

**INVITATION FOR BID**

ISSUING OFFICE:

GENERAL SERVICES AGENCY  
GOVERNMENT OF GUAM  
148 ROUTE 1, MARINE DRIVE  
PITI, GUAM 96915

*John A. K. 6/23/17*  
CLAUDIA S. ACFALLE  
Chief Procurement Officer

DATE ISSUED: June 23, 2017

BID INVITATION NO: GSA-045-17

BID FOR: MEDIA PACKAGE FOR THE 2<sup>ND</sup> ANNUAL GUAM ENVIRONMENTAL PUBLIC HEALTH EDUCATION MONTH CAMPAIGN

SPECIFICATION: SEE ATTACHED

DESTINATION: DEPARTMENT OF PUBLIC HEALTH & SOCIAL SERVICES.

REQUIRED DELIVERY DATE: COMPLETION DATE SEPTEMBER 30, 2017

INSTRUCTION TO BIDDERS:

INDICATE WHETHER:      INDIVIDUAL      PARTNERSHIP   X   CORPORATION

INCORPORATED IN: 10/31/2005

This bid shall be submitted in duplicate and sealed to the issuing office above no later than (Time) 10:00am. Date: 7/10/17 and shall be publicly opened. Bid submitted after the time and date specified above shall be rejected. See attached General Terms and Conditions, and Sealed Bid Solicitation for details.

The undersigned offers and agrees to furnish within the time specified, the articles and services at the price stated opposite the respective items listed on the schedule provided, unless otherwise specified by the bidder. In consideration to the expense of the Government in opening, tabulating, and evaluating this and other bids, and other considerations, the undersigned agrees that this bid remain firm and irrevocable within 90 calendar days from the date opening to supply any or all the items which prices are quoted.

NAME AND ADDRESS OF BIDDER:  
Adztech & Public Relations, Inc.  
142 Seaton Blvd. Ste. 102  
Hagatna, Guam 96910

SIGNATURE AND TITLE OF PERSON  
AUTHORIZED TO SIGN THIS BID:  
*Gerion Guerrero* Gerion Guerrero  
General Manager

AWARD: CONTRACT NO.: GSA-045-17 AMOUNT: \$25,377.25 DATE: 7/20/17

ITEM NO(S). AWARDED: 1.1 Media Package: 2nd Annual Guam Environmental Public Health Education Month (GEPHEM) Campaign: Div. of Environmental Health/DPHSS

CONTRACTING OFFICER:  
*John A. K. 6/23/17*  
CLAUDIA S. ACFALLE  
Chief Procurement Officer

NAME AND ADDRESS OF CONTRACTOR:  
ADZTECH & PUBLIC RELATIONS, INC.  
142 Seaton Blvd. Ste. 102  
Hagatna, Guam 96910

SIGNATURE AND TITLE OF PERSON  
AUTHORIZED TO SIGN THIS CONTRACT:  
*Gerion Guerrero* 7/20/17

Item No.	Description	Qty	Uom	Unit Price	Price Extension
1.1	MEDIA PACKAGE 2 <sup>ND</sup> ANNUAL GUAM ENVIRONMENTAL PUBLIC HEALTH EDUCATION MONTH (GEPHEM) CAMPAIGN: DIVISION OF ENVIRONMENTAL HEALTH/DPHSS As per the following specifications	1	JOB	\$ 25,377.25	\$ 25,377.25

**SPECIFICATIONS**

**BIDDING ON / REMARKS**

A dedicated point of contact from award date until September 30, 2017. The contact will be responsible for contracting for photographer and videographer, contracting a venue for GEPHEM commercial video production, coordinating any media interviews and all other GEPHEM related activities, and obtaining DEH approval, and possibly Governor's Office approval for all advertisements and educational materials. DEH will be responsible for all social media activities on Facebook, Instagram, and Twitter.

✓ YES

A professional rendering of GEPHEM educational materials in color, including, but not limited to, brochures, posters, and banners. DEH will provide the conceptual information for the content of the educational materials: the design and layout of brochures, posters and banners will be by the contractor. Contractor will be responsible for printing costs. Three types of Brochures: Total of 1,500 (1 x 1000, 1 x 300, and 1 x 200), Trifold on 8.5 x 11 regular paper; Two types of posters: Total of 600 posters (2 x 300); one regular banner with Grommets.

✓ YES

Professional services, in partnership with DEH, to conceptualize, shoot, direct, and produce five live action video clips in color, with a minimum duration of 30 seconds. DEH will provide the conceptual information for the content of the video clips and storyboard will be done by the contractor. Actors will be provided by DEH. The video clips shall be in file formats that will enable them to be played on Windows and IOS devices, and on DEH social media sites. Professional services, in partnership with DEH, to conceptualize, shoot, direct, and produce a 30-40 second live action commercial video in color.

✓ YES

Contractor is responsible for selecting and reserving a venue, and discussing with the person-in-charge of the establishment that there will be no advertisement of the business involved. Actors may be DEH personnel or local personalities (i.e., Miss Earth Guam, Ms. Pacificana, Mr. and Mrs. Guam) recruited by the contractor. A minimum of three actors, not including DEH staff, for the commercial shall be provided by the contractor. DEH will have the final decision on the casting. DEH will provide the conceptual information for the content of the commercial video and storyboard will be developed by the contractor. The contractor shall submit the finished commercial video to DEH on or before August 31, 2017.

✓ YES

The contractor is responsible for the dissemination and arranging for air time of the commercial video on a local TV station and on movie theaters for the month of September 2017. Total exposures for local TV station and movie theatres shall not be less than 110 exposures, with a minimum run time frequency of three times a day for 30 days. Total amount of exposures will be 220. At least one commercial shall be played during the evening time, between the hours of 6 p.m. to 8 p.m.

✓ YES

Contractor will be responsible for the costs of video shooting (including video equipment and props), editing, and advertising. DEH reserves the right to refuse the choice of the contractor for the TV station, movie theatres, and/or air times, and suggest replacement(s).

✓ YES

Photographer for the Proclamation Signing at the Governor's Office. Photographer will supply equipment. Photographer will take at least 10 formal group and 50 random crowd shots during the event. All photographs taken during the event shall be submitted to DEH in PNG format. Contractor shall be responsible for paying the photographer.

✓ YES

A professional rendering of GEPHEM logo in color to be used in advertisements and educational materials. Draft logo will be supplied by DEH. Contractor shall be responsible for paying for graphic artwork.

✓ YES

**SPECIFICATIONS**

**BIDDING ON / REMARKS**

DEH shall review, give final approval, and own all Products mentioned above. The contractor shall turn over all produced material, including drafts, to DEH in a flash drive(s). Contractor shall be responsible for paying for the flash drive(s). All contractor copies shall be destroyed after submittal to DEH.

✓ YES  
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✓ YES  
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All products and activities stipulated in this IFB shall be completed by August 31, 2017.

These specifications were developed by the staff of the Department of Public Health and Social Services and approved by the Director.

Prepared by:  
KATHERINE DUENAS  
Department of Public Health and Social Services

Approved by:  
JAMES W. GILLAN, Director  
Department of Public Health and Social Services