

Request for Proposals for Single Use Plastics Media Outreach Campaign

The New Jersey Clean Communities Council, a 501c3 non profit corporation funded by the State of New Jersey Department of Environmental Protection and private sector donations to reduce litter through education, is accepting proposals for an annual statewide media campaign (including but not limited to television, radio, and newspaper) relative to NJ's single use plastics education and outreach initiatives. The media advertising campaign should focus on reducing single use plastics, promoting sustainable solutions and championing practices that promote litter abatement. Programs must serve to enhance our existing anti-littering programs under the umbrella of Litter Free NJ and Skip the Straw and work to promote a new Skip the Stuff campaign. Vendor is expected to assist with partnership development and engage a variety of stakeholders including the NJ legislature, local community leaders, elected officials as well as business and industry.

Contract Amount: Not to exceed \$30,000

Contract Period: March 1, 2025 – February, 2026

Criteria:

The contract will be awarded to a company, organization or individual who demonstrates experience in conducting media campaigns, writing and distributing press releases, newsletter production, experience in developing and hosting websites, and who submits a proposal that is innovative, results-oriented, and demonstrates the best use of funding. A focus on overburdened communities is a plus.

The media campaign must –

- Advertise the activities of New Jersey Clean Communities
- Incorporate television, radio, newspaper and other media
- Provide data that quantifies results
- Reach certain targeted audiences, including overburdened communities, with anti-littering messages

Other media may include, but not be limited to—

- Newsletters (hard copy and electronic)
- Social Media
- Graphic Design
- Banner Ads
- Conference Management
- Public Service Announcements

Professional services may include, but not be limited to-

- Editing

- Development/Fundraising
- Grants Writing
- Video Production

Contact

Proposals must include the following information:

- Full name of business or individual
- Business Address
- Type of company, i.e., corporation, LLC, Partnership, Sole Proprietor
- Evidence of NJ Business Registration
- Evidence of Certificate of Employee Information Report from State of New Jersey
- Number of years in business
- List of three references with contact information and type of services provided
- Fee schedule, if applicable
- Certificate of Personal Liability Insurance in minimum amount of \$1,000,000

Proposals should be emailed to njccc@njclean.org no later than *4:00 p.m. on February 25, 2025.*

Deadline

Proposals must be received by 4:00 p.m. on February 25, 2025.

Information

Visit www.njclean.org and litterfreenj.com for information on the activities of the NJ Clean Communities Council.

Inquiries

Address inquiries to njccc@njclean.org. You may also call the Clean Communities Office at 609-989-5900.