



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 June through September 2021.

The PVDFest Marketing Contractor will produce creative content, including campaign graphics, ads, collateral, signage, and social media. Graphic design experience across print, digital, and social media, and knowledge of best practices is required. In addition to those responsibilities, the Marketing Contractor will be responsible for creating campaign and editorial content calendars.

The successful firm/candidate will demonstrate editorial and visual sensibility, the ability to meet tight deadlines and understand how to effectively communicate public information through visual, multimedia and social media platforms. Knowledge of the Adobe Creative Suite including Photoshop, Illustrator, InDesign and Acrobat Pro is required.

The deadline for submission is June 21, 2021.

Send complete proposals to: Holly Taylor: htaylor@first-works.org

Or mail to:

FirstWorks
Attn: Holly Taylor / PVDFest
275 Westminster Street, 5th Floor
Providence RI 02903

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

WHAT IS PVDFEST?

Since 2015, Mayor Jorge O. Elorza, Providence Art, Culture + Tourism, and founding partner FirstWorks have come together to produce PVDFest, Providence's signature arts festival. Once again, 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 re-imagined festival experience for 2021. Highlighted events take place throughout summer 2021 and culminate on the weekend of September 25-26, 2021. Live music, dance, food, and visual art installations transform the Creative Capital in a takeover of public spaces, parks, and outdoor stages throughout the neighborhoods 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 on a Wordpress platform.
- Strong writing and communications skills
- Knowledge of social media best practices
- Knowledge of writing in AP style preferred
- Experience with social media platforms (Facebook, Twitter, and Instagram specifically) and Facebook Business / Ads Manager
- Experience with email marketing platforms like iContact preferred
- 3-5 years experience and/or a Bachelor’s degree in marketing, communications, journalism or a related field preferred.
- Event marketing experience is preferred
- Strong project management skills and detail oriented

SCOPE OF WORK:

- Executes marketing plan under supervision of PVDFest marketing team
- Manages creation and updating of content for PVDFest website
- 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. Places and monitors social media ads from the content strategy calendar with oversight from PVDFest marketing team.
- Design all campaign deliverables using PVDFest branding guidelines excluding 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:

June	Select and contract Marketing Contractor
June-early July	Contractor onboarding
July-August	Prepare Collateral Prepare social media plan Regional Media Outreach PVDFest Programming Preview Develop local, regional and national pitches Outline advertisement Opportunities
Ongoing	Finalize media kit Populate www.PVDFest.com Draft newsletters with PVDFest highlights
September	Develop and publish digital festival map Targeted media outreach “Final Push” PVDFest promotions

	Targeted media outreach
Sept 25-26, 2021	Festival Weekend
September 27-early October	Post-event PVDfest promotions (e.g. creating photo galleries, thank you posts, recap video/photos, 2022 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):
 - Bidder 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.
 - 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.
 - Bidder 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 bidder must provide details such as hourly rates by name and title of employee.
 - Bids of more than \$15,000 will be deemed ineligible and will not be scored.
- Identification of Subcontractors:
 - Bidder 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:
 - Bidder 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

Bids exceeding \$15,000 and Bidders 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 htaylor@first-works.org