



Request for Proposals (RFP)
Dolly Parton's Imagination Library in Oklahoma Marketing Campaign

Issuing Organization: Oklahoma Partnership for School Readiness (OPSR)

Funding Source: Oklahoma Partnership for School Readiness Foundation

Contract Amount: \$250,000

Contract Term: 5 months

Anticipated Start Date: February 9, 2026

POSTED Q&A for Dolly Parton's Imagination Library in Oklahoma
Marketing Campaign RFP:

1. Do you have a specific goal for an increase in registrations?

We do not have a single numeric registration target for this campaign. Our long-term goal is to reach 65% enrollment of Oklahoma children ages 0–5, and we are focused on incremental, sustainable growth from our current statewide baseline of approximately 35% enrollment.

2. What do you envision the advertising spend percentage of the total budget to be?

Vendors should provide a detailed, line-item budget recommendation for the full grant amount, including a clear breakdown of professional fees, creative/production costs, and paid media/advertising spend. While OPSR Foundation has not established a specific threshold for advertising spend, we anticipate that a substantial portion of the total budget will be dedicated to paid media, and we would generally expect proposals to allocate at least 30% of the overall budget toward advertising costs.

3. When do you envision new content launching?

As soon as possible.

4. How much of this content, if any, is focused on fundraising and/or attracting new county sponsors?

We anticipate campaign efforts will be split roughly evenly between fundraising and increasing registrations. A portion of the fundraising strategy may also include targeted outreach to recruit new local program partners/sponsors in counties where

additional support is needed. Additional fundraising efforts may focus on grassroots activations and statewide corporate sponsorships.

5. Do you envision video and audio content outside of Storyvine production?

Yes. We anticipate there may be additional video and/or audio content needs beyond Storyvine, including production to support paid advertising, subscription growth, and fundraising efforts. Any associated production costs should be included in the proposed budget.

6. Does OPSR have an existing Storyvine subscription or is that cost meant to be included in the budget?

OPSR already has an active Storyvine subscription. The cost of the subscription should not be included in proposals submitted under this RFP.

7. Do you anticipate any photography needs outside of editing existing imagery?

In general, no. OPSR does not anticipate significant photography needs beyond editing existing imagery. However, photography may be needed if it is directly related to production for advertising or campaign creative, and vendors may include those costs in their proposed budget if applicable.

8. Where will the affiliate marketing toolkit live? (OPSR's website, Before the Bell microsite, DPIL, etc.)

The toolkit will most likely be housed on OPSR's DPIL webpage; however, the final location has not yet been determined and may be finalized during the project based on vendor recommendations and OPSR needs.

9. What outreach is expected for affiliate communication (emails, paid ads, etc.)?

Affiliate communication is expected to include regular outreach and coordination to support local implementation of campaign materials. This may include email communications, toolkits/templates, and guidance for local promotion. Vendors may also recommend paid digital strategies to support affiliate-driven recruitment or localized outreach in priority counties, as appropriate and within the overall campaign budget.

10. What do you envision for the SEO services? Is this meant to be updated content / blog development for the OPSR / Before the Bell website?

SEO services should focus on improving the visibility and performance of DPIL-related web content, with the goal of increasing registrations and supporting

fundraising outcomes. This may include recommendations for on-page SEO improvements (metadata, page structure, keyword optimization, and technical best practices), as well as potential content updates or light content development (such as refreshed landing page copy and/or blog-style content) as recommended by the vendor. The specific scope and primary web location (OPSR website and/or Before the Bell) may be finalized based on vendor recommendations and OPSR needs.

11. Will this project be in affiliation with Before the Bell as it had been previously?

We hope this project will build on the success of previous Before the Bell activities tied to DPIL. However, the extent of any formal affiliation or branding connection will be determined based on vendor recommendations and OPSR needs during campaign development.

12. Who are the decision makers for this RFP?

Key decision-makers for this RFP include OPSR's Executive Director, Deputy Director, Director of Early Childhood Systems, DPIL Program Manager, and Director of Communications. The Director of Communications and the DPIL Program Manager will serve as the primary point of contact for the selected vendor and will manage day-to-day coordination with OPSR.