

Child-Friendly Business Awards Public Education Media Campaign

Please provide a brief narrative response to the following questions and, to the extent possible, organize using headers. The narrative should not exceed **twelve (12) pages**. Please do not use a font size smaller than **11-point size**.

1. Share about your agency's mission and how it relates to the mission and vision of First 5 Fresno County.
2. Describe your ideas and approach to designing an effective CFBA campaign responsive to the Intent (page 3) and the Scope of Services (page 4). Include a projected timeline for planning and implementation.
3. Describe your firm's/agency's qualifications as they relate to the Eligibility and Scope of Services sections on page 4 of the RFP. Include the number of years of experience your firm/agency has in designing and implementing marketing/advertising projects with agencies similar to First 5 Fresno County. Be sure to reference the experience of your personnel.
4. List specific examples of past projects your firm/agency has completed related to the intent of this RFP (see Scope of Services on page 4) and your firm/agency's specific role in each project. Please provide attachments and/or links to these projects being referenced.