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## Contracting Opportunity

**Title:** Cannabis Media Campaign Development  
**Agency:** General Services, NYS Office of  
**Division:** Financial Administration  
**Entered on behalf of:** Cannabis Management, NYS Office of  
**Contract Number:** RFP 2671  
**CR Number:** 2100491  
**Contract Term:** Five Years post Office of State Comptroller approval  
**Date of Issue:** 07/31/2023  
**Due Date/Time:** 09/20/2023 2:00 PM  
This solicitation has a mandatory Intent to Submit a Proposal which all prospective proposers must submit by August 22, 2023. Please see Section 1.4 and Section 1.5 for more Key Events.  
**County(ies):** All NYS counties  
**Location:** Statewide  
**Classification(s):** Advertising, Graphic Arts, Marketing & Interior Design - *Consulting & Other Services* Miscellaneous - *Consulting & Other Services* Photography & Video - *Consulting & Other Services* Printing - *Consulting & Other Services*  
**Opportunity Type:** General  
**Description:** Through this Request for Proposals ("RFP"), the New York State Office of Cannabis Management ("OCM") is seeking competitive proposals from qualified marketing/advertising companies, to develop and implement state-wide, targeted public education campaign(s) on the public health and safety components of the regulated cannabis market as further detailed in Section 2 (Scope of Work). It is OCM's intent to award a single contract from this procurement.

Proposers are advised that the State's intent is to ensure that only responsive, responsible, qualified and reliable Contractors enter into a contract to perform the work as defined in this document.

The State considers the following qualifications to be a pre-requisite of the Prime Contractor in order to be considered as a qualified Proposer for purposes of the solicitation. Proposers not meeting the qualifications below will be disqualified. Proposers may not use a subcontractor's or any other entity's qualifications to meet requirements.

The following minimum requirements **must** be met by each Proposer:

1. Proposers must have a total of three years of experience developing and implementing campaigns targeted to specific demographics.
2. Proposers must have experience with campaigns targeting non-English speaking individuals.

When available, the procurement documents can be found at: <http://ogs.ny.gov/procurement/bid-opportunities>

**Service-Disabled Veteran-Owned Set Aside: No**

**Minority Owned Sub-Contracting Goal: 15%**

**Women Owned Sub-Contracting Goal: 15%**

**Service-Disabled Veteran-Owned Business Contracting Goal: 6%**

**Business entities awarded an identical or substantially similar procurement contract within the past five years:**

None

## Contact Information

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## Documents

No documents have been uploaded to this ad.

If you have questions regarding the documents, contact the issuing agency for more information.

## Ad Updates

There are no updates for this ad.

Please contact the issuing agency for more information.

## **Bid Results**

Bid Results have not yet been entered.

If you have questions regarding the bid results, contact the issuing agency for more information.

## Awards

Awards have not yet been entered.

If you have questions regarding the awards, contact the issuing agency for more information.

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