

STATE OF ALABAMA
DEPARTMENT OF MENTAL HEALTH

RSA UNION BUILDING
100 N. UNION STREET
POST OFFICE BOX 301410
MONTGOMERY, ALABAMA 36130-1410

www.mh.alabama.gov

May 28, 2025

RFP 2025-18

Dear Vendor:

The Alabama Department of Mental Health (ADMH) is soliciting proposals for a **public relations or marketing company to purchase media placements and/or distribute advertising related to the Mental Health Matters License Plate campaign**. Request for Proposals (RFP) will be accepted until **2:00 pm on Friday, June 13, 2025**.

The submission of a proposal does not guarantee the award of a contract. Any contract resulting from the proposal is not effective until it has received all required governmental approvals and signatures. In addition, the selected vendor shall not begin performing work under this contract until notified to do so by the departmental contracting agent.

When submitting a proposal, please read the entire RFP document and return your proposal in the requested format. All proposals should be submitted in ink or typed and contain an original signature. Submissions should be delivered to:

AL Department of Mental Health
Office of Contracts & Purchasing
100 North Union Street, Suite 570
Montgomery, AL 36104

MAILING NOTE: Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery service such as FedEx or UPS, or hand delivered by the closing date and time. Emailed or faxed responses are **not** accepted. Also, please note: All US Postal mail, including express/overnight mail that is dispatched to any State agency is processed thru the State mail facility before it is forwarded to the appropriate State agency, thus delaying its arrival to the department. By using the USPS, you assume the risk of delay that may result in your proposal being received late and therefore being determined to be untimely and will not be reviewed. Postmarks of the date mailed are insufficient; the proposal must **physically** be received at the listed office by the date and time specified regardless of the delivery service used. **All proposals received after the deadline will be deemed untimely and will not be reviewed.**

Sincerely,

Leola Rogers

Leola Rogers
Office of Contracts & Purchasing



Organization: ALABAMA DEPARTMENT OF MENTAL HEALTH (ADMH)

RFP Closing Date & Time: **2:00 pm on Friday, June 13, 2025**
Review the mailing note.

RFP Contact Info: Leola Rogers
ADMH
Office of Contracts & Purchasing
RSA Union Building
100 North Union Street, Suite 570
Montgomery, AL 36104
Telephone Number (334) 353-7440
Email: leola.rogers@mh.alabama.gov

MAILING NOTE:

Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery service such as FedEx or UPS, or hand delivered by the closing date and time. Emailed or faxed responses are **not** accepted. Also, please note: All US Postal mail, including express/overnight mail that is dispatched to any State agency is processed thru the State mail facility before it is forwarded to the appropriate State agency, thus delaying its arrival to the department. By using the USPS, you assume the risk of delay that may result in your proposal being received late and therefore being determined to be untimely and will not be reviewed. Postmarks of the date mailed are insufficient; the proposal must **physically** be received at the listed office by the date and time specified regardless of the delivery service used. **All proposals received after the deadline will be deemed untimely and will not be reviewed.**

ADDITIONAL INFORMATION

1. Who **may** respond to this RFP? Marketing, Advertising and/or Public Relations Agencies or Firms.
2. Who **may not** respond to this RFP? Employees of ADMH and current State employees.
3. In order to transact business in the State of Alabama all businesses domestic and foreign must be registered with the Alabama Secretary of State Office. (Domestic means within the State of Alabama. Foreign means out-of-state.) Website: www.sos.alabama.gov
4. If contracted with the State of Alabama, all vendors must enroll and actively participate in E-Verify. Website: <https://www.e-verify.gov/>
5. ALL vendor payments are processed thru the State of Alabama Accounting and Resource System (STAARS). All vendors must register with STAARS Vendor Self Service. Website: <https://procurement.staars.alabama.gov/webapp/PRDVSS1X1/AltSelfService>
6. The ADMH reserves the right to reject any and all proposals if RFP instructions are not adhered to, such as: received after deadline (see mailing note), requested # of submissions not received.
7. **Protest** (Effective 10/1/2022): A bona fide prospective bidder or offeror who is aggrieved in connection with the solicitation of a contract may protest to ADMH Director of Purchasing **within 14 days of the date of issuance** of the solicitation or any amendment to it, if the amendment is at issue.

(2)a. Except as provided in paragraph b., a bona fide actual bidder or offeror who is aggrieved in connection with the intended award or award of a contract may protest to ADMH Director of Purchasing **within 14 days of the date the award or notification of intent to award**, whichever is earlier, is posted in accordance with this article.

b. A matter that could have been raised under subdivision (1) as a protest of the solicitation may not be raised as a protest of the award or intended award of a contract.

(3) A protest filed under subdivision (1) or (2) shall be in writing, be filed with ADMH, and set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided.

(b) ADMH, or his or her designee, may settle and resolve the protest of a bona fide actual or prospective bidder or offeror concerning the solicitation or award of a contract in accordance with rules adopted under this article.

(c) If the protest is not resolved by mutual agreement **within 10 days after** the protest is filed, ADMH shall commence an administrative review of the protest and issue a decision in writing within 14 days of the review.

(d) A copy of the decision under subsection (c) shall be mailed or otherwise furnished immediately to the protestor and any other party intervening.

(e) A decision under subsection (c) shall be final and conclusive, unless fraudulent, or a party adversely affected by the decision appeals administratively to the Director of Finance in accordance with Section 41-4-164.

(f) In the event of a timely protest under subsection (a) or an appeal under Section 41-4-164, the state may not proceed further with the solicitation or with the award of the contract until five days after notice of the final decision is provided to the protestor, except that solicitation or award of a protested contract is not stayed if ADMH, after consultation with the head of the using agency or the head of a purchasing agency, makes a written determination that the solicitation or award of the contract without further delay is necessary to protect the best interests of the state.

8. **Records Request:** ADMH recognizes and supports the public's right to inspect/request copies of public records in accordance with State law. Many public records and resources are available on the ADMH website: www.mh.alabama.gov for review. Please view the website prior to submitting a request for records as your request may be satisfied by the information contained therein.

RFP Submissions: Three (3)—1 original and two (2) copies.

Submit RFP Responses To:

AL Department of Mental Health
Office of Contracts & Purchasing
RSA Union Building
100 N. Union Street, Suite 570
Montgomery, AL 36104

Request for Proposal Standard Terms and Conditions

1. Authority

Division 4 of the Department of Finance Administrative Code (Chapters 355-4-1 through 355-4-6), effective October 1, 2022, is incorporated by reference and made a part of this document. To view the relevant provisions of the Administrative Code, visit our website <https://purchasing.alabama.gov/>

2. Prohibited Contacts; Inquiries regarding this RFP

From the Release Date of this Request for Proposal (hereafter referred to as RFP) until a contract is awarded, parties that intend to submit, or have submitted, a Proposal are prohibited from communicating with any members of the Soliciting Party's Team for this transaction who may be identified herein or after the Release Date, or other employees or representatives of the Soliciting Party regarding this RFP or the underlying transaction except the designated contact(s).

3. Nonresponsive Proposals

Any Proposal that does not satisfy requirements of the RFP may be deemed non-responsive and may be disregarded without evaluation. Supplemental information, including information necessary to clarify a proposal, may be required from any Proposer.

4. Changes to RFP; Changes to Schedule

The Soliciting Party reserves the right to change or interpret the RFP prior to the Proposal Due Date. Changes will be communicated to those parties receiving the RFP who have not informed the Soliciting Party's designated contact that a Proposal will not be submitted. Changes to the deadline or other scheduled events may be made by the Soliciting Party as it deems to be in its best interest. **Review the Schedule of Events for the RFP.**

5. Expenses of Proposal

A Proposer will not be reimbursed for any expenses incurred in preparation of a proposal.

6. Rejection of Proposals

The State reserves the right to reject any and all proposals and cancel this Request if, in its sole discretion, it deems such action to be in its best interest.

7. The Final Terms of the Engagement

Issuance of this RFP in no way constitutes a commitment by the State to award a contract. The final terms of engagement for the service provider will be set out in a contract which will be effective upon its acceptance by the State as evidenced by the signature thereon of its authorized representative. Provisions of this RFP and the accepted Proposal may be incorporated into the terms of the engagement should the State so dictate. Notice is hereby given that there are certain terms standard to commercial contracts in private sector use which the State is prevented by law or policy from accepting, including indemnification and holding harmless a party to a contract or third parties, consent to choice of law and venue other than the State of Alabama, methods of dispute resolution other than negotiation and mediation, waivers of subrogation and other rights against third parties, agreement to pay attorney's fees

and expenses of litigation, and some provisions limiting damages payable by a vendor, including those limiting damages to the cost of goods or services.

8. Choice of Law; Venue

This Contract will be governed by laws of the State of Alabama and the sole venue for litigation and alternative dispute resolution activities will be the City of Montgomery in the State of Alabama. No other court shall have jurisdiction.

9. Not to Constitute a Debt of the State

The terms and commitments contained in the solicitation, or any contract resulting from this solicitation, shall not constitute a debt of the State of Alabama, the incurring of which is prohibited by Section 213 of the Official Recompilation of the Constitution of Alabama, 1901, as amended.

10. Proration

Any provision of a contract resulting from this bid to the contrary notwithstanding, in the event of failure of the State to make payment hereunder as a result of partial unavailability, at the time such payment is due of such sufficient revenues of the State to make such payment (proration of appropriated funds for the State having been declared by the governor pursuant to Section 41-4-90 of the Code of Alabama 1975), the supplier shall have the option, in addition to the other remedies of the contract, of renegotiating the contract (extending or changing payment terms or amounts) or terminating the contract.

11. Non-appropriation of funds

Section 41-4-144(c) of the Code of Alabama 1975 states: “(c) When funds are not appropriated or otherwise made available to support continuation of performance in a subsequent fiscal period, the contract shall be cancelled, and the supplier shall be reimbursed for the reasonable value of any non- recurring costs incurred but not amortized in the price of the supplies or services delivered under the contract. The cost of cancellation may be paid from any appropriations available for that purpose.”

12. Dispute Resolution

In the event of any dispute between the parties arising from this solicitation and any agreement with a dispute involving the payment of money, supplier’s sole remedy is the filing of a claim with the Board of Adjustment of the State of Alabama. For any and all other disputes arising under the terms of this contract which are not resolved by negotiation, the parties agree to utilize appropriate forms of non-binding alternative dispute resolution including, but not limited to, mediation. Such dispute resolution shall occur in Montgomery, Alabama, utilizing where appropriate, mediators selected from the roster of mediators maintained by the Center for Dispute Resolution of the Alabama State Bar Association.

13. No Indemnification

Supplier acknowledges and agrees that, under the terms of this solicitation and agreements relating to purchases or leases resulting therefrom, the State is prohibited from indemnifying the supplier. The State does not agree to and will not indemnify the supplier for any reason.

The State of Alabama does not release or waive, expressly or implied, the State of Alabama's right to assert sovereign immunity or any other affirmative defense right it may have under law. The State of Alabama shall control the defense and settlement of any legal proceeding on behalf of the State, including the selection of attorneys.

14. Conflict of Law

If any provision of this solicitation and any subsequent award shall contravene any statute or Constitutional provision or amendment, either now in effect or which may, during the course of this agreement, be enacted, then that conflicting provision shall be deemed null and void.

15. Internet Website Links

Internet and/or website links **will not** be accepted in RFP responses as a means to supply any requirements stated in this solicitation.

16. Solicitation Responses and Results

The complete bid file will be made available for review as provided by (or as outlined) in Section 41-4-115 of the Code of Alabama 1975 and Rule 355-4-1-.04 of the Department of Finance Administrative Code.

17. Exception to Terms and Conditions

Suppliers may place any qualifications, exceptions, conditions, reservations, limitations, or substitutions in their bid or proposal concerning the contract terms and conditions. However, the State is not obligated to accept any changes to the published terms and conditions of the solicitation.

18. Confidentiality

Procurement information is a public record to the extent provided by state law and shall be available to the public. Section 41-4-115 of the Code of Alabama 1975 defines what is exempt from disclosure. Additional rules are included in Rules 355-4-1-.03(4) and 355-4-1-.04 of the Alabama Department of Finance Administrative Code.

19. Click Wrap

The State of Alabama acknowledges that additional terms between the supplier and the State or third-party terms may apply but does not agree to be bound by them unless provided for review and separately agreed to in writing by an authorized official of the State of Alabama. If the purchase or use of the supplies or services provided utilizes a computer interface, no State of Alabama end user shall be deemed to have agreed to any clause by virtue of it appearing in an "I agree" click box or other comparable mechanism ("click-wrap" or "browse-wrap"); rather the terms and conditions, such as End User License Agreements, may only be accepted by inclusion in an agreement and signature by an authorized official of the State of Alabama. If the terms and conditions or any other third-party terms and conditions are invoked through click wrap, execution by any unauthorized individual shall not bind the end user or the State of Alabama to such clause. Any clause which requires the State of Alabama to indemnify another party or clause which assigns jurisdiction to any state other than Alabama which is contained in such click-wrap is deemed to be stricken from the terms and conditions unless expressly agreed in writing and under the signature of an authorized individual.

20. Debarment and Suspension

Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any governmental department or agency. If supplier cannot certify this statement, supplier must attach a written explanation for review by the Chief Procurement Officer.

21. Merit System Exclusion

It is understood and agreed that supplier is an independent supplier and as such all services rendered by supplier and its agents and employees thereof shall be as an independent supplier and not as an employee, Merit or otherwise, of the State of Alabama, and supplier or its agents and employees thereof shall not be entitled to or receive Merit System benefits.

22. Severability

In the event any provision of this solicitation or resulting contract shall not be enforceable, the remaining provisions shall continue in full force and effect.

23. Volume of Business

Except as otherwise stated in this solicitation, the State of Alabama cannot and does not guarantee any volume of business.

24. Legislative Contract Review Committee

Personal and professional services contracts with the State may be subject to review by the Contract Review Permanent Legislative Oversight Committee in accordance with Section 29-2-40, et seq. of the Code of Alabama 1975. The vendor is required to be knowledgeable of the provisions of that statute and the rules of the committee. These rules can be found at <https://alison.legislature.state.al.us/contract-review>. If a contract resulting from this RFP is to be submitted for review the service provider must provide the forms and documentation required for that process.

By submitting a response, I hereby affirm the following:

I acknowledge receipt of the solicitation and all amendments (new rounds). I have read the solicitation and agree to provide each item or service offered. I will comply with all terms and conditions contained within this solicitation. I have not been in any agreement of collusion among bidders in restraint of freedom of competition by agreement to bid or to refrain from bidding. I further certify that I am not barred from bidding or entering into a contract and acknowledge that the State may declare the contract void if this certification is false.

The Alabama Department of Mental Health, hereinafter, referred to as ADMH, was established by Alabama Acts 1965, No. 881, section 22-50-2. Its purpose is to provide for the diagnosis, treatment, rehabilitation, follow up care, prevention and research into causes of all forms of mental or emotional illness, which includes alcoholism, drug addiction, epilepsy, and intellectual/developmental disability. ADMH has the statutory authority to supervise, coordinate, and establish standards for all operations and activities of the state related to mental health and the provision of mental health services.

The Alabama Department of Mental Health (ADMH), Office of Public Information is seeking proposals to for a public relations or marketing company to purchase media placements and/or distribute advertising related to the Mental Health Matters License Plate campaign.

=====

I. INTRODUCTION

The ability to promote the importance of mental health care in Alabama in an effort to increase support education surrounding the topic is essential. Nothing has a greater impact on life outcomes of an individual than quality of their mental health and ability to access support and care. The Alabama Department of Mental Health has been approved for the first ever mental health-themed license plate – Mental Health Matters – per the Alabama Department of Revenue. The license plate is now available for preorder by Alabamians,

The Alabama Department of Mental Health (ADMH), Office of Public Information is seeking proposals to for a public relations or marketing company to purchase media placements and/or distribute advertising related to the Mental Health Matters License Plate campaign.

Through the license plate, we can more widely inform the public about and promote mental health resources in Alabama.

The *Steer the Conversation* campaign is more than just showcasing a new license plate. It is the endeavor to create and make permanent a visible statement of support for mental health. The license plate will be tool for advocacy, and a way to steer the conversation surrounding mental health.

II. BACKGROUND

The Alabama Department of Mental Health, established by law in 1954, is the primary state agency for mental health care in the state. The department provides funding, education and training to hundreds of certified providers. The mission of the department is to Serve · Empower · Support. The vision of the department is “Promoting the health and well-being of Alabamians with mental illnesses, developmental disabilities and substance use disorders.”

Core values are the basis on which the members of Alabama Department of Mental Health staff make decisions, plan strategy, and interact with each other and those we serve.

- Honesty
- Respect
- Selflessness
- Communication
- Dedication
- Integrity

- Collaboration

III. TARGET POPULATION

The Alabama Department of Mental Health directly provides support to over 200,000 individuals in the state though mental illness has the possibility of affecting more than one in four persons in their lifetime. Supporters of mental health, individuals and families are target populations.

IV. GOALS

The contractor is expected to possess the following **qualifications**:

1. Provide an explanation of vendor's process and rationale for media purchases and placement and how it relates to this project
2. Work with ADMH Leadership and Public Information staff to properly ascertain and bridge the placements with the mission and vision of the department
3. Be responsible for providing frequent updates on timeline of work

The contractor will **create and offer**:

1. A plan to purchase and/or distribute advertising related to the Mental Health Matters License Plate campaign.
2. A timeline and plan for media placement, based on regional and local exposure
3. A dashboard or report on placements and their data outcomes

V. CONTRACTUAL LIMITATIONS

Any and all contracts resulting from this RFP shall be annual, expiring with the end of the state fiscal year, September 30. All contracts shall be subject to availability of funds and continuation of this project. Should the funding or service requirements relative to this project be altered, contracts will be amended, accordingly.

VI. VENDOR ELIGIBILITY

Applicants must meet the following eligibility criteria in order to submit a proposal in response to this RFP:

1. State of Alabama vendor requirements;
2. A minimum of 5 years' experience in graphic design, marketing, advertising and/or public relations;
3. Knowledge of graphic design and branding concepts and strategies;
4. Ability to illustrate cultural competence and sensitivity as it relates to diverse populations;
5. Knowledge and application of media ethics;
6. Enthusiasm and demonstrated interest in the project;

VII. PROPOSAL REQUIREMENTS

The Alabama Department of Mental Health (ADMH), Office of Public Information is seeking proposals to for a public relations or marketing company to purchase media placements and/or distribute advertising related to the Mental Health Matters License Plate campaign.

The proposal shall be developed following the outline below. Each section, A-D, in the Statement of Work must be addressed, and appendices provided where indicated.

The information provided under each heading explains the intent of the section and/or describes the minimum information you are required to provide. Although minimum requirements must be addressed, it is the responsibility of the applicant to ensure that each response thoroughly describes the strategies, and approaches, or provides other relevant information to ensure that the topic of the section is fully and distinctly addressed.

Information in **Bold Type** in each section provides the evaluation criteria for review and scoring of the application. The proposal should be single-spaced, using a standard 12-point font (Times New Roman is preferred) with 1-inch margins, and should **not exceed the page requirements listed below. Appendices are not included in the page restrictions.**

VIII. STATEMENT OF WORK

A. Cover Page

Applicants should provide a cover page that includes:

- The name of the entity or individual;
- Contact person;
- Address, phone number, fax number, email of contact person, and
- Date of submission.

Not to exceed 1 page.

Review Criteria: 5 Points

The applicant organization provides the listed requirements within the page limit specified.

B. Knowledge

Applicants must provide a narrative that includes:

- A summary description of media placement strategy as it relates to the department's campaign, mission and vision and mental health in the state;
- A description of ability to address the responsibilities and tasks of the project;
- Examples of prior media work with agencies and/or businesses

Not to exceed 10 pages.

Review Criteria: 40 Points

The plan is clear, containing appropriate plans and procedures to meet responsibilities and deliverables. The listed requirements are included within the page limit specified.

C. Qualifications, Experience, Prior Work

Media team includes key personnel with:

- Experience in media placement relative to specific campaigns
- Inclusion of the names and contact information of three former clients as references (Provide contact information for at least current or former clients as references, designated separately as Appendix I); and
- Sample plan and timeline that summarizes plans, processes, and outcomes (Provide separately as Appendix II)

Not to exceed 5 pages.

Review Criteria: 40 Points

The team qualifications are clearly demonstrated through a concise summary of current or previous work with experience in similar projects, addressing the requirements within the page limit specified.

D. Budget

Please provide a detailed, line-item annual budget for this project.

- All expenditures shall be identified by individual line items (i.e. personnel, fringe benefits, travel, equipment, supplies, consultants/contracts, other, etc.);
- Budget includes minimum administrative overhead;
- A listing of all personnel, by position for this project, inclusive of level of effort, which will contribute in any way to the operation of this project, salaries, fringe benefits, and full-time equivalency status (Resumes for these personnel will be designated separately as Appendix III);
- All proposed costs are justifiable; and
- A narrative budget justification for each line item. (The budget will be designated separately as Appendix IV.)

Review Criteria: 15 Points

The budget reflects realistic and justifiable cost for the provision of Evaluation services.

IX. REVIEW CRITERIA

The ADMH reserves the right to request necessary amendments, reject any and all proposals received, or cancel this RFP according to the best interest of the ADMH.

The ADMH, also, reserves the right to waive any informality in this process, providing such is in the best interest of the ADMH. Where the ADMH may waive any informality, such waiver shall in no way modify the RFP requirements or excuse the applicant from full compliance with the contract.

All proposals, which satisfactorily meet the submission requirements specified in item “X” below, will be evaluated based upon the criteria indicated in each section of the Statement of Work.

X. SUBMISSION REQUIREMENTS

Proposals shall be submitted in the following written format:

TABLE OF CONTENTS:

Page numbers shall be listed for each of the major sections of the proposal, including all items listed under the Statement of Work, and for each Appendix.

STATEMENT OF WORK:

Each item listed in the RFP under the statement of work must be addressed.

LITERATURE CITATIONS:

Complete citations shall be provided for any literature referenced in your proposal.

APPENDICES:

Include each appendix listed in the guidelines for the Statement of Work.

In the event it becomes necessary to revise any portion of the RFP, ADMH will post these changes on its web site: www.mh.alabama.gov.

This announcement does not commit ADMH to award a contract or pay any costs incurred in the preparation of proposals. ADMH reserves the right to accept or reject, in whole or in part all proposals submitted, and/or to cancel this announcement. The contract award(s) shall be based upon the proposal(s) most advantageous to ADMH.

Proposal Content

Instructions must be followed, or responses will not be graded.

Each proposal is to contain **specific responses** to each of the requests listed in section **A-D**, and respondents are encouraged to respond fully to each inquiry, but to be as concise as possible. **Submit the response as instructed in the proposal.**

One original and **two copies** of your proposal must be received at the following address no later than **2:00 pm on Friday June 13, 2025.**

AL Dept. of Mental Health
Office of Contracts & Purchasing
RSA Union Building
100 North Union Street, Suite 570
Montgomery, AL 36104

Proposals must be clearly marked **RFP 2025-18 MHM Campaign**. All proposals received after the deadline will be deemed untimely and will not be reviewed. **Postmarks of the date mailed are insufficient.**

The Department of Mental Health assumes no responsibility for expenses incurred in the preparation of the proposal and reserves the right to reject any and all proposals. Additionally, ADMH reserves the right to waive irregularities in any proposals and request clarification of any information and negotiate with the firm and/or individual submitting the best proposal to secure more favorable conditions.

A. Evaluation Process

ADMH will examine each proposal submitted and may elect to conduct interviews with finalists. The department expects a final selection on or before July 3, 2025.

B. Selection Criteria

Selection shall be based on factors to be developed by the procuring state entity, which may include among others, the following:

1. Specialized expertise, capabilities, and technical competence, as demonstrated by the proposed approach and methodology to meet project requirements.
2. Resources available to perform the work, including any specialized services within the specified time limits for the project.
3. Record of past performance, quality of work, ability to meet schedules, cost control and contract administration.
4. Availability to and familiarity with the project locale.
5. Proposed project management techniques.
6. Ability and proven history in handling special project contracts.

C. Evaluation Criteria

Proposals will be evaluated based on their responsiveness to the items contained in the content section of this Request for Proposal. It is expected that the review committee will rate responses according to the following ways:

STATEMENT OF WORK	Page Limit	Total Points Available
A. Cover Page	Not to exceed 1 page	5 Points
B. Knowledge	Not to exceed 10 pages	40 Points
C. Qualifications, Experience, Prior Work	Not to exceed 5 pages.	40 Points
D. Budget	NA	15 Points

SECTION III SCHEDULE OF EVENTS

RFP 2025-18

The following RFP Schedule of Events represents the ADMH's best estimate of the schedule that shall be followed. Except for the deadlines associated with the vendor question and answer periods and the proposal due date, the other dates provided in the schedule are estimates. ADMH reserves the right, at its sole discretion, to adjust this schedule as it deems necessary. Notification of any adjustment to the Schedule of Events shall be posted on the RFP website at www.mh.alabama.gov for review. **Please note the date for submitting any questions. ADMH will not accept any questions after this date.** All times are in Central Time.

Date	Event	Notification
May 28, 2025	RFP Release	USPS, ADMH Website, and STAARs website
June 3, 2025 by 2:00 pm	Deadline for RFP questions. Submit in Word—No tables	Email to leola.rogers@mh.alabama.gov
June 4, 2025	RFP Q&A to be posted for review	ADMH website www.mh.alabama.gov
June 13, 2025 2:00 pm	RFP Submissions: THREE (3) One original & two copies	USPS or FedEx or UPS (Review mailing note)
June 13, 2025 2:00 pm	RFP Closing Date	USPS or FedEx or UPS (Review mailing note)
July 3, 2025 Approximately	Notification of selection status	USPS (In writing)
The RFP is posted on ADMH website at www.mh.alabama.gov for review.		
Submit RFP Responses To: AL Department of Mental Health Office of Contracts & Purchasing RSA Union Building 100 N. Union Street, Suite 570 Montgomery, AL 36104		

RFP 2025-18
CONTACT PAGE

Enter the agency contact for the RFP and attach after the cover letter.

Legal Name	
Street Address	
City, State & Zip Code	
Contact Person	
<u>Contact Phone</u> Email	