



Request for Proposal
Marketing & Consulting Services for RiverStone Health

April 2025

Contact:

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RiverStone Health

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Introduction and Overview

Yellowstone City-County Health Department dba RiverStone Health is a community-focused healthcare provider in Billings, Montana, offering comprehensive medical, dental, public health and home health services to Yellowstone County and surrounding areas.

The Marketing and Consulting contractor will assist the RiverStone Health communications and marketing department with consulting, media planning and buying, creative development and production, and public relations support.

This Request for Proposal (RFP) seeks to identify a qualified firm to provide these services during the fiscal year beginning July 1, 2025, and continuing through June 30, 2026. The term may be extended in one-year increments for a total of 3 years (through June 30, 2028) based on annual review of accomplishments and subject to approval by the RiverStone Health CEO. Each annual review will allow for consideration of adjustments in scope and budget. RiverStone Health reserves the right to cancel contracted services for any reason with 60-day written notice.

The contract will be awarded to the respondent demonstrating the best combination of skills, experience, cost and proposal responsiveness.

Contract Requirements and Assumptions

- General Requirements
 - a. Strategic consulting services
 - b. Media planning and buying, including earned media, owned media and paid media.
 - i. Placement and allocation is TBD and done in collaboration with RiverStone Health Director of Communications and Marketing or designee and may include:
 1. TV (Broadcast & Cable)
 2. Print advertisement for such publications as Adult Resource Alliance or niche publication/newsletters as requested
 3. Online (Paid search, programmatic display and video, social, native, connected TV, geofencing and other tactics as necessary
 - a. Expectation is that online campaigns meet or exceed national averages for results
 4. Other media/marketing opportunities
 - c. All invoicing and billing of media. Invoicing is to be done on a regular schedule and may be affected by grant requirements and deadlines.
 - d. Development of creative ideas, including print, radio, online and other media formats as required.
 - i. Art direction and copywriting
 - e. Production and execution of creative ideas (except video production)
 - f. Public relations help and support
 - g. Project management, including media production and other organizational needs
 - h. Reasonable number of updates to previously completed print projects
 - i. Ability to take on special projects, to be discussed and agreed upon on a case-by-case basis
- Contract Assumptions: Respondents are asked to make the following general assumptions:
 - a. All work will be done with the collaboration and approval of the RiverStone Health Director of Communications and Marketing or designee.
 - b. Contract awardee will provide campaign results on at least a monthly basis.

RFP Process and Response Requirement

1. Format and Content of Responses:
 - a. Each response must be completed utilizing the “Response Form” provided as part of this RFP.
2. Submission Deadline:
 - a. Any questions you may have to clarify this RFP are due to RiverStone Health no later than 5:00pm Mountain Time Wednesday, April 23, 2025. Proposals must be received before the **Submission Deadline of May 2, 2025, at 5:00pm Mountain Time**. Responses received on or after the Submission Deadline will not be accepted, and responses that are incomplete or do not conform to the requirements of this RFP will not be considered.
 - b. Questions and proposals should be emailed to RFP@riverstonehealth.org. Do not contact any RiverStone Board Member or staff member regarding this proposal. Any contact with these individuals will automatically disqualify the agency. All inquiries must be sent to the email address listed above.
3. RiverStone Health shall have the following rights:
 - a. It is at RiverStone Health’s sole discretion to accept a response that does not satisfy all requirements of this RFP but which, in RiverStone Health’s judgment, sufficiently demonstrates the respondent’s ability to design, construct, and deliver the Unit and to satisfy the major requirements set forth in this RFP.
 - b. Request and receive clarifications, and additional information and documents from each respondent as is deemed appropriate by RiverStone Health.
 - c. Modify any portion of this RFP before the Bid Submission Deadline. Modifications, if any, made by RiverStone Health will be in writing and issued as addenda to this RFP. No oral modifications shall be binding upon RiverStone Health.
 - d. Determine that a response is non-responsive and to give it no further consideration.
 - e. Interview any or all respondents.

Proposal Evaluation

1. All proposals accepted by RiverStone Health will be evaluated against the following criteria:
 - a. **Contract requirements:** Proposed solutions to the general requirements outlined in this RFP.
 - b. **Cost:** Total cost for retainer of services based on a projected marketing spend of between \$50,000 and \$80,000.
 - c. **Qualifications and experience:** Contractor experience working with local government entities, health care organizations, and/or hospice and home health providers.
 - d. **Customer service:** Approach to and experience providing client communication and support (timeliness, responsiveness, appropriateness).
2. Proposals will be scored on their merits using the following weighted approach:

Criteria	Score (0-5)	Weight	Points	Max Points
Contract Requirements & assumptions		X10		50
Cost		X5		25
Qualifications and experience		X4		20
Customer service		X1		5
TOTAL				100

Terms and Conditions

1. The terms and conditions in this section, or terms and conditions substantially similar, will be included in any contract resulting from this RFP, at the sole discretion of RiverStone Health.
2. This RFP constitutes an invitation to make proposals to RiverStone Health. It does not commit RiverStone Health to award a contract or procure services or supplies. RiverStone Health reserves the right to:
 - a. Award the contract to the Respondent that best meets the RFP requirements, not necessarily the lowest bidder.
 - b. Accept or reject any or all proposals, negotiate with qualified sources, or cancel this RFP in whole or in part if deemed in RiverStone Health's best interest.
 - c. Interview some or all Respondents privately, if necessary.
 - d. Select and enter into a contract with the Respondent whose proposal best satisfies RiverStone Health's overall interests and evaluation criteria.
 - e. Waive or extend deadlines as needed.
 - f. Accept proposals in whole or in part.
 - g. Conduct investigations, including field investigations, to verify Respondent qualifications.
 - h. Request additional information or clarifications from any Respondent.
 - i. Cancel this RFP at any time, with or without issuing a new RFP.
 - j. Supplement, amend, or modify this RFP, including issuing additional or subsequent RFPs on the same subject matter.
 - k. Negotiate with any, all, or none of the Respondents.
 - l. Determine if a response is non-responsive and dismiss it without further consideration.
3. The Respondent must be licensed to do business in the State of Montana.
4. The Respondent must declare and provide details of any actual, potential or perceived conflict(s) of interest.
5. Respondent certifies that the individual or business entity named has not received compensation for participation in the preparation of this RFP and is not ineligible to receive the award.
6. Preparation and submission of a proposal are at the sole cost, expense, and risk of the Respondent. Respondents waive all claims for reimbursement from RiverStone Health for any costs incurred.
7. This RFP is not an offer or enforceable contract, and no contractual obligations will arise until a written agreement is signed.
8. Respondents must carefully review all RFP sections and follow instructions completely, as failure to do so may result in rejection of the proposal.
9. Compliance with Davis-Bacon Act: If awarded, the contractor must comply with the Davis-Bacon Act (40 U.S.C. 3141-3148), requiring payment of prevailing wages to laborers and mechanics as determined by the Secretary of Labor.
10. Any agreement or contract arising from this RFP shall be governed by and construed in accordance with the laws of the State of Montana, excluding its conflict of laws principles.
11. RiverStone Health reserves the sole discretion to accept responses that do not meet all requirements but demonstrate the Respondent's ability to deliver the project and satisfy major requirements.

Questions and Clarifications

If a respondent encounters errors or discrepancies in this RFP, has questions, or requires clarifications of any portion of the RFP, the respondent shall submit its request or questions via email to the RiverStone Health contact person listed on the front page of this RFP (RFP@riverstonehealth.org) by no later than 5:00pm Mountain Time Wednesday, April 23, 2025. RiverStone Health will respond to all potential respondents who have obtained this RFP from RiverStone Health. Oral responses are not binding upon RiverStone Health.

Response Form

IMPORTANT: This Form is part of the RFP and must be completed and submitted with the RFP. Please read and follow all instructions and complete carefully. All respondents must answer all questions, fill in all blanks, and provide all required documentation. Any errors, omissions, or misrepresentation of information may be grounds to reject the response or to cancel any award of the Contract.

Respondent Information and Contact

Name and title of person completing this Form: Click or tap here to enter text.

Phone No.: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

Full legal name of Respondent: Click or tap here to enter text.

Respondent's federal tax identification number: Click or tap here to enter text.

Unique Entity ID (SAM): Click or tap here to enter text.

If you do not have SAM ID, you can register to get one. The System for Award Management ([Home | SAM.gov](#)) is an official website of the U.S. Government. There is no cost to use SAM.gov. Please follow the link provided to register. Registration status will be discussed with Respondent prior to award.

Any name(s) under which Respondent does business (DBAs): Click or tap here to enter text.

Primary Business Address: Click or tap here to enter text.

Primary Business Phone No.: Click or tap here to enter text.

Please provide a copy of business license. (Must be licensed to do business in the State of Montana.)

Please provide two references.

Contract Requirements: Outline proposed solutions to the general requirements outlined on page 2 of this document including general requirements and contract assumptions.

Click or tap here to enter text.

Cost: Provide pricing for the retainer of marketing and consulting services (based on anticipated marketing spend of between \$50,000 and \$80,000)

- Click or tap here to enter text.
- State any additional assumptions made in developing pricing response:
- Click or tap here to enter text.

Experience: Describe any additional qualifications, experience, or services that Respondent believes RiverStone Health should consider when evaluating Respondent's response.

- Click or tap here to enter text.

Customer service: Describe approach to and experience providing client communication and support

- Click or tap here to enter text.

Verification

I, the undersigned, hereby certify and declare that I have read all the answers to this Form and know their contents. The matters stated in such answers are true of my own knowledge. I certify and declare under penalty of perjury that the foregoing answers contained in this Form are true and correct.

Signature: _____ Dated: _____

Print Name: _____

Title: _____