTSA Media Calendar with the High Visibility Enforcement (HVE) Campaigns.
6. Ensuring MeBHS logos are included and prominently displayed on schedule posters for selected teams and/or venues in High Schools around the State of Maine.
To Include:
 - a. Coordinate with school student leaders to assist with student run sports marketing events, which currently occur.
 - b. Provide resources including but not limited to posters, informational handouts, prizes to conduct marketing events in their own schools when there isn't a specific sporting event that is being coordinated with vendor.
7. Developing and placement of MeBHS safety messages on all sponsored sports teams' websites prior approval by BHS is required.
8. Ensuring consistent MeBHS traffic safety messaging is implemented at all sports venues.
9. Implementing the campaign across all sports venues and incorporating the messages and logos as discussed with MeBHS.
10. Coordinating highway safety nights at each venue with the Law Enforcement Agency from that venue's town or county.
11. Submitting a year-end and pre, post event summaries of events to MeBHS that provides a recap of the entire campaign during the contract period.
12. The Bidder is expected to have availability to Driving Simulators in order to conduct distracted driving events at high schools throughout the State of Maine. If the Bidder doesn't have access to a minimum of two distracted driving simulators then they will be expected to purchase this equipment and include in their cost proposal.

C. EVENTS

The Core of the MeBHS sports marketing program is conducting events at various sporting events throughout the State of Maine in order to interact with sporting fans about the importance of traffic safety issues.

Events are conducted at various locations:

1. High School Sporting Events,
2. Maine professional sports team events,
3. Maine Racing facilities,
4. Community Fairs - Festivals

These events are used to promote traffic safety and the awarded vendor will use educational materials in order to gain the interest of fans.

The awarded vendor should expect to staff the event solely with their own employees.

1. A minimum of two employees are needed to carry out each event, so it is guaranteed there is someone present at the event booth at all times.
2. The events on average are weekends and evenings last a total of 4 hours.
3. MeBHS would also require the awarded vendor to conduct distracted driving simulator events at various high schools throughout the state.
4. Distracted driving educational events are typically held indoors at a high school and are used to interact in a "one on one" setting with students.
5. Distracted Driving Simulators are used at these events to help educate pre-permitted, permitted and licensed teen drivers about distracted driving and its dangers.

D. INTERACTIVE EVENT DISPLAY

The vendor will organize and activate an event marketing campaign. The campaign will include events which will include a combination of things such as:

1. Motorcycle Rides
2. Community Fairs
3. Festivals
4. Concerts
5. Youth Sports
6. Other similar type of events.

The specific events will be mutually selected between the vendor and the Maine Bureau of Highway Safety.

For all events the vendor will secure the display space, schedule the events, coordinate with the event organizers, design and produce a display with signage featuring the campaign logos and messaging that will be set up in a high traffic location of the event.

The Vendor will also provide campaign-related public information and educational items as well as an interactive element such as a driving simulator or impairment goggles to engage attendees of the selected events.

PART III KEY RFP EVENTS

A. Questions

1. General Instructions

- a. It is the responsibility of all Bidders and other interested parties to examine the entire RFP and to seek clarification, in writing, if they do not understand any information or instructions.
- b. Bidders and other interested parties should use **Appendix E** – Submitted Questions Form – for submission of questions.
- c. The Submitted Questions Form must be submitted by e-mail and received by the RFP Coordinator, identified on the cover page of this RFP, as soon as possible but no later than the date and time specified on the RFP cover page.
- d. Submitted Questions must include the RFP Number and Title in the subject line of the e-mail. The Department assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.

2. Question & Answer Summary: Responses to all questions will be compiled in writing and posted on the following website no later than seven (7) calendar days prior to the proposal due date: [Division of Procurement Services RFP Page](#). It is the responsibility of all interested parties to go to this website to obtain a copy of the Question & Answer Summary. Only those answers issued in writing on this website will be considered binding.

B. Amendments

All amendments released in regard to this RFP will also be posted on the following website: [Division of Procurement Services RFP Page](#). It is the responsibility of all interested parties to go to this website to obtain amendments. Only those amendments posted on this website are considered binding.

C. Submitting the Proposal

- 1. Proposals Due:** Proposals must be received no later than 11:59 p.m. local time, on the date listed on the cover page of this RFP, at which point they will be opened. Proposals received after the 11:59 p.m. deadline will be rejected without exception.
- 2. Delivery Instructions:** Email proposal submissions are to be submitted to the State of Maine Division of Procurement Services, via email, to the email address provided on the RFP Cover Page (Proposals@maine.gov).
 - a. Only proposals received by email will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
 - b. Bidders are to insert the following into the subject line of their email submission:
“RFP# 202006107 Proposal Submission”
 - c. Bidder’s proposals are to be broken down into multiple files, with each file named as it is titled in bold below, and include:
 - **File #1:** *PDF format preferred*
Completed - Proposal Cover Page (**Appendix A**)
Debarment, Performance and Non-Collusion Certification (**Appendix B**)
 - **File #2:** *PDF format preferred*
Organization Qualifications and Experience (**Appendix C** and all related/required attachments stated in PART IV, B., Section I.)
 - **File #3:** *PDF format preferred*
Proposed Services (and all related/required attachments stated in PART IV, B., Section II.)

- **File #4:** *Excel format preferred*
Cost Proposal (**Appendix D** and all related/required attachments stated in PART IV, B., Section III.)

PART IV PROPOSAL SUBMISSION REQUIREMENTS

A. Proposal Format

1. All pages of a Bidder's proposal should be numbered consecutively beginning with number 1 on the first page of the narrative (this does not include the cover page or table of contents pages) through to the end, including all forms and attachments. For clarity, the Bidder's name should appear on every page, including Attachments. Each Attachment must reference the section or subsection number to which it corresponds.
2. The Bidder is asked to be brief and concise in responding to the RFP questions and instructions.
3. All electronic documents should be formatted for printing as formatting will not be adjusted prior to printing and reviewing these documents.
4. The Bidder may not provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated.
5. Include any forms provided in the submission package or reproduce those forms as closely as possible. All information should be presented in the same order and format as described in the RFP.
6. It is the responsibility of the Bidder to provide all information requested in the RFP package at the time of submission. Failure to provide information requested in this RFP may, at the discretion of the Department's evaluation review team, result in a lower rating for the incomplete sections and may result in the proposal being disqualified for consideration.
7. The Bidder should complete and submit the "Proposal Cover Page" provided in **Appendix A** of this RFP and provide it with the Bidder's proposal. It is important that the cover page show the specific information requested, including Bidder address(es) and other details listed. The proposal cover page shall be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.
8. The Bidder should complete and submit the "Debarment, Performance and Non-Collusion Certification Form" provided in **Appendix B** of this RFP. Failure to provide this certification may result in the disqualification of the Bidder's proposal, at the discretion of the Department.

B. Proposal Contents

Section I Organization Qualifications and Experience

1. Overview of the Organization

The Bidder is to complete **Appendix C** (Qualifications and Experience Form) describing their qualifications and skills to provide the requested services in this RFP

Provide a description of five projects that occurred within the past five years which reflect experience and expertise needed in performing the functions described in the "Scope of Services" portion of this RFP. For each of the five examples provided, a contact person from the client organization involved should be listed, along with that person's telephone number. Please note that contract history with the State of Maine, whether positive or negative, maybe considered in rating proposals even if not provided by the bidder.

"Please speak to any and all experience you have in the following areas:"

1. Experience working with University of Maine, the Portland Sea Dogs, The Maine Mariners and Maine Red Claws.
2. Experience working with Maine Law Enforcement agencies.
3. Experience handling several different marketing campaigns in one time period.
4. Experience providing sports marketing services for behavioral highway safety issues.

2. Subcontractors

If subcontractors are to be used, provide a list that specifies the name, address, phone number, contact person, and a brief description of the subcontractors' organizational capacity and qualifications. Please provide resumes and job descriptions.

3. Organizational Chart

Briefly describe the history of the Bidder's organization, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. Include similar information for any subcontractors.

4. Litigation

Attach a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which Bidder paid the claimant either as part of a settlement or by decree. For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome. If no litigation will be included, write "none" on submitted attachment.

5. Licensure/Certification/Locations

Provide documentation of any applicable licensure/certification or any specific credentials required to provide the proposed services. Please provide Road Safety Professional Certification from the Transportation Professional Certification Board.

Provide Location of corporate headquarters. Also, describe the current or proposed location where services will be provided or from which the contract will be managed.

6. Certificate of Insurance

Provide a certificate of insurance on a standard Acord form (or the equivalent) evidencing the Bidder's general liability, professional liability and any other relevant liability insurance policies that might be associated with the proposed services.

Section II Proposed Services

1. Services to be Provided

Discuss the Scope of Services referenced above in Part II of this RFP and what the Bidder will offer. Give particular attention to describing the methods and resources you will use and how you will accomplish the tasks involved. If subcontractors are involved, clearly identify the work each will perform.

Section III Cost Proposal

1. General Instructions

- a. The Bidder must submit a cost proposal that covers the entire period of the initial contract. Please use the expected "Initial Period of Performance" dates stated in PART I, D.
- b. The cost proposal shall include the costs necessary for the Bidder to fully comply with the contract terms and conditions and RFP requirements.
- c. No costs related to the preparation of the proposal for this RFP or to the negotiation of the contract with the Department may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.

2. Cost Proposal Form Instructions

The Bidder should fill out **Appendix D** (Cost Proposal Form), following the instructions detailed here and in the form. Failure to provide the requested information, and to follow the required cost proposal format provided, may result in the exclusion of the proposal from consideration, at the discretion of the Department.

9. All pages of a Bidder's proposal should be numbered consecutively beginning with number 1 on the first page of the narrative (this does not include the cover page or table of contents pages) through to the end, including all forms and attachments. For clarity, the Bidder's name should appear on every page, including Attachments. Each Attachment must reference the section or subsection number to which it corresponds.
10. The Bidder is asked to be brief and concise in responding to the RFP questions and instructions.
11. All electronic documents should be formatted for printing as formatting will not be adjusted prior to printing and reviewing these documents.
12. The Bidder may not provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated.
13. Include any forms provided in the submission package or reproduce those forms as closely as possible. All information should be presented in the same order and format as described in the RFP.
14. It is the responsibility of the Bidder to provide all information requested in the RFP package at the time of submission. Failure to provide information requested in this RFP may, at the discretion of the Department's evaluation review team, result in a lower rating for the incomplete sections and may result in the proposal being disqualified for consideration.

15. The Bidder should complete and submit the “Proposal Cover Page” provided in **Appendix A** of this RFP and provide it with the Bidder’s proposal. It is important that the cover page show the specific information requested, including Bidder address(es) and other details listed. The proposal cover page shall be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.
16. The Bidder should complete and submit the “Debarment, Performance and Non-Collusion Certification Form” provided in **Appendix B** of this RFP. Failure to provide this certification may result in the disqualification of the Bidder’s proposal, at the discretion of the Department.

PART V PROPOSAL EVALUATION AND SELECTION

Evaluation of the submitted proposals shall be accomplished as follows:

A. Evaluation Process - General Information

1. An evaluation team, comprised of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFP.
2. Officials responsible for making decisions on the selection of a contractor shall ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the proposals and to ensure that the contract is awarded to the Bidder whose proposal provides the best value to the State of Maine.
3. The Department reserves the right to communicate and/or schedule interviews/presentations with Bidders if needed to obtain clarification of information contained in the proposals received, and the Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations. Interviews/presentations are not required, and changes to proposals will not be permitted during any interview/presentation process. Therefore, Bidders should submit proposals that present their rates and other requested information as clearly and completely as possible.

B. Scoring Weights and Process

1. **Scoring Weights:** The score will be based on a 100-point scale and will measure the degree to which each proposal meets the following criteria.

Section I. Organization Qualifications and Experience (35 points)

Includes all elements addressed above in Part IV, B, Section I.

Section II. Proposed Services (35 points)

Includes all elements addressed above in Part IV, B, Section II.

Section III. Cost Proposal (30 points)

Includes all elements addressed above in Part IV, B, Section III.

2. **Scoring Process:** The review team will use a consensus approach to evaluate and score Sections I & II above. Members of the review team will not score those sections individually but, instead, will arrive at a consensus as to assignment of points for each of those sections. Sections III, the Cost Proposal, will be scored as described below.
3. **Scoring the Cost Proposal:** The total cost proposed for conducting all the functions specified in this RFP will be assigned a score according to a mathematical formula. The lowest bid will be awarded 30 points. Proposals with higher bids values will be awarded proportionately fewer points calculated in comparison with the lowest bid.

The scoring formula is:

(Lowest submitted cost proposal / Cost of proposal being scored) 30 = pro-rated score

No Best and Final Offers: The State of Maine will not seek a best and final offer (BAFO) from any Bidder in this procurement process. All Bidders are expected to provide their best value

pricing with the submission of their proposal.

4. **Negotiations:** The Department reserves the right to negotiate with the successful Bidder to finalize a contract at the same rate or cost of service as presented in the selected proposal. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department's Request for Proposals to an extent that may affect the price of goods or services requested. The Department reserves the right to terminate contract negotiations with a selected Bidder who submits a proposed contract significantly different from the proposal they submitted in response to the advertised RFP. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

C. Selection and Award

1. The final decision regarding the award of the contract will be made by representatives of the Department subject to approval by the State Procurement Review Committee.
2. Notification of contractor selection or non-selection will be made in writing by the Department.
3. Issuance of this RFP in no way constitutes a commitment by the State of Maine to award a contract, to pay costs incurred in the preparation of a response to this request, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Bidder.
4. The Department reserves the right to reject any and all proposals or to make multiple awards.

D. Appeal of Contract Awards

Any person aggrieved by the award decision that results from this RFP may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in 5 MRSA § 1825-E and 18-554 Code of Maine Rules, Chapter 120 (found here: [Chapter 120](#)). The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within 15 calendar days of receipt of notification of contract award.

PART VI CONTRACT ADMINISTRATION AND CONDITIONS

A. Contract Document

1. The successful Bidder will be required to execute a State of Maine Service Contract with appropriate riders as determined by the issuing department.

The complete set of standard State of Maine Service Contract documents, along with other forms and contract documents commonly used by the State, may be found on the Division of Procurement Services' website at the following link:

[Division of Procurement Services Forms Page](#)

2. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Procurement Review Committee. Contracts are not considered fully executed and valid until approved by the State Procurement Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Bidders. (Referenced in the regulations of the Department of Administrative and Financial Services, Chapter 110, § 3(B)(i): [Chapter 110](#))

This provision means that a contract cannot be effective until at least 14 calendar days after award notification.

3. The State recognizes that the actual contract effective date depends upon completion of the RFP process, date of formal award notification, length of contract negotiation, and preparation and approval by the State Procurement Review Committee. Any appeals to the Department's award decision(s) may further postpone the actual contract effective date, depending upon the outcome. The contract effective date listed in this RFP may need to be adjusted, if necessary, to comply with mandated requirements.
4. In providing services and performing under the contract, the successful Bidder(s) shall act as an independent contractor and not as an agent of the State of Maine.

B. Standard State Agreement Provisions

1. Agreement Administration

- a. Following the award, an Agreement Administrator from the Department will be appointed to assist with the development and administration of the contract and to act as administrator during the entire contract period. Department staff will be available after the award to consult with the successful Bidder in the finalization of the contract.
- b. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

2. Payments and Other Provisions

The State anticipates paying the Contractor on the basis of net 30 payment terms, upon the receipt of an accurate and acceptable invoice. An invoice will be considered accurate and acceptable if it contains a reference to the State of Maine contract number, contains correct pricing information relative to the contract, and provides any required supporting documents, as applicable, and any other specific and agreed-upon requirements listed within the contract that results from this RFP.

PART VII LIST OF RFP APPENDICES AND RELATED DOCUMENTS

1. **Appendix A** – Proposal Cover Page
2. **Appendix B** – Debarment, Performance and Non-Collusion Certification
3. **Appendix C** – Qualifications and Experience Form
4. **Appendix D** – Cost Proposal Form
5. **Appendix E** – Submitted Question Form
6. **Appendix F** – Sports Marketing Events
7. **Appendix G** – Educational Events - Distracted Driving
8. **Appendix H** – Influencer Speaker Events
9. **Appendix I** – NHTSA Media Calendar

APPENDIX A

**State of Maine
 Department of Department of Public Safety - Bureau of Highway Safety
 PROPOSAL COVER PAGE
 RFP# 202006107
 Sports Marketing**

Bidder's Organization Name:			
Chief Executive - Name/Title:			
Tel:		E-mail:	
Headquarters Street Address:			
Headquarters City/State/Zip:			
<i>(Provide information requested below if different from above)</i>			
Lead Point of Contact for Proposal - Name/Title:			
Tel:		E-mail:	
Headquarters Street Address:			
Headquarters City/State/Zip:			

- This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
- No personnel currently employed by the Department or any other State agency participated, either directly or indirectly, in any activities relating to the preparation of the Bidder's proposal.
- No attempt has been made, or will be made, by the Bidder to induce any other person or firm to submit or not to submit a proposal.
- The above-named organization is the legal entity entering into the resulting agreement with the Department should they be awarded the contract.
- The undersigned is authorized to enter contractual obligations on behalf of the above-named organization.

To the best of my knowledge, all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Name (Print):	Title:
Authorized Signature:	Date:

APPENDIX B

State of Maine
Department of Public Safety- Bureau of Highway Safety
DEBARMENT, PERFORMANCE and NON-COLLUSION CERTIFICATION
RFP# 202006107
Sports Marketing

Bidder's Organization Name:	
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By signing this document, I certify to the best of my knowledge and belief that the aforementioned organization, its principals and any subcontractors named in this proposal:

- a. Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.*
- b. Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:*
 - i. Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state or local government transaction or contract.*
 - ii. Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;*
 - iii. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and*
 - iv. Have not within a three (3) year period preceding this proposal had one or more federal, state or local government transactions terminated for cause or default.*
- c. Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above-mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.*

Failure to provide this certification may result in the disqualification of the Bidder's proposal, at the discretion of the Department.

Name (Print):	Title:
Authorized Signature:	Date:

**State of Maine
Department of Public Safety – Bureau of Highway Safety
QUALIFICATIONS & EXPERIENCE FORM
RFP# 202006107
Sports Marketing**

Bidder's Organization Name:	
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Present a brief statement of qualifications, including any applicable licensure and/or certification. Describe the history of the Bidder's organization, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. You may expand this form and use additional pages to provide this information.

APPENDIX C (continued)

Provide a description of projects that occurred within the past five years which reflect experience and expertise needed in performing the functions described in the “Scope of Services” portion of this RFP. For each of the project examples provided, a contact person from the client organization involved should be listed, along with that person’s telephone number and email address. Please note that contract history with the State of Maine, whether positive or negative, may be considered in rating proposals even if not provided by the Bidder.

If the Bidder has not provided similar services, note this, and describe experience with projects that highlight the Bidder’s general capabilities.

Project One	
Client Name:	
Client Contact Person:	
Telephone:	
E-Mail:	
Brief Description of Project	

Project Two	
Client Name:	
Client Contact Person:	
Telephone:	
E-Mail:	
Brief Description of Project	

APPENDIX C (continued)

Project Three	
Client Name:	
Client Contact Person:	
Telephone:	
E-Mail:	
Brief Description of Project	

APPENDIX D

State of Maine
Department of Public Safety – Bureau of Highway Safety
COST PROPOSAL FORM
RFP# 202006107
Sports Marketing

Bidder's Organization Name:	Proposed Cost:
Sports Marketing Campaign	\$
High School Sports Marketing	\$
Influencer Speaking Events	\$
Interactive Event Display	\$
Total Cost	\$

Please Note that the above "Total Cost" is the only number that will be considered in the scoring of the cost proposal, and the other requested cost numbers are for informational purposes only.

APPENDIX E

State of Maine
Department of Public Safety – Bureau of Highway Safety
SUBMITTED QUESTIONS FORM
RFP# 202006107
Sports Marketing

Organization Name:	
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RFP Section & Page Number	Question

* If a question is not related to any section of the RFP, state "N/A" under "RFP Section & Page Number"
** Add additional rows, if necessary.

SAMPLE CALENDAR -SPORTS MARKETING EVENTS

Venue	City	Event/Campaign
Lewiston High School	Lewiston	Football-One Text or Call Could Wreck it All
South Portland High School	South Portland	Football-One Text or Call Could Wreck it All
Waterville High School	Waterville	Football-One Text or Call Could Wreck it All
Brunswick High School	Brunswick	Football-One Text or Call Could Wreck it All
University of Maine	Orono	Football You've Been Ticketed
Freeport High School	Freeport	One Text or Call Could Wreck it All
Scarborough High School	Scarborough	Class A Field Hockey West Regional Championship
Scarborough High School	Scarborough	Class B Field Hockey West Regional Championship
Scarborough High School	Scarborough	Class C Field Hockey West Regional Championship
Troy Howard Middle School	Belfast	Classes A-C Boys and Girls Cross Country Championships
Hampden Academy	Hampden	Classes A Boys Soccer Championship
Hampden Academy	Hampden	Classes A Girls Soccer Championship
Hampden Academy	Hampden	Classes D Boys Soccer Championship
Hampden Academy	Hampden	Classes D Girls Soccer Championship
Alfond Arena, University of Maine	Orono	Men's Hockey You've Been Ticketed
University of Maine	Orono	Class C Football Championship
Fitzpatrick Stadium	Portland	Class A Football Championship
Fitzpatrick Stadium	Portland	Class B Football Championship
Fitzpatrick Stadium	Portland	Class D Football Championship
Cross Insurance Arena	Portland	Hockey-You've Been Ticketed
Cross Insurance Center	Bangor	Men's Basketball-You've Been Ticketed
Portland Expo Center	Portland	Basketball-You've Been Ticketed
Alfond Arena, University of Maine	Orono	Men's Hockey You've Been Ticketed
Androscoggin Bank Colisee	Lewiston	Girls Ice Hockey Western Regional Finals
Androscoggin Bank Colisee	Lewiston	Girls ice Hockey Eastern Regional Finals
Augusta Civic Center	Augusta	Class A East Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class B East Girls Basketball Quarterfinals

Bangor Cross Insurance Center	Bangor	Class B East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Boys Basketball Quarterfinals
Androscoggin Bank Colisee	Lewiston	Girls Ice Hockey State Championship
Augusta Civic Center	Augusta	Class A East Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Boys Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class D East Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Boys Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class A West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class D West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class C West Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class C East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class C East Boys Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Quarterfinals
Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Girls Basketball Quarterfinals
Portland Expo Center	Portland	Class B West Girls Basketball Quarterfinals
Augusta Civic Center	Augusta	Class A East Girls Basketball Regional Finals
Augusta Civic Center	Augusta	Class A East Boys Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Regional Semifinals

Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Regional Semifinals
Bangor Cross Insurance Center	Bangor	Class C East Boys Basketball Regional Semifinals
Bangor Cross Insurance Center	Bangor	Class C East Boys Basketball Regional Semifinals
Cumberland County Civic Center	Portland	Class A West Boys Basketball Regional Semifinals
Cumberland County Civic Center	Portland	Class A West Boys Basketball Regional Semifinals
Augusta Civic Center	Augusta	Class D West Girls Basketball Regional Finals
Augusta Civic Center	Augusta	Class D West Boys Basketball Regional Finals
Augusta Civic Center	Augusta	Class C West Girls Basketball Regional Finals
Augusta Civic Center	Augusta	Class C West Boys Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class D East Girls Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class D East Boys Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class B East Girls Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class B East Boys Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class C East Girls Basketball Regional Finals
Bangor Cross Insurance Center	Bangor	Class C East Boys Basketball Regional Finals
Cumberland County Civic Center	Portland	Class B West Girls Basketball Regional Finals
Cumberland County Civic Center	Portland	Class B West Boys Basketball Regional Finals
Cumberland County Civic Center	Portland	Class A West Girls Basketball Regional Finals
Cumberland County Civic Center	Portland	Class A West Boys Basketball Regional Finals
Androscoggin Bank Colisee	Lewiston	Class B West Boys Ice Hockey Regional Semifinals
Androscoggin Bank Colisee	Lewiston	Class B West Boys Ice Hockey Regional Semifinals
Cumberland County Civic Center	Portland	Class B Girls Basketball State Championship
Cumberland County Civic Center	Portland	Class B Boys Basketball State Championship
Augusta Civic Center	Augusta	Class A Girls Basketball State Championship
Augusta Civic Center	Augusta	Class A Boys Basketball State Championship
Bangor Cross Insurance Center	Bangor	Class D Girls Basketball State Championship
Bangor Cross Insurance Center	Bangor	Class D Boys Basketball State Championship
Bangor Cross Insurance Center	Bangor	Class C Girls Basketball State Championship
Bangor Cross Insurance Center	Bangor	Class C Boys Basketball State Championship
Androscoggin Bank Colisee	Lewiston	Class A East Boys Ice Hockey Regional Semifinals
Androscoggin Bank Colisee	Lewiston	Class A East Boys Ice Hockey Regional Semifinals
Androscoggin Bank Colisee	Lewiston	Class A West Boys Ice Hockey Regional Semifinals
Androscoggin Bank Colisee	Lewiston	Class A West Boys Ice Hockey Regional Semifinals
Sukee Arena	Winslow	Class B East Boys Ice Hockey Regional Semifinals
Sukee Arena	Winslow	Class B East Boys Ice Hockey Regional Semifinals
Androscoggin Bank Colisee	Lewiston	Class A East or West Boys Ice Hockey Regional Finals
Androscoggin Bank Colisee	Lewiston	Class A East or West Boys Ice Hockey Regional Finals
University of Maine-Alfond Arena	Orono	Class B East Boys Ice Hockey Regional Finals
Androscoggin Bank Colisee	Lewiston	Class B West Boys Ice Hockey Regional Finals
Kennebunk High School	Kennebunk	School Visit-One Text or Call Could Wreck it All
Androscoggin Bank Colisee	Lewiston	Class B Boys Ice Hockey State Championship
Androscoggin Bank Colisee	Lewiston	Class A Boys Ice Hockey State Championship
Brunswick High School	Brunswick	School Visit-One Text or Call Could Wreck it All
Cheverus High School	Portland	School Visit-One Text or Call Could Wreck it All
Freeport High School	Freeport	School Visit-One Text or Call Could Wreck it All
Cross Insurance Arena	Portland	Hockey-You've Been Ticketed

APPENDIX G

SAMPLE CALENDAR - HIGH SCHOOL SPORTS CAMPAIGN - DISTRACTED DRIVING

Location	City	Event	Campaign
Kennebunk High School	Kennebunk	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Brunswick High School	Brunswick	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Cheverus High School	Portland	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Freeport High School	Freeport	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Biddeford High School	Biddeford	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Waterville High School	Waterville	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Lewiston High School	Lewiston	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Mt.Ararat High School	Topsham	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
Mount View High School	Thorndike	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All
South Portland High School	South Portland	School Visit-One Text or Call Could Wreck it All	One Text of Call Could Wreck It All

APPENDIX H

SAMPLE CALENDAR-HIGH SCHOOL INFLUENCER SPEAKING EVENTS

Speaker	Date	School
Chris Sandy	Thursday, September 12th, 2019	Gardiner High School
Chris Sandy	Thursday, September 12th, 2019	Telstar High School
Chris Sandy	Friday, September 13th, 2019	Winslow High School
Chris Sandy	Friday, September 13th, 2019	Gorham High School
Chris Sandy	Monday, September 23rd, 2019	Southern Aroostook Community School
Chris Sandy	Monday, September 23rd, 2019	Katahdin High School
Chris Sandy	Tuesday, September 24th, 2019	Machias High School
Chris Sandy	Tuesday, September 24th, 2019	Jonesport Beals High School
Chris Sandy	Wednesday, September 25th, 2019	Woodland Jr.-Sr. High School
Chris Sandy	Wednesday, September 25th, 2019	Shead High School
Chris Sandy	Thursday, September 26th, 2019	Poland Regional High School
Chris Sandy	Thursday, September 26th, 2019	Cony High School
Chris Sandy	Friday, September 27th, 2019	Piscataquis Community High School
Chris Sandy	Friday, September 27th, 2019	Nokomis Regional High School
David Francisco	Monday, October 7th, 2019	Penquis Valley High School
David Francisco	Tuesday, October 8th, 2019	Washington Academy
David Francisco	Tuesday, October 8th, 2019	Deer Isle Stonington High School
David Francisco	Wednesday, October 9th, 2019	Buckfield Junior-Senior High School
David Francisco	Thursday, October 10th, 2019	Sanford High School
David Francisco	Thursday, October 10th, 2019	Old Orchard Beach High School
Cara Filler	Tuesday, November 12th, 2019	Scarborough High School
Cara Filler	Tuesday, November 12th, 2019	Freeport High School
Cara Filler	Wednesday, November 13th, 2019	Wells High School
Cara Filler	Wednesday, November 13th, 2019	Chop Point High School
Cara Filler	Friday, November 15th, 2019	Massabesic High School
Cara Filler	Friday, November 15th, 2019	Sacopee Valley High School

APPENDIX I NHTSA Communication Calendar

NHTSA 2020 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Happy New Year!

FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

February 2
Super Bowl LIV
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

March 2-6
Vehicle Safety Recalls Week

March 17
St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving is Drunk Driving




APRIL

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

National Distracted Driving Awareness Month

April 1
National Walking Day

April 6-13
U Drive. U Text. U Pay.
DISTRACTED DRIVING
Primary Message: U Drive. U Text. U Pay.
Paid Media
National Enforcement Mobilization



MAY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



National Youth Traffic Safety Month
Motorcycle Safety Awareness Month
National Bicycle Safety Month

May 1
National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media

May 6
Bike to School Day

May 15
National Bike to Work Day


May 11-31
Click It or Ticket
OCCUPANT PROTECTION
Paid Media
National Enforcement Mobilization

JUNE

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

June 15
National Ride to Work Day
MOTORCYCLE SAFETY
Primary Message: Share the Road With Motorcyclists



JULY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

July 4
Fourth of July
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages: Drive Sober or Get Pulled Over; Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different





AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 19 - September 7
Drive Sober or Get Pulled Over
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages: Drive Sober or Get Pulled Over; Ride Sober Sober or Get Pulled Over; If You Feel Different, You Drive Different Drive High - Get a DUI
Paid Media
National Enforcement Mobilization



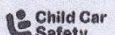


SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

September 20-26
Child Passenger Safety Week
OCCUPANT PROTECTION

September 26
National Seat Check Saturday



OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					


Pedestrian Safety Month

October 7
National Walk to School Day

October 18-24
National Teen Driver Safety Week
TEEN DRIVING ISSUES

October 19-23
National School Bus Safety Week

October 31
Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving



NOVEMBER

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

November 25-29
Thanksgiving Holiday Travel
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING

November 25
Blackout Wednesday
IF YOU FEEL DIFFERENT YOU DRIVE DIFFERENT

November 26
Ditch Danksiving

November 26
Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up, Every Trip, Every Time.

November 30 - December 15
Pre-Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving





DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

December 16 - January 1
Holiday Season
IMPAIRED DRIVING
DRUG-IMPAIRED DRIVING
Primary Messages: Drive Sober or Get Pulled Over; If You Feel Different, You Drive Different Drive High - Get a DUI
Project Roadblock: Buzzed Driving Is Drunk Driving
Paid Media
National Enforcement Mobilization



