



# Request for Proposal (RFP)

## for Marketing and Advertising Services

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Proposals due by:  
October 10, 2025

September 2025

# Purpose

The purpose of this Request for Proposals (“RFP”) is for AMERIND Risk Management Corporation (“AMERIND”) to obtain proposals from qualified firms to provide comprehensive marketing and advertising services.

AMERIND seeks a firm that can demonstrate:

- **Relevant Experience:** Proven success in building strategic partnerships with Tribal governments, business enterprises, and organizations, with a minimum of 5 years of experience delivering large-scale, integrated marketing campaigns.
- **Multichannel Expertise:** Demonstrated ability to plan and execute campaigns across print, digital, social media, broadcast, and other emerging platforms.
- **Cultural Competence:** A clear understanding of and respect for Tribal communities, values, and perspectives, ensuring all work reflects cultural awareness and sensitivity.
- **Content Development:** Strong writing and creative capabilities, including the ability to consistently reflect AMERIND’s voice and values across all communications.
- **Creative Storytelling:** A track record of developing compelling, persuasive messaging tailored to diverse audiences that effectively communicates the AMERIND story.
- **Performance Measurement:** Defined success metrics with processes for tracking, reporting, and optimizing campaign performance over time.

Proposals must outline the firm’s qualifications, relevant project examples, and a straightforward approach to help AMERIND achieve measurable marketing and advertising outcomes.



# Background

AMERIND Risk Management Corporation (“AMERIND”) is a tribally owned corporation chartered under federal law by three federally recognized Tribal Nations: the Red Lake Band of Chippewa Indians, the Confederated Salish and Kootenai Tribes of the Flathead Indian Reservation, and the Pueblo of Santa Ana. AMERIND is headquartered on the Pueblo of Santa Ana and incorporated under Section 17 of the Indian Reorganization Act (25 U.S.C. § 5124). As a Section 17 corporation, AMERIND is a separate legal entity from its Charter Tribes, vested with sovereign immunity, and exempt from state and federal taxes. Oversight of AMERIND’s cells is provided by the AMERIND Cell Advisory Commission, which is composed of three to seven members appointed by AMERIND’s Board of Directors and is responsible for providing feedback, monitoring, and compliance review.

AMERIND is the only 100% Tribally owned and operated insurance solutions provider in Indian Country. We deliver property, liability, commercial auto, and workers' compensation coverage for Tribal governments, businesses, and housing entities, as well as homeowners and renters' insurance. Competing with three other organizations nationally, AMERIND is uniquely positioned to provide insurance solutions tailored to the needs of American Indian Tribes, Alaska Native Villages, and Tribal enterprises.

AMERIND operates through several cells and business lines:

- **Indian Housing Risk Retention Pool (Risk Pool / NAHASDA Program)**  
Provides insurance solutions for Tribally Designated Housing Entities under the Native American Housing Assistance and Self-Determination Act (NAHASDA).
- **Native American Homeowners and Renters (NAHR)**  
Offers homeowners and renters insurance through the Native American Shield and Community Shield programs.
- **Tribal Workers' Compensation (TWC)**  
Provides workers' compensation coverage for federally and state-recognized Tribes, Alaska Native Villages, and Tribal business entities.
- **Tribal Governments and Businesses (TGB)**  
Offers property, liability, fleet auto, and cyber liability coverage. The program also insures tax credit partnerships, tribally owned operations, and housing entities, including NAHASDA housing entities that are state-recognized Tribes.
- **AMERIND Re**  
Manages internal reinsurance treaties across AMERIND's programs, enabling greater flexibility in retention levels and reducing costs otherwise ceded to external reinsurers.
- **AMERIND Critical Infrastructure (ACI)**  
Assists Tribes with project management, grant writing, and cybersecurity planning to strengthen infrastructure resilience.

Through these business lines, AMERIND protects Tribal communities and enterprises while reinvesting in Indian Country and upholding the values of sovereignty and self-determination.



# Timeline

Date	Milestone
September 5, 2025	RFP Issued.
September 19, 2025	Clarification questions due by 5:00 p.m. MDT. Questions must be submitted via email to <b>Tina Duncan, Director of Business Development</b> ( <a href="mailto:tduncan@amerind.com">tduncan@amerind.com</a> ) and <b>Martha Hodgins, Marketing Specialist</b> ( <a href="mailto:mhodgins@amerind.com">mhodgins@amerind.com</a> ). <b>Subject line: ATTENTION – Questions, Marketing and Advertising Services RFP.</b> <i>AMERIND will not provide oral explanations or interpretations.</i>
September 26, 2025	Responses to clarification questions will be posted on AMERIND's website: <a href="http://www.amerind.com">www.amerind.com</a> .
October 10, 2025	Proposals must be postmarked by 10/10. Proposals must be submitted in hard copy to: <b>AMERIND Risk Management Corporation</b> <b>Attention: Tina Duncan, Director of Business Development – Response to RFP</b> <b>502 Cedar Drive</b> <b>Santa Ana Pueblo, NM 87004</b> <i>Late, faxed, or emailed submissions will not be accepted or considered.</i>
October 24, 2025	AMERIND will notify the selected firm regarding the outcome of the RFP process.



## Scope of Work & Goals

AMERIND is seeking sealed proposals from qualified firms to provide comprehensive marketing and advertising services. The firm selected will collaborate closely with AMERIND's Business Development Team, which will serve as the primary point of contact throughout the contract. While AMERIND makes no guarantee as to the number or size of projects awarded, the firm will be expected to support AMERIND in carrying out a wide range of marketing and advertising activities. AMERIND may also elect to perform portions of work in-house.

The initial contract term will be one (1) year, with the option to renew for up to three (3) additional one-year terms by mutual agreement between AMERIND and the selected firm.

### Goals

The selected firm will be expected to assist AMERIND in achieving the following goals:

- Strengthen and project AMERIND's image as the premier insurance provider for Indian Country
- Develop educational articles and advertorials to raise awareness of AMERIND programs
- Produce a biannual educational publication for IHBG members and customers, and prepare press releases that highlight both internal developments and external initiatives at AMERIND.
- Increase awareness of AMERIND's specific programs and services across all target audiences
- Highlight AMERIND's ongoing support of Tribal communities and enterprises
- Support recruitment of new business and retention of existing business

### Professional Services

The scope of professional services may include, but is not limited to:

- Strategic collaboration with AMERIND's Business Development Team, including brainstorming and planning sessions to develop projects, improving marketing approaches, and updating existing materials
- Market research, analysis, and counsel
- Brand analysis and refresh
- Advertising: conception, planning, design, development, production, and evaluation
- Media buying, placement, and monitoring
- Graphic design and creative development
- Copywriting and content development
- Website Maintenance
- Development of animated videos and explainer content to promote AMERIND's branding and service on digital platforms (e.g., YouTube, website)
- Photography and videography



# Proposal Preparation

To be considered for selection, proposals must be organized in the following order and include the required information:

## Section I – Proposal Requirements

### 1. Title Page

Include the RFP title, name of the proposer's firm, firm address, telephone number, fax number (if applicable), name and email address of the primary contact, and date of submission

### 2. Transmittal Letter

Provide a one- to two-page summary that demonstrates the proposer's understanding of the scope of work and a commitment to perform the services within the required timeline.

### 3. Table of Contents

List all sections of the proposal with page numbers for easy reference.

### 4. Profile of the Proposer

Provide background information on the firm, including:

- \*Office location(s)

- \*Number of partners, managers, supervisors, senior staff, and professional staff (both firm-wide and at the office that would manage AMERIND's account)

- \*Range of services offered, emphasizing marketing and advertising expertise

### 5. Qualifications and Experience

Describe the firm's relevant experience, particularly with Tribal Nations, Tribal organizations, or similar entities. Include recent projects or case studies that demonstrate expertise.

### 6. Technical Approach

Outline the firm's proposed approach and methodology for delivering the scope of work. Clearly describe how services will be planned, implemented, and evaluated.

### 7. Project Organization and Management

Identify the project team members and their roles. Provide an overview of the process for conducting marketing research and executing advertising campaigns, including phases of work and how technology will be leveraged to improve efficiency and reduce costs.

### 8. Scope of Work

AMERIND seeks sealed proposals from qualified firms to provide comprehensive marketing and advertising services. While AMERIND makes no guarantee as to the number or size of projects awarded, the selected firm will be expected to collaborate closely with AMERIND's Business Development Team, which will serve as the primary point of contact. AMERIND may also elect to perform portions of work in-house. The agreement term will be one (1) year, with an option to renew annually for up to three (3) additional years by mutual consent.



# Proposal Guidelines

All proposals must adhere to the following format requirements:

- **Length:** Proposals must not exceed 25 pages, excluding the Title Page, Table of Contents, Transmittal Letter, and Cost Proposal.
- **Font and Size:** Arial, 11-point font, with 1-inch margins.
- **Spacing:** Single-spaced, with double spacing between section headings.
- **Section Dividers:** Use labeled dividers or tabs to separate required sections clearly.
- **Page Numbers:** Number all pages sequentially.
- **Binding:** Proposals must be bound (stapled, comb-bound, or in a three-ring binder). Loose pages will not be accepted.
- **Copies:** Submit one (1) original and four (4) copies, as outlined in the Submission of Proposals section.

## Schedule

Proposals must include a schedule that outlines:

- The proposed period of performance and duration of the project(s) in months
- A milestone chart showing key deliverables
- Timeframes for preparation and submission of the marketing research analysis and advertising campaign(s)

The following deadlines will apply to the awarded firm:

- **Initial Year (2026)**
  - Draft project plan due: December 12, 2025
  - Final project plan due: December 19, 2025
- **Subsequent Years (if renewed)**
  - Draft project plan due: November 1
  - Final project plan due: December 15

## Qualifications and Experience of Staff

Proposers must identify the personnel who will be assigned to this project and provide their qualifications. For each key staff member, include a brief résumé or CV that contains the following information:

- Name, title, and role on the project
- Education and professional certifications
- Relevant work experience, including similar projects completed
- Types of clients served, with emphasis on Tribal governments, Tribal organizations, or similar entities (if applicable)
- Any additional information that demonstrates the individual's qualifications for the proposed work

Only personnel who will be directly involved in the project should be listed. Substitution of key personnel after award will require AMERIND's prior approval.

## References

Proposers must provide references for three (3) clients served by the firm within the last three (3) years that are relevant to the scope of this RFP. References should, whenever possible, reflect experience with Tribal governments, Tribal organizations, or comparable entities.

For each reference, include the following information:

- Client name and organization
- Key point(s) of contact, with email and phone number
- Description of services performed (e.g., marketing, advertising, media buying, branding, creative development)
- Time period during which the firm has served the client

## Section II - Cost Proposal

Proposers must submit a detailed cost proposal that includes the following:

### 1. Fee Structure

\*A table identifying the proposed staff hours by phase of work, with corresponding billing rates for each staff level.

\*A clear statement of whether the proposal is based on a fixed fee, hourly rates, or blended rates.

### 2. Expenses

\*An itemized list of all anticipated expenses, including travel, production, media placement, and any other costs.

\*Indication of whether travel costs are included in the proposed fee or will be billed separately.

### 3. Assumptions

\*A list of assumptions or conditions on which the cost proposal is based.

\*Identification of circumstances under which the firm may request a change in the proposed fees.

## Submission of Proposals

- **Deadline:** Proposals must be postdated no later than October 10, 2025. Late submissions will be disqualified and will not be evaluated.
- **Format:** Submit **five (5) hard copies** of the proposal (one original and four copies), in sealed envelopes or packages.
- **Address:**  
AMERIND Risk Management Corporation  
Attention: Tina Duncan, Director of Business Development – Response to RFP  
502 Cedar Drive  
Santa Ana Pueblo, NM 87004
- **Labeling:** The envelope/package must be clearly marked “**Response to RFP – Marketing and Advertising Services.**”
- **Restrictions:** AMERIND will not accept faxed or emailed submissions.



## Evaluation Procedures

Criteria	Points	Evaluation Factors
1. Responsiveness & Technical Approach	0-25	<ul style="list-style-type: none"> <li>• Demonstrated understanding of the scope of work</li> <li>• Quality of proposed marketing and advertising approach</li> <li>• Reasonableness of time estimates for each primary task</li> </ul>
2. Firm Qualifications & Experience	0-25	<ul style="list-style-type: none"> <li>• Size, structure, and ability of the firm to maintain project continuity</li> <li>• Relevant experience with Tribal entities or comparable organizations</li> <li>• Reputation and client satisfaction, as demonstrated by references</li> </ul>
3. Ownership Structure	0-10	<ul style="list-style-type: none"> <li>• Native-owned firm (See Indian Preference provision below)</li> </ul>
4. Staff Qualifications & Experience	0-15	<ul style="list-style-type: none"> <li>• Education, experience, and qualifications of key team members</li> <li>• Roles and responsibilities on the project</li> <li>• Supervision provided by senior staff/ partners</li> </ul>
5. Cost Proposal	0-25	<ul style="list-style-type: none"> <li>• Reasonableness of proposed costs relative to scope and deliverables</li> <li>• Transparency of fee structure and assumptions</li> </ul>
Total	100	

## Indian Preference

In accordance with Section 3 of the Indian Financing Act of 1974 (25 U.S.C. § 1452), preference in the award of contracts or subcontracts may be given to Indian organizations and Indian-owned economic enterprises.

- **Definitions (per 25 U.S.C. § 1452):**

***Economic enterprise:*** Any Indian-owned commercial, industrial, or business activity established for profit, with not less than 51% Indian ownership.

***Indian organization:*** The governing body of any Indian Tribe or an entity established or recognized by such governing body.

**Indian:** A member of any Tribe, band, group, pueblo, or community recognized by the federal government as eligible for services from the Bureau of Indian Affairs, as well as “Natives” defined in the Alaska Native Claims Settlement Act.

**Tribe:** Any Indian Tribe, band, group, pueblo, or community, including Alaska Native villages and groups (including corporations organized by Kenai, Juneau, Sitka, and Kodiak), recognized by the federal government as eligible for BIA services.

- **Proof of Indian Ownership**

Proposers seeking preference must submit documentation with their proposal, which may include:

Certification by a Tribe that the proposer is an Indian (AMERIND will accept a Tribe’s certification of membership).

Evidence of Indian ownership, such as stock ownership, structure, management, control, financing, and salary/profit-sharing arrangements.

- **Employment and Training Preference**

In addition, proposers seeking Indian preference must submit a written statement addressing:

1. The number or percentage of Indians currently employed by the firm.
2. The firm’s employment and training opportunities for Indians, including plans to provide preference in carrying out this contract.
3. The number or percentage of Indians anticipated to be employed and trained if awarded the contract.

Evaluation Note: Indian Preference will be considered as part of the evaluation criteria under “Ownership Structure of Firm” (0–10 points).

## Contract Award

AMERIND reserves the right to award a contract based on the initial proposals received, without further discussion or negotiation. Proposers should therefore ensure that their initial submission represents their best terms, both technical and financial.

Suppose AMERIND does not make an award based on initial proposals. In that case, negotiations may be conducted with those proposers determined to be responsible and responsive, and whose proposals fall within the competitive range.

