

# Marketing Contracts Option Year Awards

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MHBE Board Meeting  
May 16, 2022

Betsy Plunkett, Director, Marketing & Web Strategies  
Tracey Gamble, Procurement Manager

# Communications & Marketing Services

MHBE contracts with GMMB for full-service communications and marketing, including creative development for print, TV, radio, digital and out-of-home advertising and collateral materials, media buying, outreach, research, and public relations. For the ninth open enrollment period, GMMB continued proven tactics and focused efforts on fresh and creative ways to reach the remaining uninsured.



# Contract Details

## **Marketing Services include:**

- Marketing & Communications Strategy Support
- Advertising Creative Services
- Media Planning & Buying
- Online Marketing & Digital Design
- Social Media
- Outreach & Education
- Collateral Development
- User Experience Testing/Web Design Support

# Contract Terms

**Not-to-exceed Amount: \$4,060,000 for FY22, as allotted in approved FY 22 budget**

**Total of \$12,180,000 for three years**

Breakdown per year:

- State funds – \$2,252,480
- Federal funds – \$1,807,520

Term:

- Base term: July 1, 2021-June 30, 2022
- **Option year 1: July 1, 2022-June 30, 2023**
- Option year 2: July 1, 2023-June 30, 2024

# Request to Approve Option Year 1

MOTION: MHBE requests the Board's approval to exercise the first option-year renewal of the marketing communications contract with GMMB from July 1, 2022, to June 30, 2023, for an amount of **\$4,060,000.**

# Printing Services

Art & Negative provides printing services to support the agency's marketing efforts, including:

- Postcards
- Letterheads
- Signage
- Brochures
- Envelopes
- Fliers
- Posters
- Bookmarks
- Table Tents

# Contract Terms

**Not-to-exceed Amount: \$120,000 for FY22, approved FY 22 budget**

**Total of \$360,000 for three years**

- Base term: July 1, 2021-June 30, 2022
- **Option year 1: July 1, 2022-June 30, 2023**
- Option year 2: July 1, 2023-June 30, 2024

Breakdown per year:

- State funds – \$67,200
- Federal funds – \$52,800

# Request to Approve Option Year 1

MOTION: MHBE requests the Board's approval to exercise the first option-year renewal the printing contract with Art & Negative Graphics, Inc. from July 1, 2022, to June 30, 2023, for an amount of **\$120,000**.