



REQUEST FOR PROPOSAL

FOR GAMBLING DISORDER AWARENESS MEDIA CAMPAIGN FOR FY2026
FOR THE 21 COUNTIES OF THE NORTHERN MICHIGAN REGIONAL ENTITY

September 24, 2025

OVERVIEW

This Request for Proposal (RFP) represents the Northern Michigan Regional Entity's (NMRE) intent to solicit interest from both current and potential contract service providers for a media campaign for Gambling Disorder Awareness. The NMRE is issuing this request for the sole purpose of determining the interest and media campaign capabilities of vendors to provide a media campaign for the residents of our 21 counties. This RFP should NOT be viewed as a commitment to further pursue contractual arrangements with potential providers responding to this solicitation.

The timeline events required to implement executed contract based upon the RFP process are, in order:

- 1) Issue RFP September 24, 2025
- 2) Closure of RFP by end of day October 15, 2025
- 3) Recommendation of contract to NMRE Board on October 22, 2025
- 4) Issue of Contract Materials following NMRE Board Approval

Upon final approval for participation of chosen vendor, a contract and other required contract materials (W9, electronic payment forms, Disclosure of Ownership, etc.) will be provided to the chosen vendor for completion.

BACKGROUND AND GENERAL INFORMATION

The NMRE Mission

Develop and implement sustainable, managed care structures to efficiently support, enhance, and deliver publicly funded behavioral health and substance use disorder services.

The NMRE Vision

A healthier regional community living and working together.

Location

The main administrative building for the NMRE is located at 1999 Walden Dr, Gaylord, Michigan, 49735.

The People We Serve

The NMRE serves adults with mental illness, adults and children with intellectual and developmental disabilities, children with serious emotional disturbances and individuals with Substance Use Disorders (SUD). The NMRE also provides for SUD prevention services and recovery support services.

DESCRIPTION OF SERVICE

The Northern Michigan Regional Entity (NMRE) is seeking proposals for a Gambling Disorder Awareness Media Campaign. The NMRE is one of ten Prepaid Inpatient Health Plans (PIHPs) in the state of Michigan to manage the behavioral health (mental health, intellectual disability, and substance use disorder) services for people living in the twenty-one counties of Northern Lower Michigan. The NMRE currently holds a contract with the Michigan Department of Health and Human Services (MDHHS) to provide Gambling Disorder prevention.

Purpose:

Increase awareness of risks associated with Gambling and promote resources available for problem Gambling. Resources include the Gambling Hotline from Michigan Department of Health and Human Services (MDHHS).

What:

The NMRE seeks proposals for a media campaign. Media may include all forms of media (social media, radio, television, etc.). Proposals should include what will be provided: identification of which media or social media platforms will be used, the amount and frequency of ads or postings, the timeframe and budget.

Special Note: The NMRE is prepared to assist the selected vendor in creating final media content and does require final content to be approved prior to dissemination. Details are listed on the following page.

NMRE will need additional information on proposed:

- **Media platforms**

- Successful bids will include the following:

- Samples of prior work
 - Identification of targeted populations (see below)
 - Specifically mentions media platforms (targeted display ads, streaming/connected TV, facebook, instagram, facebook, tiktok, terrestrial radio, etc.)
 - Identifies projected impressions, geographic area, views, clicks or other applicable measurable impacts of, for each media platform
 - Confirmation that all 21 NMRE counties will be impacted
 - Gambling hotline will be included in media
 - Specifically identifies each phase of campaign with timeline if successful (submission of creative edits, resubmission of final edits to NMRE, launch of campaign, etc.)
 - Identifies how and when NMRE will have access to campaign data (example of reporting dashboards, etc.)
 - A specifically identified budget amount proposal
 - Inclusion for Gambling Hotline for MDHHS

- **Target Population-**

The target population includes residents in the twenty-one counties of Northern Lower Michigan *focusing on young adults*. The counties include: Alcona, Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Crawford, Emmet, Grand Traverse, Iosco, Kalkaska, Leelanau, Manistee, Missaukee, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, and Wexford.

TIMEFRAME

Submissions are due by 5pm on October 15, 2025. The grant funding associated with the RFP ends October 15, 2025.

FUNDING

MDHHS communications reflect a final amount of \$200,000.00 for FY2026's Gambling Awareness Campaign. Submissions should be based upon this amount; as such, Agreements for this award will also reflect this amount. Awards associated with this campaign are subject to available funding, as such, services associated with this campaign are subject to final MDHHS approved amounts. Awards made as a result of this RFP will be adjusted as appropriate to reflect final MDHHS approved funding amounts.

REQUIRED REPORTING FOR SUCCESSFUL PROPOSAL

The organization that is awarded this contract will be required to provide quarterly reports to the NMRE which identify specific activities that have been conducted as proposed in this RFP. Submission will be through the NMRE support system.

SUBMISSION CHECKLIST/REQUIREMENTS/QUESTIONS:

Submission Checklist

Acceptable submissions will include best effort projections of monthly impact, by platform, and the anticipated numbers of impressions or ads run, monthly budget, and the portion/amount of the total campaign budget each platform will cost. NMRE will be scoring submissions based upon the extent that each of the following are included:

- ☐ Demographic information of the organization and campaign team
- ☐ Samples of prior work
- ☐ Identifies targeted populations
- ☐ Specifically mentions media platforms (targeted display ads, streaming/connected TV, facebook, instagram, facebook, tiktok, terrestrial radio, etc.)
 - ☐ Identifies projected impressions, geographic area, views, clicks or other applicable measurable impacts of, for each media platform
- ☐ Confirmation that all 21 NMRE counties will be impacted
- ☐ Specifically identifies each anticipated phase of campaign with timeline (submission of creative edits, resubmission of final edits to NMRE, launch of campaign, etc.)
- ☐ Identifies how NMRE will be able to access campaign data (example of reporting dashboard, etc., if applicable)
- ☐ Proposed Budget
- ☐ Inclusion for Gambling Hotline for MDHHS

The complete RFP is due to NMRE by the close of business (5:00 pm) on October 15, 2025. Incomplete or late submissions will not be accepted. NMRE will accept only electronic submissions uploaded to our secure sharefile [here](https://nmre.sharefile.com/r-rd16c4939010644bd82416d88737924f6).

Upload long form URL:

<https://nmre.sharefile.com/r-rd16c4939010644bd82416d88737924f6>

Communication

The NMRE shall not be responsible for any verbal communication between any employee of the NMRE and any potential Provider. Only written requirements and qualifications in the form of this application will be considered. Any questions must be made to Chris VanWagoner by e-mail (cvanwagoner@nmre.org) or by phone (231) 303-3429.