



7601 Jefferson St. NE #120
Albuquerque, NM 87109
505-314-5200
www.nmhix.com

**THE NEW MEXICO HEALTH INSURANCE EXCHANGE
REQUEST FOR QUOTES
FOR SOCIAL MEDIA STRATEGY SUPPORT SERVICES
NMHIX Procurement No.: 2023-001**

The New Mexico Health Insurance Exchange (NMHIX) is requesting quotes for social media strategy support services through July 31, 2023.

Scope of Work

The selected vendor will be required to provide the following services:

- Social media strategy
- Enterprise posts and social stories/blog format content (at least 10)
- Creation of organic posts, weekly for each platform
- Audit of current social platforms
- Creation of boosted and sponsored posts along with placement/frequency recommendations

Responses

Responses should include:

1. A detailed explanation of the offeror's ability to perform the services outlined in the Scope of Work, above.
2. Information (e.g., education, work experience, other relevant information) regarding key personnel that offeror proposes to use in performance of the services.
3. A detailed and itemized cost proposal for all services included in the Scope of Work. The cost proposal should include an itemization of the New Mexico Gross Receipts Tax.
4. A completed and signed Campaign Contribution Disclosure Form (attached hereto as appendix A).

Note: All quotes and documents pertaining to the RFQ will be available for public inspection, *except* for proprietary or confidential material as follows: (1) confidential financial information concerning the offeror's organization; and (2) information that qualifies as a trade secret in accordance with the Uniform Trade Secrets Act, §§57-3A-1 through 57-3A-7. Offerors may submit a redacted version of their quote with the proprietary or confidential information blacked-out in order to facilitate any requested public inspection of the non-confidential version of offeror's proposal.

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Response Deadline

Responses to this RFQ must be received by NMHIX no later than close of business on **Wednesday March 15, 2023**. It is the offeror's responsibility to ensure that its quote is received prior to the deadline. Please respond to proposals@nmhix.com and include "Social Media Strategy RFQ" in the subject line. You may also deliver your quote, c/o Natasha Romero, to 7601 Jefferson St. NE, Ste. 120, Albuquerque, NM 87109.

If your company is unable to provide the services sought, we would appreciate an email response for our records, advising us of the same.

Additional Information and Assumptions

A. Resulting Contract. NMHIX intends to enter into a contract with the selected offeror effective immediately upon approval by the appropriate state authorities. It is anticipated that the contract resulting from this procurement will be effective no later than April 1, 2023, and the selected contractor should be prepared to begin services immediately upon finalization of the contract. The contract will be a single award. Any contract award is contingent upon and subject to approval by the appropriate state authority and the ability of NMHIX to obtain necessary funds by assessments, grants, or other means.

B. No obligation. Issuance of this RFQ in no way constitutes a commitment on the part of NMHIX to enter into a contract.

Procurement Officer

If you need additional information or have questions related to this project, please contact Natasha Romero, New Mexico Health Insurance Exchange Chief Procurement Officer, at 505.314.5250 or nromero@nmhix.com

Offerors may contact only the Procurement Manager regarding this procurement. Other NMHIX staff members or members of the Board of Directors do not have the authority to respond on behalf of NMHIX.

APPENDIX A

CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to the Procurement Code, Sections 13-1-28, *et seq.*, NMSA 1978 and NMSA 1978, § 13-1-191.1 (2006), as amended by Laws of 2007, Chapter 234, any prospective contractor seeking to enter into a contract with any state agency or local public body **for professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources** must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

Furthermore, the state agency or local public body may cancel a solicitation or proposed award for a proposed contract pursuant to Section 13-1-181 NMSA 1978 or a contract that is executed may be ratified or terminated pursuant to Section 13-1-182 NMSA 1978 of the Procurement Code if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

The state agency or local public body that procures the services or items of tangible personal property shall indicate on the form the name or names of every applicable public official, if any, for which disclosure is required by a prospective contractor.

THIS FORM MUST BE INCLUDED IN THE REQUEST FOR PROPOSALS AND MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law of (a) a prospective contractor, if the prospective contractor is a natural person; or (b) an owner of a prospective contractor.

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Prospective contractor” means a person or business that is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person or business qualifies for a sole source or a small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

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Note: A prospective contractor shall make **separate** disclosures of all campaign contributions given by (1) the prospective contractor, or (2) a family member or (3) representative of the prospective contractor, or shall complete the non-disclosure statement, as applicable.

DISCLOSURE OF CONTRIBUTIONS:

Contribution Made By:			
Relation to Prospective Contractor:			
Name of Applicable Public Official:		Governor _____	
Contribution(s) Date(s)	Contribution Amount(s):	Nature of Contribution(s):	Purpose of Contribution(s):
	\$		
	\$		
	\$		
	\$		
	\$		

(Attach extra pages if necessary)

Signature: _____

Date: _____

Title/Position: _____

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.

Signature: _____

Date: _____

Title/Position: _____