

# REQUEST FOR PROPOSALS

**BID NO. 25-08-3830DB**

**PROPOSAL DUE DATE** : **September 4, 2025**

**DESCRIPTION** : **MARKETING CONSULTANT**

**CONTACT PERSON** : DEPARTMENT OF EMERGENCY MEDICAL SERVICE  
DIVISION OF PUBLIC SAFETY  
TELEPHONE NO. (928) 871-6410  
EMAIL: ckescoli@navajoems.org

**RETURN ALL RESPONSES TO** :

**DELIVER TO (PHYSICAL)** : THE NAVAJO NATION  
**\*\*PREFERRED\*\*** PURCHASING SERVICES DEPARTMENT  
1<sup>st</sup> Floor, Administration Building #1  
WINDOW ROCK, ARIZONA 86515  
ATTN: Darren Begay  
TELEPHONE NO. (928) 871-6316  
\*NOTE: THE BID NUMBER AND THE VENDOR MUST  
BE INDICATED ON THE OUTSIDE OF THE PACKAGE  
(UPS, FEDEX) & PRIORITY STATUS # (IF  
APPLICABLE).

**MAIL TO (USPS)** : THE NAVAJO NATION  
PURCHASING SERVICE DEPARTMENT  
POST OFFICE BOX 3150  
WINDOW ROCK, ARIZONA 86515  
ATTN: Darren Begay  
TELEPHONE NO. (928) 871-6316  
\*NOTE: THE BID NUMBER AND THE VENDOR MUST  
BE INDICATED ON THE OUTSIDE OF THE PACKAGE  
(USPS) & PRIORITY STATUS # (IF APPLICABLE).

## **SECTION I**

### **INFORMATION ONLY NO RESPONSE TO THIS SECTION IS REQUIRED**

- A. ISSUING OFFICE:** This request for Proposals (RFP) is issued by the Purchasing Services Department of the Navajo Nation, P.O. Box 3150, Window Rock, Arizona 86515
- B. PURPOSE:** This RFP provides prospective respondents with sufficient information to enable them to prepare and submit proposals for consideration.
- C. SCOPE:** This RFP contains the instructions governing the proposals to be submitted and material to be included therein; mandatory requirements which must be met to be eligible for consideration; and other requirements to be met by each proposal.
- D. SCHEDULE OF ACTIVITIES:**
- |   | <b>DEADLINE:</b>              |
|---|-------------------------------|
| 1. Public Advertisement<br><a href="http://nnooc.org">RFPs and Advertisements (nnooc.org)</a>   | August 13, 19, 26, 2025       |
| 2. Prospective respondents inquire deadline<br>(No questions accepted after this date)<br>Inquiries and questions will be answered<br>at any time prior to this date. Questions<br>to this RFP may be verbal or in writing. | August 28, 2025, at 5:00 p.m. |
| 3. Due date for proposal  | September 4, 2025             |
| 4. Opening of proposals and evaluation  | September 9, 2025             |
| 5. Award date for contract  | September 11, 2025            |
- E. INQUIRIES:** Prospective respondents may make telephone or written inquiries concerning this RFP to obtain clarification of requirements. Email inquiries may be emailed to [ckescoli@navajoems.org](mailto:ckescoli@navajoems.org). No inquiries will be accepted after the deadline listed in Section D. Mailed inquiries are to be addressed to:

**THE NAVAJO NATION  
PURCHASING SERVICES DEPARTMENT  
POST OFFICE BOX 3150  
WINDOW ROCK, ARIZONA 86515  
ATTN: Darren Begay  
TELEPHONE (928) 871-6316**

Note: Please mark on the outside of the envelope or subject line of email – **Marketing Consultant**

- F. ADDENDUM OF SUPPLEMENT TO THIS REQUEST FOR PROPOSALS:** In the event that it becomes necessary to revise any part of this RFP, an addendum will be issued.
- G. PROPOSALS SUBMISSION:** Bidders who are mailing their proposals should allow sufficient time for mail delivery to ensure receipt by the time specified. It is recommended they be sent by certified/priority mail with tracking to the physical address indicated on the cover sheet of this RFP.
- G. TWO (2) IDENTICAL PROPOSALS ARE REQUIRED:** Delivered in a sealed envelope; also include the name and address of the individual or firm submitting the proposal. Allow sufficient time for physical and/or mailing delivery to addresses found on the cover page of this RFP. Email proposals will not be accepted.
- H. LATE RECEIPT OF PROPOSALS:** Late proposals will not be accepted. It is the responsibility of the bidder to ensure the proposal arrives in the Purchasing Services department prior to the date and time specified.
- I. REJECTION OF PROPOSALS:** The Purchasing Services Department reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received.
- J. PROPRIETARY INFORMATION:** Any restriction on the use of data contained within any proposals must be clearly stated in the proposal itself. Proprietary information submitted in response to this RFP will be handled in accordance with applicable purchasing procedures. Each and every page of the proprietary material must be labeled or identified with the word "proprietary".
- K. RESPONSE MATERIAL OWNERSHIP:** All material submitted regarding this RFP shall become the property of the Navajo Nation and will not be returned to the bidder. Responses received will be retained in file and may be reviewed by any person after final selection has been made, subject to Paragraph K above. The Purchasing Services Department has the right to use any or all system ideas presented in reply to this RFP, subject to limitations outlined in paragraph K above. Disqualification or non-selection of a bidder or bid does not eliminate this right.
- L. INCURRING COSTS:** The Navajo Nation Purchasing Service Department is not liable for any cost incurred by the bidders prior to issuance of an agreement, contract and/or purchase order.
- M. ACCEPTANCE OF PROPOSAL CONTENT:** The contents of the proposal of the successful bidder will become contractual obligations if acquisition action ensues. Failure of the successful bidder to accept these obligations in a purchase agreement, purchase order, delivery order or similar acquisition instrument may result in cancellation of the award and such bidder may be removed from future solicitations. The Navajo Nation Purchasing Services Department reserves the right to pursue appropriate legal action in the above set of circumstances.

## N. EVALUATION PROCEDURES AND CRITERIA:

### 1. General Procedures:

- a. An ad hoc committee will judge the merit proposals received in accordance with the criteria defined herein.
- b. Failure of a bidder to provide any information requested in this RFP may result in disqualification of the proposal. All proposals must be endorsed with the signature of a responsible official having the authority to bind the offeror or to the execution of the proposal.
- c. The sole objective of the ad hoc committee will be to select the bidder whose proposal is most responsive to the Navajo Nation Purchasing Services Department. The specifications within this RFP represent the minimum performance necessary for response. On the basis of the evaluation criteria established in this RFP, the ad hoc committee will select and recommend the bidder who best meets this objective.
- d. Evaluation Criteria: The following criteria will be used by the ad hoc committee in the selecting process for contract award. The technical proposal factors will be rated on a scale of 10-100 with weight relations as stated below:

#### Technical Proposal Factors:

#### Possible Points:

##### Device Specifications

35

Offeror's meeting the minimum specifications and requirements as listed in Section III herein

##### Qualifications of Firm

25

Offeror's qualifications, including work on similar projects, experience of personnel

##### Quality, Accuracy and Completeness of the Proposal

10

The quality, accuracy, and completeness of the Offeror's proposal in response to the RFP specifications and requirements.

##### Cost

30

Price offered is responsive to the RFP requirements and Instructions, and is realistic in respect to specifications and requirements.

TOTAL: 100

- O. STANDARD CONTRACT:** The Navajo Nation reserves the right to incorporate standard contract provision into any contract negotiations as a result of a proposal submitted in response to this RFP.

- P. RETURN OF PROPOSALS:** The Navajo Nation has no obligation to return any proposal received in response to this RFP.
- Q. GOVERNING LAW:** This procurement and any agreement with offerors that may result shall be governed by the laws of the Navajo Nation. The Navajo Nation is not bound to enter a contract under the RFP or RSQ and may issue a subsequent RFP or RSQ for the same services. The Navajo Nation is a sovereign government and that all contracts entered into as a result of the RFP shall comply with Navajo Nation law, rules and regulations, including the Navajo Preference in Employment Act. Navajo Business Opportunity Act, 5 NNC will apply.
- R. ALTERNATE PROPOSALS:** Alternate proposals will not be accepted and will be deemed non-responsive.

## **SECTION II**

### **PROPOSAL FORMAT AND ORGANIZATION**

#### **A. NUMBER OF COPIES**

Proposer shall provide two (2) identical proposals to the location specified for the submission of proposals in Section I, Paragraph H, on or before the closing date and time for receipt of proposal. Allow sufficient time for physical and/or mailing delivery to addresses found on the cover page of this RFP. Email proposals will not be accepted.

#### **B. PROPOSAL FORMAT**

All proposals must be typewritten on standard 8.5 x 11 paper (larger paper is permissible for charts, spreadsheets, etc.) and bound with tabs/dividers delineating each section, as necessary

##### **1. Proposal Organization**

The proposal must be organized and indexed in the following format and must contain as minimum all list items in the sequence indicated.

- a. Table of Contents
- b. Letter of Transmittal
- c. Cost Proposal
- d. Response to the Specifications request
- e. Professional References (List of similar services provided by the Offeror to tribal governments, enterprises, preferably organizations within 75-mile radius of the Navajo Nation within the last five (5) years)
- f. Certifications/Licenses (i.e., manufacturer, Business), if any.

- g. Credentials (W-9, Insurance)
- h. Appendix (if needed)

Any proposal that does not adhere to these requirements may be deemed non-responsive and rejected on that basis.

Proposer may attach other materials which they feel may improve the quality of their response. However, the material should be included as items in the appendix.

## 2. Letter of Transmittal

Each proposal must be accompanied by a letter of transmittal. The letter of transmittal must:

- a. Identify the submitting organization with a brief description;
- b. Identify experience, capability and capacity
- c. Identify the name and title of the person authorized to contractually obligate the organization;
- d. Identify the name, title and telephone number of the person authorized to negotiate the contract on behalf of the organization;
- e. Identify the names, title and telephone numbers of person to be contacted for clarification;
- f. Be signed by the person authorized to contractually obligate the organization; and
- g. Acknowledge receipt of any and all amendments to the RFP.

## **SECTION III**

### **SCOPE OF SERVICES**

#### **Marketing Consultant**

#### **1. Introduction**

The Navajo Department of Emergency Medical Service (EMS) seeks proposals for a marketing consultant, period of three (3) years, as described herein. Respondents shall adhere to the specifications set forth within this section (Section III). All proposals must be completed in the requested format set forth in Section II.

#### **2. Scope of Services**

- a. Advance community engagement and outreach efforts
- b. Develop community outreach and engagement strategies on certain public service/policy topics that require advance communications
- c. Propose and implement media relations strategies that elevate exposure of EMS to identified audiences via local, regional, and national.
- d. May include the production of quarterly newsletters or community meetings
- e. Develop communication strategies to tell EMS' story, highlighting the many great accomplishments and new initiatives
- f. Provide support and strategies for crisis communications. Consideration of language access needs of the community.
- g. Supplement intra-department communications
- h. Create branding or re-branding, aligned with EMS' overall brand for public services and policies
- i. Content creation
- j. Graphic design
- k. Photo & Video Production
- l. Digital strategy and social media campaigns
- m. Assist with media relations
- n. Assist with website design
- o. Assist with recruitment and retention strategies

#### **3. Other**

- a. Cost proposal must identify cost per calendar years, 2025, 2026, 2027.
- b. Marketing Consultant must provide his/her own equipment, electronics, supplies, etc.

**Applicable taxes shall be identified with cost proposal. All work performed and delivery on the Navajo Nation is subject to 6% - Navajo Nation Sales Tax.**

**Request for Taxpayer  
Identification Number and Certification**

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

**Give form to the  
requester. Do not  
send to the IRS.**

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	<b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	<b>2</b> Business name/disregarded entity name, if different from above.	
	<b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.  <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . . <b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.  <input type="checkbox"/> Other (see instructions) _____	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____  (Applies to accounts maintained outside the United States.)
	<b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . <input type="checkbox"/>	
	<b>5</b> Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)
	<b>6</b> City, state, and ZIP code	
	<b>7</b> List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>											
				-				-			
<b>or</b>											
<b>Employer identification number</b>											
					-						

**Part II Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person	Date
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**What's New**

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they



**NAVAJO NATION CERTIFICATION**  
**Regarding Debarment, Suspension, and**  
**Contracting Eligibility**

1. Applicant entity acknowledges that to the best of its knowledge that the Applicant entity, either in its present form or in any identifiable capacity, has not, in accordance with 12 N.N.C. § 361:
  - A. Been convicted of the commission of criminal offenses incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of any such contract or subcontract;
  - B. Been convicted of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or other offenses indicating a lack of business integrity or honesty, which currently, seriously, and directly affect responsibility as a Navajo Nation contractor;
  - C. Been convicted under antitrust statutes arising out of the submission of bids or proposals;
  - D. Violated contract provisions, including:
    - i. Deliberate failure, without good cause, to perform in accordance with the contract specifications or within the time limit provided in the contract,
    - ii. A recent record of failure to perform or of unsatisfactory performance with the terms of any contract, or
    - iii. Any other cause so serious and compelling as to affect responsibility as a Navajo Nation contractor, including debarment by another governmental entity.
2. Applicant acknowledges that if the Navajo Nation determines that the executed Certification provided herein is untrue or not wholly accurate, it shall be grounds for the Navajo Nation to terminate the contract and pursue other legal remedies, at the Navajo Nation's discretion.
3. Applicant certifies to the best of its knowledge that it is eligible to do business with the

Navajo Nation, in its present form or in any other identifiable capacity, pursuant to 12 N.N.C. § 1501 and 5 N.N.C. § 301. Applicant also acknowledges that per 12 N.N.C. § 1505, it will not be eligible to contract with the Navajo Nation if deemed ineligible by the appropriate department or entity of the Navajo Nation which receives the Applicant’s request for consideration for a business opportunity.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Name of individual signing on Applicant’s behalf (print)

\_\_\_\_\_  
Applicant Address

\_\_\_\_\_  
Title of individual signing on Applicant’s behalf

\_\_\_\_\_  
Applicant Address

\_\_\_\_\_  
Signature of individual signing on Applicant’s behalf

\_\_\_\_\_  
Applicant Address

\_\_\_\_\_  
Date