



## **PVDFEST 2020 MARKETING SUBCONTRACTOR REQUEST FOR PROPOSALS**

PVDFest co-producers, FirstWorks and the City of Providence, seek a versatile individual or agency to develop creative and marketing materials, festival communications and targeted outreach campaigns, including social media management and deployment for PVDFest from mid-January through June 2020.

The PVDFest Marketing Sub-Contractor will produce creative content, including campaign graphics, collateral, photo formatting and editing, and social media. In addition to those responsibilities, the Marketing Sub-Contractor will be responsible for creating campaign and editorial content. Graphic design experience and excellent written communication skills are required.

The successful firm/candidate will demonstrate editorial and visual sensibility, the ability to meet tight deadlines and understand how to effectively market and communicate information through visual, multimedia and social media platforms.

**The deadline for submission is January 3, 2020.**

Send complete proposals to: Holly Taylor: [htaylor@first-works.org](mailto:htaylor@first-works.org)

Or mail/drop off in person to:

FirstWorks  
Attn: Holly Taylor, FirstWorks Executive Coordinator / PVDFest  
275 Westminster Street, 5<sup>th</sup> Floor  
Providence RI 02903

Please note: Incomplete and unsigned applications will not be reviewed.

### **WHAT IS PVDFEST?**

Every June, Mayor Jorge O. Elorza, Providence Art, Culture + Tourism, and founding partner FirstWorks collaborate to host PVDFest, Providence's signature summer festival. From June 11 - June 14, 2020, the City's world-renowned creative and culinary communities will join forces with artists and musicians from all corners of the globe to deliver a once in a lifetime experience. Live music, dance, food, and visual art installations transform the Creative Capital into a four-day takeover of public spaces, parks, and outdoor stages in the heart of Providence, Rhode Island.

### **QUALIFICATIONS AND SKILLS REQUIRED:**

- Graphic design proficiencies – Adobe Creative Suite including Photoshop, Illustrator, InDesign and Acrobat Pro
- Experience with Content Management Systems and HTML for website publishing, a Wordpress platform.

- Strong writing and communications skills
- Experience with social media platforms (Facebook, Twitter, and Instagram specifically) and iContact
- 3-5 years experience and/or a Bachelor’s degree in marketing, communications, journalism or a related field required
- Event marketing experience is preferred, but not required
- Strong project management skills and detail oriented

**SCOPE OF WORK:**

- Manages creation and updating of the PVDFest website content
- Develops public relations materials for PVDFest including writing press releases, drafting public facing itineraries and guides and developing other promotional materials as needed in coordination with the City of Providence’s Communications Office and PVDFest marketing team
- Develops, manages and executes a social media strategy for PVDFest that includes – but is not limited to – Facebook, Twitter and Instagram.
- Place and monitor social media ads from the content strategy calendar with oversight from PVDFest marketing team.
- Executes marketing plan under supervision of PVDFest marketing team
- Design all campaign deliverables using PVDFest branding guidelines with the exception of the main poster concept, city hall banner and downtown map
- Develops and manages earned media and social media impression tracking leading up to and through festival dates
- Will report to and support the PVDFest marketing team led by City of Providence Communications staff
- Required to attend regular check-ins or meetings with representatives from PVDFest

**TIMELINE:**

Late January	Select and contract Marketing Contractor Contractor onboarding
February	Prepare Collateral Regional Media Outreach PVDFest Programming Preview
March/April/early May	Distribute media kit (3/1) Populate www.pvdfest.com Develop local, regional and national pitches Advertisement Opportunities
May	Develop and publish digital festival map Targeted media outreach
June 1-10	“Final Push” PVDFest promotions
June 11-14, 2020	Festival Weekend
Late June	Post-event PVDFest promotions (e.g. creating photo galleries, thank you posts, recap video/photos, 2021 sneak peek, etc.)

**PROPOSAL SPECIFICATIONS:**

Proposals must include the following components in order to be considered:

- Letter of interest addressing applicant's interest in working with PVDfest and approach to addressing the scope of work outlined above.
- Writing samples that display a mastery of social media best practices and traditional journalistic copy.
- Portfolio examples of graphic design formatted and sized for web and print use.
- Resume /CV and artistic portfolio or organizational portfolio/overview, including:
  - Contact Information and Professional Experience:
    - Name, title, email, and contact information of person able to enter into agreements. If two or more firms are involved in a joint venture or association, the proposal must clearly delineate the respective areas of authority and responsibility of each party. All parties signing the Agreement must be individually liable for the completion of the entire project even when the areas of responsibility under the terms of the joint venture or association are limited.
    - Name, email, title and contact information for person responsible for answer all questions related to this proposal, including but not limited to, negotiating contract terms and rendering binding decisions on contractual matters.
  - Organizational Information (if applicable):
    - Applicant must provide specific information concerning the consultant or firm in this section, state the organization's full name and address, and identify parent company if the organization is a subsidiary. Proposal must specify the branch office, or other subordinate element that will execute, or assist in executing, The Project. Indicate whether the organization operates as a partnership, corporation or sole proprietorship (public or private). Include the state in which Vendor is incorporated or licensed to operate.
    - The total number of years in the principal area of expertise.
- Project Budget:
  - Proposed project budget should clearly enumerate all anticipated expenses and organize them into logical categories of products and services.
  - Proposal must explicitly identify all fixed fees, and all anticipated costs, that will be charged to the City. For fees that are time and materials-based, the applicant must provide details such as hourly rates by name and title of employee.
  - Proposals of more than \$25,000 will be deemed ineligible and will not be scored.
- Identification of Subcontractors:
  - Applicant must identify all subcontractors that will be used for the proposed project. For each subcontractor, list what specific products and/or services they will be providing and identify what percentage of the total scope of work they will be responsible for.
- Additional Information:
  - Applicant may include any relevant additional information that is not called for in any of the sections listed above provided that they do not exceed the ten (10) page limit.

### **Background and links**

- [PVDfest website](#)
- **Social media:** [Facebook](#), [Twitter](#), [Instagram](#)

### **Review Process**

Proposals exceeding \$25,000 and applicants that do not meet all of the minimum standards of eligibility and qualifications, will be deemed ineligible and will not be reviewed by the PVDfest selection

committee made up of leadership from FirstWorks, City of Providence, and marketing partners including the Providence-Warwick Convention & Visitors Bureau.

Questions regarding this RFP shall be sent in writing (via e-mail) to Holly Taylor, FirstWorks Executive Coordinator: [htaylor@first-works.org](mailto:htaylor@first-works.org).