



## REQUEST FOR PROPOSAL

### Marketing

The South Hill Chamber of Commerce is seeking a qualified marketing professional with a proven track record to create and execute compelling images and information for social media platforms. The individual or company will promote South Hill as a destination while highlighting the Chamber of Commerce members. The marketing professional should demonstrate a creative, artistic approach with a focus on photography, in addition to strong communication and organizational skills.

#### **GOAL:**

Build awareness of South Hill's shopping, dining and professional services, and drive traffic to the South Hill Chamber of Commerce website.

#### **BACKGROUND:**

The South Hill Chamber of Commerce is tasked with providing support for the following actions to benefit members:

- A. Marketing & Hospitality: may include maps/brochures/kiosks/directories, web site, social media, marketing/advertising campaigns, holiday decorations, special public events.
- B. Business Recruitment & Retention: may include education/seminars, market research, and business recruitment.

#### **SCOPE OF WORK**

The Scope of Work is designed to encourage aggressive, proactive marketing outreach to increase visibility for Chamber Members, and its events, activities, amenities and promotions. It will include but not be limited to the following:

1. Manage social media accounts.
2. Build high-resolution image library for promotional materials and posting of content, crafted to build and engage the Chamber's social media audience.
3. Increase and develop audience on Facebook and Instagram accounts and provide data analysis.
4. Recommendations regarding the use of any other potential social media networks.
5. Measuring overall efforts, delivering monthly comprehensive reports recapping audience reach and engagement to be presented monthly to the South Hill Chamber Board of Directors.

#### **IMPORTANT DATES:**

RFP Issue Date: December 1, 2018

Proposals due: December 31, 2018

**RFP SUBMISSION GUIDELINES:**

Proposals will be received until 12:00 p.m. December 31, 2018 at 201 South Mecklenburg Ave. South Hill, VA 23970, c/o Frank Malone or frank@southhillchamber.com. Any proposal received after this date and time will not be accepted. Questions regarding proposals should be directed in writing to Frank Malone, at the address listed above, or by email at frank@southhillchamber.com. Any proprietary information contained in the proposal should be so indicated. However, in the event that the entire contents, or a major portion, of a proposal is designated as proprietary, then that proposal will not be considered. If a company, the company official that has authorization must sign proposals to commit company resources. The full cost of proposal preparation is to be borne by the proposing firm. Sole responsibility rests with the individual or company to see that the proposal(s) are received on time at the stated location.

**Proposal Contents:**

1. Point of contact (name, title, e-mail and phone number).
2. Qualifications as a Marketing individual or company.
3. Description of experience on no more than three similar projects. Please include name of client and description of services provided.
4. A proposed project budget for primary scope of work.
5. Provide a list of references where services were rendered for organizations with similar scope of work requested. Please provide current contact information, including contact name, agency, address, telephone, website and email address. Three references required.

**Requirements/Disclaimers**

1. The award of the contract will be to the consultant or individual whose responses comply with the requirements set forth in this request for proposal, and whose proposal is most advantageous to the South Hill Chamber of Commerce, with price considered, and taking into consideration all aspects of the responses. Rates and cost estimates will not be the sole determining factor. The South Hill Chamber of Commerce Board of Directors reserves the right to reject any or all proposals, to waive technicalities and to make an award in whole or in part and as deemed in its best interest and will not reimburse any offer or for its Request for Proposal preparation costs.
2. The South Hill Chamber of Commerce Board of Directors may deem to split the work outlined in this RFP amongst multiple firms or individuals if deemed in the best interest of the Chamber. The written proposal documents supersede any verbal or written prior communications between the parties. All companies or individuals submitting a proposal will be notified of award.
3. The selected individual or consultant shall enter into a professional services contract with the South Hill Chamber of Commerce. Prior to initiating services, the Chamber may negotiate contract terms with the selected company or individual prior to award, and expressly reserves the right to negotiate with

several proposers simultaneously and, thereafter, to award a contract to the individual or company offering the most favorable terms to the Chamber.

4. Right of Rejection: The South Hill Chamber of Commerce reserves full freedom (in addition to the right to reject any and all proposals) in awarding contracts to consider all available factors including, but not limited to price, the provision of needed and unneeded features, usefulness, and prior BID experience. Hence, the Chamber may award bids to other than the lowest bidder if, in the judgment of Board of Directors, the interest of the South Hill Chamber of Commerce, will be best served by awarding to another.

5. Liability for Errors: While the South Hill Chamber of Commerce has made considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this RFP is supplied solely as a guideline. The information is not guaranteed or warranted accurate by the South Hill Chamber of Commerce, nor is it necessarily comprehensive or exhaustive.

6. Price List: An itemized price list for all goods and services used to satisfy this need should be included in proposal along with all warranties-standard and extended options.

7. Proposal Amendments: The South Hill Chamber of Commerce reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be posted to the Chamber's social media and delivered by email to any proposers who have received the RFP directly.

8. Proposal Withdrawal: A submitted proposal may be withdrawn prior to the due date by a written request to the South Hill Chamber of Commerce Executive Director.

9. Qualified individual or companies must demonstrate competence and experience in all areas of expertise required by the scope of services. If sub individuals or companies are to be used, describe the function and approximate percentage of work they will be conducting.

10. Individuals and companies shall plan and conduct the services to comply with local, state and federal laws, rules and regulations, to adequately safeguard persons and property from injury.