



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

1. Overview

The Oklahoma Partnership for School Readiness (OPSR) Foundation is accepting proposals from qualified marketing firms and/or individual marketing professionals to plan and execute a comprehensive marketing campaign supporting Dolly Parton's Imagination Library (DPIL) of Oklahoma during the period of February 9, 2026, through May 2026. Proposals are due by January 30, 2026.

The intent of this RFP is to select a vendor capable of developing and executing a campaign that measurably increases public awareness, engagement, and enrollment of children ages birth to five in DPIL Oklahoma while also supporting local DPIL program partners' outreach and sustainability.

The Oklahoma Partnership for School Readiness (OPSR) Foundation serves as the state's Early Childhood Advisory Council, created to coordinate an early childhood mixed-delivery system that strengthens families and ensures all children arrive at school ready. OPSR facilitates collaborative planning and decision-making to increase coordination among programs, maximize public and private funding, and pursue policies that improve learning opportunities and environments for Oklahoma's children.

Dolly Parton's Imagination Library (DPIL) in Oklahoma is a statewide early literacy program that provides free, high-quality books to children from birth to age five, delivered directly to their homes every month. Through a partnership between the Dollywood Foundation, the State of Oklahoma, and local community program partners, families enroll at no cost and build a home library that supports language development, school readiness, and a lifelong love of reading.

Campaign Goals & Objectives

Primary Objective

- Increase the percentage of Oklahoma children ages birth to five enrolled in DPIL.
- Target Growth Areas
 - Special attention will focus on:
 - Oklahoma's major metropolitan areas

- Additional geographic opportunities identified by OPSR Foundation
- Affiliate Support Objective
 - Successful applicants must demonstrate ability to work with and support local DPIL program partners by providing tools and materials that promote program sustainability and effective community outreach.

Scope of Work / Required Services

The selected vendor will be expected to provide a comprehensive, integrated marketing campaign that includes strategy, creative development, paid media planning/placement, affiliate support, and performance reporting.

A. Campaign Strategy & Planning

- Continue current advertising campaign using best-performing content/strategies until new campaign creative is developed
- Create a plan to maximize recruitment of new DPIL subscribers statewide
- Develop audience segmentation and targeting recommendations
- Provide campaign timeline and project management support

B. Creative Development & Production

- Provide artistic direction and concept design for recruitment materials (flyers, infographics, and templates)
- Create final assets suitable for print and digital use
- Provide photo editing/touch-ups for OPSR-provided images and/or select appropriate stock imagery
- Replicate necessary campaign materials in Spanish (as needed)

C. Affiliate Marketing Toolkit

- Create a marketing toolkit for DPIL local program partners that can be personalized across all 77 counties.
- Toolkit should include:
 - i. customizable social posts
 - ii. flyers/posters
 - iii. basic messaging guidance (tone + key talking points)
 - iv. simple instructions for implementation by local program partners

D. Digital / Social / Brand Management

- Manage a social media campaign (recommended platforms + posting strategy)
- Manage a digital marketing campaign (paid and/or organic)
- Manage an overall branding campaign aligned with DPIL Oklahoma and OPSR Foundation goals
- Coordinate the production and collection of Storyvine videos on the impact of DPIL on families

E. Paid Media & PR

- Prepare a paid media plan and oversee placements
- Arrange radio and TV airtime slots (where applicable)
- Prepare and distribute press releases (as appropriate)

F. SEO, Analytics & Reporting

- Provide SEO services

- Create and maintain Google Analytics (or comparable platform) for impact tracking
- Provide regular reporting and recommendations for optimization

Budget Requirements (\$250,000 all-in)

The total project budget is \$250,000, and this amount includes paid media spend.

Proposals must include a line-item budget that clearly separates:

- Agency / professional fees (strategy, creative, project management, media buying, reporting)
- Production costs (photography/video, design, copywriting, translation, etc.)
- Paid media spend (platform/media channel budgets and estimated allocations)

Expected Outcomes & Reporting

Vendors should describe how they will measure success. OPSR Foundation expects:

- measurable increase in engagement and registration statewide
- monthly performance tracking and reporting
- recommendations for optimization based on results

Proposal Submission Requirements

Proposals should include the following sections:

- A. Organization / Team
 - Company background or professional qualifications
 - Primary point of contact
 - Key staff assigned and bios
- B. Relevant Experience
 - Examples of similar campaigns (statewide, public sector, early childhood, literacy, education, etc.)
- C. Campaign Approach
 - Strategy overview
 - Target audiences and rationale
 - Creative approach (including examples if available)
 - Proposed channels and tactics
- D. Workplan & Timeline
 - Key phases and milestone dates
- E. Measurement Plan
 - What you will track and how
 - How you will define/measure conversion or enrollment performance
- F. Budget
 - Line-item cost breakdown
 - Clear separation of fees vs. media spend

Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of DPIL Oklahoma and target audiences – 25 pts.
- Strength and feasibility of the strategy and workplan – 10 pts.
- Quality and credibility of creative approach – 15 pts.
- Demonstrated experience with comparable campaigns – 5 pts.
- Measurement and reporting plan – 15 pts.
- Budget clarity and value – 20 pts.
- Ability to support local affiliate sustainability and outreach – 10 pts.

Request for Proposal Timeline:

The following timeline shall apply to this Request for Proposal:

RFP Sent out for bid	January 20, 2026
Questions Submitted to OPSRF via email	January 23
<ul style="list-style-type: none">• <i>Questions should be sent to Jon Trudgeon at jtrudgeon@okschoollreadiness.org no later than 4:00 p.m. on January 23, 2026</i>	
Responses to questions posted online	January 28
Deadline for Submissions of Proposals via email	January 30
Notify successful vendor	February 6
Campaign Begins	February 9
Campaign Ends	May 2026

Submission Information

Submission Deadline: 3:00 pm on January 30, 2026

Submit proposals electronically to:

Jon Trudgeon
Director of Communications
jtrudgeon@okschoollreadiness.org