



REQUEST FOR PROPOSALS (RFP): Behavioral Health Advocacy Campaign

Pre-Proposal Conference Held: September 23, 2026, | 2:00 p.m.

BHSB Facilitators:

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QUESTIONS AND ANSWERS

Posted: October 2, 2026

Question?

How much of the budget do you plan to allocate to advertising?

Answer: BHSB has found that a modest advertising investment of a few thousand dollars can be highly effective when strategically targeted through geofencing around the state capital and other key areas.

Question?

Does adjacent Maryland public campaign work count? Meaning things not related to advocacy like the Maryland Lotto (as a hypothetical example).

Answer: Yes.

Question?

What types of documentation and file formats can be uploaded to the procurement system (e.g., screenshots, images, PDFs, or other supporting materials)?

Answer: BHSB does not accept screenshots as supporting documentation. All supporting materials must be submitted in PDF format, as outlined in the RFP.

Question?

What does a potential renewal look like past June 30, 2027 in terms of scope? Does BHSB expect the vendor to pitch Maryland outlets directly off its own relationships, or does BHSB's comms team own the relationships?

Answer:



Currently, funding is only available through June 30, and BHSB has not secured funding beyond that date. Therefore, there is currently no option for contract renewal. Regarding Maryland media outlets, BHSB maintains established relationships with statehouse reporters and other media contacts throughout the Baltimore region. The media engagement approach will ultimately depend on the strategy developed by the selected contractor. Consideration will be given to the contractor's existing media relationships, proposed outreach strategy, and ability to effectively position stories and secure media attention.

Question?

Will the selected contractor be required to work with, manage, or otherwise engage registered lobbyists in support of the project's objectives?

Answer: No.

End of Questions and Answers