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**Housing Finance
Agency**

Request for Proposal for Media Services

Issuance Date | October 14, 2026

**Proposals must be submitted no later than 5 p.m. (EST) on
November 20, 2026**

Submit to:

Ohio Housing Finance Agency
Janice Wildermuth, Purchasing Supervisor
FinRFP@ohiohome.org

Table of Contents

- Table of Contents 2**
- 1. Guidelines for Request for Proposals 3**
 - 1.1 Introduction 3
 - 1.2 Schedule of events 3
 - 1.4 Verbal Communication Regarding RFP Prohibited 4
 - 1.5 Submission of Proposals 4
 - 1.6 Right to Request Additional Information 4
 - 1.7 Right to Reject Proposals and Cancel RFP 4
 - 1.8 Evaluation and Award of Contract 4
 - 1.9 Agreement for Services 5
 - 1.10 State Law Provisions 5
- 2. Scope of Services 7**
 - 2.1 Services Required 7
- 3. Required Information to be Provided in Response to the Proposal 9**
 - 3.1 Description of Firm 9
 - 3.2 Qualifications Relative to Scope of Services.....9
 - 3.3 Staff References.....10
 - 3.4 References.....10
 - 3.5 Cost Proposal.....10
 - 3.6 Litigation, Administrative Proceedings, Investigations 10
 - 3.7 Other Qualifications 10
- 4. Evaluation Process 11**
 - 4.1 Minimum Evaluation Requirements 11
 - 4.2 Evaluation Criteria 11
- 5. Proposal Format and Submission 12**
 - 5.1 Proposal Organization and Format 12
 - 5.2 Submitting the Proposal 12
- EXHIBIT A.....13**
- EXHIBIT B.....14**

1. Guidelines for Request for Proposals

1.1 Introduction

For more than 40 years, Ohio Housing Finance Agency (OHFA) has used state and federal resources to create safe, quality, and affordable housing opportunities for low- and moderate-income Ohioans. OHFA finances the construction and preservation of affordable rental housing for low- and moderate-income families and individuals, including older adults, persons with disabilities, persons experiencing homelessness, persons struggling with mental illness or substance abuse, and veterans. The Agency works to maintain the safety and high standards of this rental housing through asset management, inspections, and compliance training and technical assistance. OHFA also helps Ohioans achieve the dream of homeownership through down payment assistance and fixed-rate loans.

It is our mission to “open the doors to an affordable place to call home” and create an Ohio where everyone has access to safe, decent, affordable housing. It is this mission and vision that provides the focus of our daily work.

OHFA is seeking proposals from a strategic media agency, located in Ohio, to promote the Agency’s homebuyer programs to target audiences throughout Ohio. The selected partner will work with the Office of Public Affairs to create an advertising strategy that increases brand awareness and participation in OHFA’s homebuyer programs. The goal is to create a customer-focused, innovative, data-driven statewide strategy that brings measurable results.

1.2 Schedule of events

OHFA has established the following schedule for selection of respondent:

Event	Date
RFP issuance date	Wednesday, October 14, 2026
Written questions from applicants	Wednesday, November 4, 2026
Responses to applicant questions	Tuesday, November 10, 2026
Proposals due	Friday, November 20, 2026
Respondent interviews, if required	Monday, November 23, 2026
Confirmed selection by OHFA Board	Thursday, December 17, 2026
State date for Services	Monday, January 11, 2027

The above schedule is subject to change upon posting to OHFA’s [website](#).

1.3 Submission of Written Questions

It is the policy of OHFA to accept questions and inquiries from potential applicants. All questions and inquiries shall be in writing; no verbal questions will be answered. Potential applicants may submit their questions and inquiries via email to:

Ohio Housing Finance Agency

FinRFP@ohiohome.org

Subject: Media Services RFP - Questions

All written questions or inquiries are due by 5:00 p.m. (ET) November 4, 2026. OHFA expects to respond to all questions and inquiries by 5:00 p.m. (ET) on November 10, 2026.

OHFA reserves the right to decline to respond to any question or inquiry that will cause an undue burden or expense for OHFA or which OHFA deems unnecessary for purposes of responding to this RFP. OHFA will post all questions or inquiries with answers on its [website](#).

1.4 Verbal Communication Regarding RFP Prohibited

Verbal communication from any potential applicant regarding this RFP to OHFA staff and/or OHFA Board members is prohibited.

1.5 Submission of Proposals

Proposals received after the specified date and time will not be eligible for consideration. Any applicant who wishes to confirm receipt of their proposal may contact OHFA by email to FinRFP@ohiohome.org (Subject: Media Buyer). OHFA will respond by email with confirmation of receipt of the proposal.

An electronic copy of the written proposal must be sent to FinRFP@ohiohome.org by 5 pm ET, November 20, 2026. This copy is to be submitted in portable document format (pdf).

1.6 Right to Request Additional Information

OHFA reserves the right to request any additional information to assist in the review process, including requiring oral presentations of proposals to the OHFA Evaluation Team.

1.7 Right to Reject Proposals and Cancel RFP

OHFA reserves the right to reject any and all proposals at any time. OHFA reserves the right to cancel, withdraw, modify, or reissue this RFP at any time for any reason.

1.8 Evaluation and Award of Contract

The contract will be awarded to the firm that provides OHFA the most effective combination of qualifications and services required in the scope of services.

Preference will be given to firms with an office or branch in Ohio.

OHFA will post on its [website](#), the firm selected to be awarded the contract, after formal approval, by January 5, 2027.

1.9 Agreement for Services

The firm selected to provide the services described in this RFP is expected to sign and submit an agreement for services covering the scope and terms of this RFP. See Exhibit B for a sample agreement for services.

1.10 State Law Provisions

By submitting a response to this RFP, all applicants hereby agree to abide by the following state law provisions (all Ohio Revised Code references can be found at <http://codes.ohio.gov/orc>):

- a. Drug-Free Workplace Compliance. In the event that work performed pursuant to the terms of this engagement will be done while on state property, the applicant hereby agrees that all of its employees, while working on state property, will not purchase, transfer, use or possess illegal drugs or alcohol, or abuse prescription drugs.
- b. Outsourcing of Work.
 - i. Applicant affirms that it has read and understands Executive Order 2019-12D issued by Ohio Governor Mike DeWine, that it shall abide by those requirements in the performance of this work, and that it shall perform no services required under this RFP outside of the United States. Please visit <https://governor.ohio.gov/media/executive-orders/2019-12d>
 - ii. iChange of Performance Location. Applicant also affirms, understands, and agrees to immediately notify OHFA of any change or shift in the location(s) of services performed by applicant or its subcontractors under this Agreement, and no services shall be changed or shifted to a location(s) outside of the United States.
- c. Ohio Ethics Laws. Applicant certifies that it has reviewed and understands the Ohio ethics and conflict of interest laws including, without limitation, Ohio Revised Code §§ 102.01 et seq., §§ 2921.01, 2921.42, 2921.421 and 2921.43, and §§ 3517.13(I) and (J), and will take no action inconsistent with those laws, as any of them may be amended or supplemented from time to time.
- d. Unresolved Findings. Applicant warrants that it is not subject to an unresolved finding for recovery under O.R.C. 9.24. If this warranty is deemed to be false, any implied agreement is void ab initio and the applicant must immediately repay to OHFA any funds paid for work associated with this RFP. Applicant further warrants that it has no outstanding final judgments against it by the State, including tax liabilities, and any payments incurred by the State in this Agreement may be applied against any outstanding judgments or liabilities currently owed to the State or incurred by the State in the future.
- e. Conflict of Interest. Applicant shall not have on its staff, payroll, or otherwise employ for monetary compensation, any employee who, within the past twelve months, was a public official or employee with OHFA or any other board, commission, or agency of the State of Ohio who had the ability to make decisions regarding approval, disapproval, recommendation, rendering advice, investigation or otherwise exercised substantial administrative control over matters concerning Applicant or personnel of any subcontractor of Applicant. No personnel of the

applicant, subcontractor of applicant or personnel of any such subcontractor, or public official who exercises any functions or responsibilities in connection with the review or approval of any work completed under this Agreement shall, prior to the completion of such work, voluntarily or involuntarily acquire any personal interest, direct or indirect, which is incompatible or in conflict with the discharge or fulfillment of his functions or responsibilities with respect to the completion of the work contemplated by this RFP. Any such person, who, prior to or after the execution of any agreement with OHFA, acquires any personal interest, involuntarily or voluntarily, shall immediately disclose his interest to OHFA in writing. Thereafter, such person shall not participate in any action affecting the work for OHFA unless OHFA determines that, in light of the personal interest disclosed, his participation in any such action would not be contrary to the public interest.

- f. Adherence to State and Federal Laws, Regulations. Applicant agrees to comply with all applicable federal, state, and local laws related to its performance of the obligations of this RFP. Applicant accepts full responsibility for payments of all unemployment compensation, insurance premiums, workers' compensation premiums, all income tax deductions, social security deductions, and any and all other taxes or payroll deductions required for all employees engaged by applicant on the performance of work for OHFA.

2. Scope of Services

2.1 Services Required

The Office of Public Affairs is within the Operations Division of OHFA and supports the work of the program offices and other operational offices, as well as educates the housing industry, government leaders, nonprofits, and the public about OHFA's work and mission. The Office works to:

- Maintain and build a favorable reputation of the Agency;
- Raise awareness of the Agency and its work; and
- Create and implement marketing and advertising campaigns to promote OHFA homebuyer programs and its role in assisting Ohioans in realizing their dream of homeownership.

In OHFA's Fiscal Year 2027 Annual Plan, the Agency's identified four guiding principles of which one is to "educate stakeholders and the public about Ohio's housing challenges and how OHFA programs address them." Within this broad principle the Agency will "promote awareness of OHFA's program and how the Agency works to better the lives of Ohioans by expanding access to affordable housing." OHFA's homebuyer program advertising, along with the Agency's marketing and outreach initiatives, are the actions the Agency takes to support these guiding principles.

Each spring OHFA implements an advertising campaign to build brand awareness and promote its homebuyer programs. The statewide campaign typically runs from early March until the end of June and utilizes a variety of communications platforms, including but not limited to broadcast radio, social media, streaming radio, podcasts, and connected TV.

The target audience for the campaign are primarily first-time homebuyers with a credit score of at least 650 and an annual income of less than \$85,000. In state fiscal year 2026, the median income of an OHFA homebuyer was \$73,836, the median age was 30, the average FICO score was 728, and more than half of the borrowers were single. A profile of the OHFA homebuyer can be found in the [Agency's Annual Report](#).

OHFA administers the following programs to help Ohioans realize their dream of homeownership.

- [Homebuyer Assistance](#)
- [Down Payment Assistance](#)
- [Ohio Heroes](#)
- [Next Home](#)
- [Grants for Grads](#)

The goal of the advertising campaign is to create awareness of the Agency, the benefits of its homebuyer programs, and increase participation in the programs in previously underserved counties.

Under the Agreement, the company will, in collaboration with the Office of Public Affairs:

- a. Develop and execute a comprehensive, statewide advertising strategy to promote the Agency's homebuyer programs.
 - o The strategy will reflect the Agency's priorities, optimize Agency resources, and reflect changes in consumer behavior.
- b. The strategy will identify key audiences and develop appropriate strategies for reaching each audience.
- c. Use data and market insights to target key audiences for a fully integrated, multi-channel advertising strategy.
- d. Include targeted media placements, including but not limited to connected TV, podcasts, online advertising, and broadcast and streaming radio, which will drive consumers to the Agency's website myohiohome.org.
- e. Align the advertising content to reflect current trends and the media channel (social media advertising, podcasts, radio, and print) to provide greater Agency awareness.
- f. Maximize the impact of the Agency's advertising budget by implementing efficient, high-return strategies on channels statewide.
- g. Provide performance analysis and evaluation of the advertising investments and strategy to better inform the Agency's future advertising investments and outreach activities.

3. Required Information to be Provided in Response to the Proposal

3.1 Description of Firm

Please describe your firm's experience in providing a fully integrated, multi-channel advertising strategy and placement services. The description of your firm should include, but is not limited to, the following:

- a. Location of firm's corporate and regional offices; outline the firm's presence in Ohio (incorporated in Ohio or a division of a company incorporated outside Ohio); Preference will be given to firms incorporated and located in Ohio;
- b. Provide an overview of your firm's history, capacity to execute a multi-channel media campaign, and its approach to client collaboration. Include number of years of experience providing media buying and planning/advertising services;
 - o Explain how your experience positions you to manage OHFA's 2027 spring advertising campaign;
- c. Organization partnering on the proposal, if any;
- d. Identification and contact information for the project manager; and
- e. Ohio Certified MBE or EDGE owned business; additional consideration will be given to these businesses.

3.2 Qualifications Relative to Scope of Services

- a. Samples of work – provide no more than four relevant samples. Samples of work will be evaluated on experience developing an advertising strategy, media planning and buying, and campaign optimization.
 - o Please provide samples in a pdf (non-flattened) format under 20MB.
 - o If necessary, files should be accessible to OHFA through a Google Drive or Zip file.
- b. Describe your firm's experience in developing an advertising strategy, plan and placement services for a campaign with a similar budget, including:
 - o Your approach to working with similar organizations;
 - o Describe how you identified, segmented, and targeted high-value audiences to maximize impact.
 - o How media channels were selected and optimized to ensure maximum reach and efficiency.
 - o How media vendors were selected and how the buy was accomplished.
 - o Describe how you use research and data to determine target audiences, recommendations for media channels/platforms and DMAs.

- How you allocate the budget across various media channels. Please provide a rationale for the recommendation and expected performance metrics
- c. Describe how you will use data and market insights to target key audiences with the proper advertising placement and frequency, including audience targeting, channel and market selection, and budget allocation;
- d. Describe your methods for measuring the performance and impact of the advertising strategy and campaign; including how you will accomplish the media buy and enhance performance to maximize results; and
- e. Provide a draft timeline for the development of the strategy and placement of the advertising.

3.3 Staff References

Identify the key individuals who would be assigned to work with OHFA, and include each person's experience, qualifications, role in the contract, and resume. The plan must identify the proposed project personnel aligned with the activities and tasks that will be completed for the project.

3.4 References

Please provide at least three references from former clients.

3.5 Cost Proposal

OHFA's budget for advertising placements for spring of 2027 (February through June) will be approximately \$350,000, excluding the vendor fee. For purposes of this RFP, applicants should provide pricing for services and deliverables as a flat fee.

The lowest cost proposal will receive the maximum number of points. The remaining proposals will receive a percentage of the maximum points.

3.6 Litigation, Administrative Proceedings, Investigations

Please describe any pending or resolved material regulatory censure or litigation, regulatory action disclosure reporting, administrative proceedings or investigations, in which your firm has been involved within the last three calendar years.

3.7 Other Qualifications

Provide any additional information that OHFA should consider regarding your qualifications to complete the items outlined in Section 2.1, Services Required.

4. Evaluation Process

4.1 Minimum Evaluation Requirements

Each proposal will be evaluated to ensure that the applicant has complied with each section of this RFP and followed the formatting, organizational and submission requirements as described in this RFP.

4.2 Evaluation Criteria

The evaluation criteria will consist of the following:

- Section 3.1 Description of Firm
- Section 3.2 Qualifications Relative to Scope of Services
- Section 3.3 Staff References
- Section 3.4 References
- Section 3.5 Cost Proposal
- Section 3.6 Litigation, Administrative Proceedings, or Investigations
- Section 3.7 Other Qualifications

Once the firms are ranked on the criteria set forth above, OHFA will review the cost proposals and information that it maintains to determine a reasonable cost. If the respondent chosen by the review team, based on all other criteria other than cost, has a higher cost proposal than what OHFA determines as a reasonable cost, that respondent will be asked if it can provide the services for an amount OHFA determines to be reasonable. In considering which firm to select, OHFA has the right to negotiate the fee of any respondent that it believes will provide the best services at the most reasonable price that is in the best interests of OHFA. However, OHFA is not obligated to select the respondent with the lowest cost proposal.

5. Proposal Format and Submission

5.1 Proposal Organization and Format

OHFA requires the applicant to follow the formatting described below when submitting their proposal:

- a. Proposals will be organized and presented in order with the section headings and numbers as assigned in the RFP.
- b. Each response to this RFP will include as the cover page a Letter of Transmittal. See Exhibit A for the format of the Letter of Transmittal.
- c. Each response to this RFP will include as the second page a Table of Contents.
- d. Samples of work will be provided in a pdf (non-flattened) format under 20MB. If necessary, files should be accessible to OHFA through a Google Drive or Zip file.

5.2 Submitting the Proposal

OHFA requires the applicant to submit one electronic copy of the proposal as explained in Section 1.5. By submitting a proposal, the applicant agrees to the following:

All materials submitted become the property of OHFA and shall be public information unless a statutory exception exists which would therefore determine that such information cannot be released to the public. If you have information in your proposal that you believe is an exemption to the public records laws, you must identify each and every occurrence of the information in the proposal on a separate page titled "Exemptions to the Public Records Law".

OHFA reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected.

- a. Applicants will respond to all requirements in this RFP and comply with any terms and conditions outlined in the RFP. Failure to do so may result in disqualification of the proposal.
- b. All costs incurred in preparation of a proposal shall be borne by the applicant.
- c. If during the evaluation process it becomes necessary to make further distinctions between certain applicants, OHFA may request certain applicants to make oral presentations of proposals to OHFA staff members, and/or an OHFA Evaluation Team.

Proposals received after the deadline will not be reviewed. Applicants are advised that there will be no guaranteed opportunity to correct mistakes or deficiencies in their proposal after the submission deadline. Proposals that are missing required forms and or information may not be evaluated. It is the sole responsibility of the applicant to ensure its proposal is complete, accurate, responsive to the requirements, and received on time.