

Montgomery County RFP 23-21
Montgomery County Office of Communications
Marketing and Public Relations Services

Montgomery County's Office of Communications requests proposals from respondents with demonstrated experience and expertise in providing marketing and public relations services, as specified in this Request for Proposals (RFP).

Background of Organization

Montgomery County, Pennsylvania is one of the most diverse, historic, and economically vibrant counties in America. As the third largest county in Pennsylvania, Montgomery County is home to more than 850,000 residents and numerous major employers that have chosen to locate and expand in Montco. Within our 487 square miles, we have award-winning trails, parks, and historic sites including Valley Forge National Historic Park. There are also countless locations to shop, take in a show, or enjoy a wide range of local food and drink. County officials and employees take pride in serving the people who live, work, or visit Montgomery County. To learn more, visit www.montcopa.org or follow Montgomery County on Twitter, Instagram, Facebook, LinkedIn, and NextDoor.

Proposal Objectives

The goal of this solicitation is to seek out qualified firms that can provide professional marketing and public relations services for the purpose of educating and informing the public on the County's programs and services.

To accomplish this objective, the Office of Communications seeks to establish a list of capable firms that can demonstrate proven capabilities in the areas of digital content creation, press events and outreach, writing, videography, photography, and awareness campaigns.

The Office of Communications is seeking responses from strategically oriented, highly creative firms with the ability to handle project-based work at various times throughout the year.

The County is seeking these services on an as-needed basis for an initial one year term with four (4) optional one (1) year annual renewals. The Office of Communications' goal is to create a positive public perception of the County through information and education as to the operations, programs, and services available.

SPECIFICATIONS

The Office of Communications seeks firms with expertise in the following areas. Through response to this solicitation, firms should demonstrate their competency in at least one of the following areas:

Digital content creation: Ability to plan for, design, and format content to engage audiences on the County's social media platforms, e-newsletters, and websites.

Press events and outreach: experience planning and executing media events and briefings, groundbreaking and ribbon cutting events, and local media pitching.

Writing: Writing content for the web, press releases, collateral pieces as well as leadership remarks and speeches.

Videography: Ability to plan for and produce short and long form videos for a variety of platforms and distribution methods.

Photography: Ability to capture photos in a variety of settings including outdoor, indoor, and event-related occasions. Ability to edit and turn around photos within a same day timeframe for sharing and distribution.

Awareness Campaigns: Expertise in engaging with and developing strategies to reach diverse communities. Preference given to organizations who have experience reaching individuals where English is a second language or other underserved and underrepresented populations. Experience working in Montgomery County, Pennsylvania is a plus.

CONTRACT TERM

The County is seeking these services on an as-needed basis for an initial one (1) year term with four (4) optional one year annual renewals. The Office of Communications' goal is to create a positive public perception of the County through information and education as to the operations, programs, and services available.

PROPOSAL RESPONSE REQUIREMENTS

In response to this RFP, firms should include the following information in their proposal. The Montgomery County Office of Communications reserves the right to seek additional/ supplemental information on specific items as needed. Vendor must submit a Technical Proposal (NO PRICING) separate from the Cost Proposal. In addition, a current W9 and a completed Appendix "A" document are required.

TECHNICAL PROPOSALS (NO COST):

Name and Background: Include complete name and contact information. If you work with subcontractors on any aspects of your work, please provide the same information for all firms, and indicate who will be the lead firm.

Staff Profile of Firm: Provide a brief description of the size of the firm(s) and the composition and qualifications of professional staff by level.

Areas of Expertise: Name the areas where your firm can provide services in alignment with the specifications listed above. Demonstrate your firm's proven capabilities in one or more of the following areas: digital content creation, press events and outreach, writing, videography, photography, and awareness campaigns.

Creative Capacity: Explain your firm's past demonstrated ability and approach to being innovative and creative when trying to reach new audiences.

Past Work/Case Studies: Provide examples of past deliverables and overall results related to specifications listed above. This can include videos, press releases, photos, print ads, campaigns, and other documentation of style, etc. Clearly identify your firm's role in the production and/or placement. Please include no more than five (5) projects that occurred within the last three (3) years. Any examples of government-related work are a plus.

References: List of three (3) references representative of related experience to include, at a minimum, the point of contact and brief description of project.

COST PROPOSALS:

Vendor is required to submit a rate sheet for all services they can provide.

SUBMISSION METHOD

Submissions are made electronically through the Bonfire Portal.

All questions regarding this Specification should be submitted via the Messages/Vendor Discussions section of this Solicitation in Bonfire.