



**REQUEST FOR QUOTATION (RFQ) BILINGUAL RADIO ADS**

Date Issued:	March 7, 2025
Quotation Due Date and Time:	March 14, 2025 4:00 pm
Date of Service:	April 1, 2025-June 30, 2025
Send Electronic Quotation to:	gilda.duran@elcofswfl.org
Agency:	Early Learning Coalition of Southwest Florida 2675 Winkler Ave Fort Myers, FL 33901 239 935-6100
Contact Name:	Gilda Duran Phone: 239 935-6141 Email: gilda.duran@elcofswfl.org
Quotation not to exceed:	\$9999.00

The Early Learning Coalition is seeking a creative, qualified firm, radio station, to create Spanish Radio Ads which will be broadcast within the following counties in Florida:

- Lee
- Collier
- Glades
- Hendry

The project will include messaging and the latest materials related to the ELC’s branding to promote the Florida School Readiness and the Voluntary PreKindergarten Programs. One objective of the project is to create a message and call-to-action using appealing audio elements. The spots will be aired during the hours of 4:00 am – 7:00 pm Eastern Time Zone

The Proposer will write, and otherwise produce Spanish radio ads, in accordance with estimates/budget approved by COALITION prior to commencement of work.

The proposer will also:

1. Check all advertisements in keeping with industry practice and will audit all invoices from media and suppliers of materials and services.
2. Formulate and recommend specific advertising plans promoting the School Readiness and Volunteer PreKindergarten Programs.
3. Create, produce, and supervise all Spanish radio ads.

4. Plan, purchase advertising space and negotiate the most advantageous rates.
5. Proposer will, when requested and approved by the COALITION, design and execute traffic analysis, and/or analyze project results, and/or hire a research company to perform these tasks.
6. The proposer will submit a final report by 06/30/2025.

When preparing your quotation, please note that the quotation must be submitted by **March 14, 2025, at or before 4:00 pm**. A complete quotation must include the following items:

- a. Title Page containing the following:
- b. Name of Company.
- c. Titled: RFQ for Bilingual Ads/ELCOSWFL
- d. Proposer's contact name, title, phone number and email address.
- e. A short introduction and summary of the history of the firm.
- f. A description of the understanding of the overall objective and the objectives and deliverables for the Ads.
- g. The Proposer should include a clear description of the work to be performed, the anticipated methodology used to complete the work
- h. Description of Proposer's expertise in advertisement services; must have experience formulating new brands based on research-driven methodology combined with informational insights provided by stakeholders through a public engagement process. Experience working with non-profit clients is a plus.
- i. Listing of names and qualifications of the individuals who will have responsibility for this project.
- k. Description of Proposer's tools already in place that will be used to provide the services requested.
- l. Statement of ownership or policy for Intellectual Property.
- m. List of current and past clients of the firm, especially similar nonprofit sector clients. The Proposer should include a minimum of three (3) references in the Proposal.
- n. A certificate of good standing issued by the Florida Department of State and Articles of Incorporation along with any other organizational documents sufficient for the purpose of procurement.
- o. A Certificate of general liability insurance coverage.
- p. Include a summary of costs.
- q. Quote not to exceed five (5) pages.

It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation. Thank you and we look forward to receiving your quotations.



## VPK Description

The VPK program is a free prekindergarten program for 4 and 5-year-olds who reside in Florida. Participating children must be 4 years of age on or before September 1. Parents can enroll their child in the state's free, voluntary prekindergarten (VPK) education program that year or wait until the following year when their child is 5. You will also need to show (upload):

Proof you live in Florida (current utility bill in your name, current photo ID, or your most recent pay stub)

Your child's birth certificate or passport

Voluntary Prekindergarten or VPK gives children a jump starts by preparing them for school and enhancing their pre-reading, pre-math, language, and social skills. By developing the skills children need to become strong readers and students at an early age, children are more likely to be successful in school. VPK classrooms offer high-quality programs that include high literacy standards, developmentally appropriate curricula, manageable class sizes, and qualified teachers. The school-year program includes 540 hours of instructional time and begins in August. The summer program consists of 300 instructional hours and can begin as early as May 1.



## School Readiness Description

Florida's School Readiness (SR) Program is a statewide Early Learning Education financial assistance program that helps low-income families afford quality early childhood education and care, aiming to improve family self-sufficiency and prepare children for school success.

Financial Assistance:

The SR program provides financial assistance to eligible families to help offset the cost of high-quality Education.

Focus on Early Learning:

It emphasizes the importance of early childhood education and care for children's development and future success in school.

**Family Self-Sufficiency:**

The program aims to support families in becoming financially independent by providing access to childcare while parents work or participate in education or training.

**Eligibility:**

Children are eligible from birth through 12 years old.

**Services:**

Services vary based on individual needs and may include extended day care, after-school care, and school-age care.