



Rolando Community Council
Requests for Proposals for Rolando Street Fair Marketing
Event Date: Sunday, March 31, 2019 from 10:00am – 6:00pm

The Rolando Community Council is the host of the Rolando Street Fair scheduled for Sunday, March 31, 2019 from 10am – 6pm.

The Rolando Community Council is seeking proposals from qualified marketing persons or companies to promote the event to media.

The goals for this contracted work are to:

- Increase awareness of the event to attract potential, qualified Arts & Craft or Food Vendors in order to sell out before the application due date of March 15, 2019.
- Increase the awareness of the event to potential qualified sponsors in to increase the number of sponsors and the event sponsorship revenue
- Increase the local and regional media coverage (social, print, radio, television and free community calendars offered by media) to attract a greater number of attendees to the event.
- Set a president of marketing excellence for the event to continue the above mentioned goals.

1. Work to be Performed:

- Regular communication with specified person of the Rolando Community Council to gather the event highlights (talking points) and to review progress of the contracted work.
- Write and distribute press releases and articles (no more than 500 words) to an appropriate list of media contacts throughout the greater San Diego Region.
- Coordinate any marketing or promotion of the event with all media including any day-of –event print, television/ radio coverage with the specified person of the Rolando Community Council
- Create, schedule and/ or post social media posts (Facebook, Instagram, Twitter, Next Door) after review and acceptance by the Rolando Community Council.

2. Compensation

Compensation of the awarded contractor will be 1/3 of the total agreed upon rate due at the signing of the contract, 1/3 of the total agreed upon rate on Friday, March 17, 2019 subject to satisfactory completion of the contracted work, and the final 1/3 of the total agreed upon rate upon satisfactory completion of the contracted work the day of the event.



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3. Submission Guidelines:

- Only qualified individuals or firms with prior demonstrable experience in Special Event Marketing/ Public Relations or similar relevant experience should submit proposals in response to this request.

- Submission should be no more than 2 or 3 pages in length and include :
 - Brief bio of the company and/ or team members,
 - Three (3) applicable work references or testimonials from work in the past 2 years with contact information for these past employers or events
 - Any relevant information demonstrating experience with all media outlets (Social, Print, Radio and Television, community calendars)
 - Your proposed compensation requirements for the work described here.

- Submission must be received no later than 5:00pm, Friday, February 15, 2019. All late responses will not be reviewed.

- All submissions will be submitted via email to: todd@rolandocc.org with the Subject heading **“Rolando Street Fair Marketing Proposal”**. or sent via U.S. mail to:
Rolando Community Council
ATTN: Street Fair Marketing Proposals
P. O. Box P.O. Box 151163
San Diego, CA 92175

All questions can be directed to todd@rolandocc.org with the subject heading **“Marketing Proposal Questions”**.