



REQUEST FOR PROPOSAL

**Creative Services and/or Media Services
Agency(s) of Record**

Date mailed: Oct. 18, 2024

Buyer Contact: William Corbett

Phone # 916-734-5951

Due date for any questions via e-mail is Oct. 30 at 3:00 pm PST

E-mail: wrcorbett@ucdavis.edu

DUE DATE: Nov. 18, 2024

3:00 pm PST via Email

Return Response to:

Please send via E-mail to wrcorbett@ucdavis.edu

The web address for getting updates on this bid is <https://health.ucdavis.edu/supply-chain/>

Letter for Conflict Disclosure Prior to RFP Delivery

UC Davis Health is planning a competitive review for its advertising and marketing agencies, through a standard RFP process.

The RFP seeks information from creative/marketing agencies and media planning/buying agencies interested in participating in a review for a two-year Agency of Record (AOR) contract. The contract is for the two-year period, roughly Jan. 1, 2025 through December 31, 2026, with an option to renew each year through the year 2029. Agencies will have the option to bid on both the Creative Services portion and the Media Services portion of the RFP, or only one of those two portions.

The RFP contains business-confidential information about UC Davis Health. Before providing the detailed RFP and this confidential information, interested bidders are asked to disclose potential conflicts of interest.

Immediate conflicts of interest that would result in disqualification for bidders include current or future work for other health care providers operating in Northern California, such as Kaiser Permanente, Sutter Health, or Dignity Health. Work for other University of California health systems is not an immediate disqualification, but full disclosure is required (including campus, general scope of work, contract value and if placing media, what markets media is running) and UC Davis Health will evaluate the information for the potential for a conflict of interest.

Other disqualifying conflicts include current or future work for certain health insurance plans, including Anthem Blue Cross, Blue Shield and Cigna. Work for other health insurance programs in California must be fully disclosed prior to RFP release and will be evaluated by UC Davis Health to evaluate the potential for conflict.

Agencies wishing to receive the RFP from UC Davis Health must respond, in writing, with the following information:

- 1 – An attestation that the agency currently has no current or planned future work with Northern California health care systems or the health plans named above.
- 2 – A full disclosure of current or future clients the agency works with, or plans to work with, that are health care providers in Northern California and/or health insurance plans (in California or nationally); and an attestation of the information's completeness and accuracy. Disclosures should include: Client name, contract start and end dates; contract amount; and a one paragraph or less general scope of work covered by the agency-client relationship.
- 3- One point of contact for the agency for UC Davis Health to work with on potential questions regarding the potential conflict.

UC Davis Health will, in its sole discretion, determine if the agency's work represents what it deems to be a conflict of interest. Agencies with a conflict of interest are disqualified from being awarded the work being sought by this RFP.