

REQUEST FOR PROPOSAL

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DUBLIN IRISH FESTIVAL STRATEGIC MARKETING PLANNING

Release Date: Tuesday, November 28 2023

Due Date: Wednesday, December 12 2023

I. Statement of Purpose

The purpose and intent of this Request for Proposal ("hereinafter referred to as "RFP") is to solicit proposals to establish a contract with a qualified FIRM to provide comprehensive Strategic Marketing Planning to enhance the communication efforts for the 2024 Dublin Irish Festival.

The successful FIRM must demonstrate its capability to adequately meet all the requirements of this RFP. The FIRM must be in a position to commence the rendition of services on the execution of a mutual agreement.

II. Scope of Work

The City of Dublin is seeking proposals from qualified firms for communications planning for the period commencing upon bid acceptance, and expiring September 1, 2024, with an option to renew for up to two (2) additional one (1) year terms.

THE CITY OF DUBLIN will provide:

- Background information
- Brand standards, logos, photography, video production
- A primary point of contact in the City's Community Events division who will oversee this contract and be responsible for transferring content to the City's digital properties and other communications channels.

FIRM will provide:

- Development of strategic marketing plans including media relations and messaging strategies
- Content to support the strategic communications plans, including, but not limited to media pitches and articles for local and regional publications
- Design promotional materials such as posters, digital assets, brochures, print ads, digital web banners, paid social graphics and create video concepts
- Monthly reports to recap all marketing outputs and outcomes
- A final performance report to recap all marketing efforts and report on effectiveness of each tactic

FIRM will not provide:

- Website design and development
- Video content editing and creation
- Updated brand standards and logos
- Ad buying and placement

III. Budget

The budget for the project is between \$50,000-60,000. Print, video and audio production, advertising, etc. is not included in this total and has a separate budget.



IV. Minimum Criteria for Proposer:

- At least five (5) years of current experience in providing and managing communications and public relations on behalf of clients
- A demonstrated ability and associated expertise to fulfill each of the services

V. Term of Contract

The term of the contract resulting from this solicitation shall begin upon the execution of an agreement and will expire one year from launch, with an option to renew for an additional one (1) year Term. Either party will be able to terminate the contract via written notice with 30-day notice.

VI. Contractual Terms and Conditions

The selected firm will be required to sign a contract with the City of Dublin that will control the relationship.

VII. Proposal Response Format

Proposals submitted for consideration should follow the format and order of presentation described below:

- Cover Letter: The cover letter should exhibit the Proposer's understanding and approach to providing strategic marketing plan in support of the Dublin Irish Festival at the direction of the City's Community Events staff.
- Description of Staff: Include a list of people who will be involved in the project, including titles.
- Strategic marketing schedule, total cost and post-launch plan for year one

Assumptions and Agreements

- The successful firm will have one primary point of contact assigned to manage all areas of this contract.
- At the conclusion of this contract, all materials developed for the CITY become the exclusive property of the City and will be supplied to the City staff immediately.
- Billings will be sent to the City of Dublin in a timely, organized manner.
- Winning bidder must execute formal agreements for services as supplied by the City of Dublin.

VIII. Proposal Submission

If you have any questions regarding this RFP, please contact Erin Santa, Events Coordinator at esanta@dublin.oh.us or 614.410.4513.

All proposals must be received via email on or before 5 p.m. on Tuesday, December 12, 2023, at the following email address: esanta@dublin.oh.us

IX. Award Selection Criteria

The following qualifications and criteria will be utilized by representatives of the City of Dublin in the selection process:

- Demonstrated understanding of the assignment with respect to the characteristics of the City of Dublin
- Demonstrated success with similar projects and scopes of work
- Creativity and potential of strategic marketing plan proposal
- The total proposed cost will be a factor in selecting the successful proposer
- The selected FIRM will be notified on or before the close of business day on January 5, 2024.

