

Request for Proposal

MARKETING SUPPORT

January 12, 2021

Issued by:

QUEENS CHAMBER OF COMMERCE

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1. Introduction & Background

The Queens Chamber of Commerce (QCC), a non-profit organization, is in need of marketing assistance and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source or sources.

Our goal with this marketing project is to:

1. Create cohesive brand/visual identity, and develop and execute an integrated marketing campaign
2. Stay within budget
3. Stay on schedule

The objective of this Request for Proposal is to locate a vendor or vendors that will provide the best overall value to the QCC. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. First and foremost, only qualified individuals or firms should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should notify the representative identified on the cover page no later than January 25th, 2021.
3. Bidders must have experience with one or more of the following – graphic design, small business marketing, destination marketing/branding, non-profit marketing/branding, email, social, and/or digital marketing and include past project details as part of their response, including references for each. Examples of work should be provided as well.
4. A proposal must be provided that is not more than 10 pages. This proposal must provide an overview of the proposed solution as well as bios of all key personnel performing the work, including relevant experience. In addition, the proposal should provide a projected schedule and milestones, as applicable.

5. A price proposal must be provided that is not more than three pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should the Queens Chamber decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to January, 30th 2021 to be considered.
9. Proposals must remain valid for a period of 60 days.
10. QCC anticipates selecting at least two individuals or firms to have more in-depth discussions with and will make an award to one of these "down-selected" individuals or firms.

Project Description

The purpose of this project is as follows:

The Queens Chamber of Commerce is looking for a marketing agency to assist with developing the visual identity and/or the marketing strategy and execution of multiple initiatives currently in development.

Activities will include general branding/visual identity development and marketing campaign strategy/management, applicants may submit responses for one or both of the below activities. Please indicate in your response which aspects you are applying for.

Project Scope:

A) Visual Identity & Branding

Create cohesive visual identity and brand style guide for two separate but related initiatives including fonts, colors, layouts, logos, icons, etc. for all potential uses including website, print collateral, advertising, digital marketing and other potential uses. Each identity should be distinct but should make sense in the context of the other and the existing Queens Chamber of Commerce branding.

The design and build of 2 websites including UX, CRM, and CMS integrations may be included in this SoW.

B) Marketing Campaign Development & Execution

Develop and manage the execution of ongoing integrated marketing for the Chamber's business attraction campaign with a focus on general brand messaging and lead generation.

Potential activities could include but are not limited to media planning and buying (digital and print), ad collateral development, paid social, content creation, newsletter creation and management, CRM integration and management (salesforce, eventbrite, etc.), paid search, pay per click, etc.

The design and build of 2 websites including UX, CRM, and CMS integrations may be included in this SoW.

Selection Criteria

The criteria set forth below should be met to achieve successful completion of the project:

1. The marketing recommendations be of quality.
2. Proposed activities be delivered in a timely manner

RFP & Project Timelines

The Request for Proposal timeline is as follows:

1. Selection of Top Bidders / Notification to Unsuccessful Bidders
2. Meetings with Top Bidders
3. Start of Negotiation
4. Contract Award / Notification to Unsuccessful Bidders

The need-date for project completion is ASAP and bids will be evaluated accordingly.

Budget

Queen's Chamber of Commerce's budget for the project is TBD.

Evaluation Factors

QCC will rate proposals based on the following factors, with cost being the most important factor:

1. Responsiveness to the requirements set forth in this RFP
2. Relevant past performance/experience
3. Samples of work
4. Cost
5. Proposed timeline

6. Technical expertise/experience of bidder and bidder's staff

QCC reserves the right to award to the bidder that presents the best value to QCC as determined solely by QCC in its absolute discretion.