



City of Forest Acres  
Forest Acres Police Department

## Request for Proposals (RFP) South Carolina Opioid Recovery Fund (SCORF) Public Education, Prevention, and Awareness Marketing Campaign

**Total Available Budget:** \$42,500

**Campaign Duration:** One year beginning March 1

**RFP Issue Date:** January 28, 2026

**Proposal Due Date:** February 28, 2026

**Anticipated Award Date:** March 6, 2026

### **Submission Contact**

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## 1. Introduction and Background

The Forest Acres Police Department (FAPD) is seeking proposals from qualified marketing and communications firms to design and implement a comprehensive opioid and substance misuse prevention and awareness campaign funded through the South Carolina Opioid Recovery Fund (SCORF). This campaign will focus on high-visibility messaging and targeted outreach within the Forest Acres community, particularly near schools, residential areas, and public recreation spaces.

## 2. Purpose and Objectives

This project is funded through SCORF and must comply with all applicable allowability and reporting requirements. The campaign shall align with SCORF Category 1: Prevention, Education, and Awareness and utilize non-stigmatizing, trauma-informed public health messaging. The campaign will increase awareness of prevention, treatment, and recovery resources and direct residents to credible state and federal information sources.

## 3. Scope of Work

### A. Campaign Branding and Creative Development

Develop a campaign name, visual identity, messaging framework, and creative assets suitable for outdoor and digital use.

### B. Outdoor Advertising

Design and place messaging on one (1) billboard located on Forest Drive near the City entry from I-77.

### C. Targeted Digital Advertising

Deploy geofenced digital ads targeting Crayton Middle School, A.C. Flora High School, Trenholm Park, and apartments in the Covenant Crossing area.

### D. Campaign Landing Page

Design a mobile-responsive landing page linking to credible state and federal drug prevention, treatment, and recovery resources.

### E. Metrics and Evaluation

Provide campaign metrics including impressions, reach, engagement, click-through rates, and landing page analytics suitable for SCORF reporting.

## 4. Budget

The total available budget for this project is \$42,500 and must include all creative development, media placement, digital advertising, web development, analytics, and project management costs.

## 5. Project Timeline

The campaign shall run for one (1) year beginning March 1. Proposals should include a timeline for campaign development, launch, optimization, reporting, and final evaluation.

## 6. Vendor Qualifications

Vendors should demonstrate experience with public-sector or public-health marketing campaigns, outdoor and digital media placement, and performance measurement.

## 7. Proposal Submission Requirements

Proposals must include a cover letter, firm overview, approach and methodology, relevant experience, proposed timeline, detailed budget, and metrics strategy.

## 8. Terms and Conditions

FAPD reserves the right to reject any or all proposals. All work must comply with SCORF guidance and applicable federal, state, and local regulations.