



metrochamber

SACRAMENTO METROPOLITAN CHAMBER OF COMMERCE

## REQUEST FOR PROPOSAL

RFP RELEASE DATE 12.3.19

CONTACT INFORMATION Talia Kaufman – Executive Vice President  
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DEADLINE FOR QUESTIONS 12.17.19

DEADLINE FOR FINAL PROPOSALS 12.20.19

Submit all proposals via email by 5pm PST:  
[tkaufman@metrochamber.org](mailto:tkaufman@metrochamber.org)

## 1. Introduction

The Sacramento Metropolitan Chamber of Commerce (Chamber) is seeking proposals under this request to provide various services designed to support the Marketing & Communications needs of the Chamber and associated affiliate entities. These services include specific project-based work as well as on-going and on-call services as needed to support the marketing of Chamber programs and events, elevating a positive perception of the brand, and ultimately increasing the Chamber's influence in the region to fulfill its mission.

## 2. Description

The Sacramento Metropolitan Chamber of Commerce advocates for and supports the inclusive economic prosperity of our Capital Region by leading efforts for business. Established in 1895, Metro Chamber is the largest, most prominent and established voice for business representing 1,400 members and their workforce in El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba counties. The Metro Chamber provides businesses and individuals the programs, services and advocacy needed to build vibrant communities, a ready workforce, connected region and strong business.

## 3. Scope of Work

3.1 Under the direction of the Executive Vice President, execute all aspects of communications and marketing activities for the Chamber by consistently enforcing accepted communications standards that protect and grow the brand.

3.2 Execute the production calendar, formulation and editing of communications materials relating to the Chamber's **regular publications** including but not limited to:

- E-News (bi-weekly via email distribution)
- Member News (bi-weekly via email distribution)
- Board Member News (bi-weekly via email distribution)
- PAC News
- Social Media – Facebook, Linked In, Instagram, Twitter

Includes the execution of a content generation procedure that maximizes efficiency for all team members.

3.3 Execute the timely production, formulation, and editing of communications materials relating to the Chamber's **annual activities** including but not limited to:

Programs:

- Annual Dinner & Business Awards
- Capitol to Capitol
- Study Mission
- EMERGE Conference

- Leadership Sacramento
- Board Retreat

Website Updates – Including ChamberMaster integration where applicable:

- Board Member Updates
- Team Member Updates
- Policy Priorities
- Committees
- Calendar of Events
- Events marketing landing pages

Marketing Materials:

- Sponsorship Deck and materials
- Membership Sales Kit and materials
- Business Systems
- Program Impact Reports

Misc:

- Board Member profiles

Surveys & Recap Document:

- Policy Pulse
- Member Value

3.4 Execute production, formulation and editing of communications materials relating to **ad hoc needs** including but not limited to:

- Press releases
- Special policy updates
- Candidate endorsement updates
- Op Eds
- Letters from the CEO
- Creation of Board Meeting materials if applicable
- Crisis Comms if applicable

3.5 Execute the production, formulation and editing of communications materials and make strategic recommendations relating to the Chamber’s **specific campaign needs** including but not limited to:

- 2020 Policy Platform
- Annual Business Plan & Performance Scoreboard
- Chamber Wins
- 125 Years of History

- Small Business Stories – Success Stories from the Small Business Development Center
- 4-Point Business Promise Thought Leadership
- General elevation of executive leadership in community

3.6 Create and/or coordinate production of all graphic design & production for annual activities, ad hoc needs, and specific campaign needs. May include but not limited to:

- Program & Event Look & Feel
- E templates
- Flyers
- Brochures
- On-line registration pages
- Web pages
- Programs
- Tickets
- Print and broadcast advertising
- Direct mail
- Logo Refreshes/design

3.7 Analytics & Reporting

- Provide monthly report regarding efficacy of all communication channels
- Make strategic recommendations on improvements to communication channel methodology
- Show trend of enhanced readership & engagement with communication channels quarter over quarter where applicable

3.8 General Expectations

- Manage proof and review for all chamber materials – digital and print
- Maintain accepted brand standards including accuracy and adherence to brand book and style guides
- Manage, facilitate and enforce all news media protocols and direct activities that promote and enhance brand positioning
- Produce all work within the time frames outlined in the production calendar
- Work positively and collaboratively with Chamber staff to meet desired outcomes

3.9 Staffing recommendation

- The intent of this RFP is to fill an interim need. We will be looking to ultimately move these duties back to staff and would look to consultant to provide recommendations as needed on potential staff roles, skill sets

needed, and interview activities.

#### 4. Term of this agreement

The initial term of the agreement shall be twelve (12) months. The Chamber reserves the right to exercise two (2) contract extensions of six (6) months within 30 days of the end of the initial contract term. The selected consultant may request adjustments to the compensation rates after the initial term.

#### 5. Procedures for submitting questions and inquiries

All questions/inquiries may be made via email or phone to the contact listed on the cover sheet.

#### 6. Procedures for submitting proposals

6.1 All proposals must be received by the date indicated on the cover sheet to be considered.

6.2 Submit your proposal via email to [tkaufman@metrochamber.org](mailto:tkaufman@metrochamber.org)

Subject line must read:

**Metro Chamber | MarComm Proposal for review | *Company Name***

6.3 Ensure that all proposals include:

6.3.1 **Cover letter.** Identify the Proposer's firm and the proposal package being submitted. The letter shall provide the name, title, address, telephone number, and email address of the individual authorized to contractually bind the firm and be signed by the authorized individual.

6.3.2 **Company Profile.** Provide a brief company profile that identifies the company information, including years in business, names previously used, and other company affiliations; description of any anticipated changes of ownership or control of the company; mailing address of the Proposer's principal place of business; mailing address, phone number, and fax number of the office in which the project team will be located; and other general information that is deemed significant enough to be highlighted.

Address any pending or current litigation related to services provided by your firm, and any terminated contracts within the past five years with an explanation of the reasons for termination.

6.3.3 **Statement of Qualifications.** Provide a detailed narrative demonstrating your expertise and experience in performing the services described in this RFP.

Include a detailed description of how you meet the Scope of Work.

- 6.3.4 **Proposed Project Team.** Provide a statement of your proposed staff's expertise including a summary of similar projects they worked on that is directly applicable to the Scope of Work. Include one-page resumés for key staff who will perform work listed in this RFP.
- 6.3.5 **Project Approach.** Provide an overview of your approach to perform the required services as set forth in this RFP. Specifically detail the methods of project, staff and time management, and communication and coordination with key stakeholders in the completion of the services.
- 6.3.6 **Portfolio.** Provide a visual and/or descriptive portfolio detailing applicable communications plans, marketing plans, and campaigns you have developed that are like the requirements set forth in this RFP.
- 6.3.7 **References.** Please provide complete contact information for three (3) references and indicate what type of services your firm provided.
- 6.3.8 **Fee Structure.** Submit your time and cost proposal. Identify time and costs by line item as segregated in the Scope of Work.

Ex:

Scope of item 3.1  
Scope for item 3.2  
Scope for item 3.3  
e.g....

## 7. Selection Process

- 7.1 All proposals will be reviewed after 12.20.19. Any additional questions or clarification needed will occur between 12.21 and 1.2.20. A final selection will occur by 1.8.20. All respondents will be contacted at that time.
- 7.2 If selected, a contract will be put in place no later than 1.10.2020 with a start date of approximately 1.13.20.

## 8. Collusion

By submitting a proposal, each Proposer represents and warrants that its proposal is genuine and made in the interest of or on behalf of any person named therein; that the Proposer has not directly induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and that the Proposer has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

## **9. Grounds for Disqualification**

Factors, such as, but not limited to, any of the following, may disqualify a proposal without further consideration:

- 9.1 Evidence of collusion, directly or indirectly, among Proposers about the amount, terms or conditions of this proposal.
- 9.2 Any attempt to improperly influence any member of the evaluation team.
- 9.3 Existence of any lawsuit, unresolved contractual claim or dispute between Proposer and the Chamber.
- 9.4 Evidence of incorrect information submitted as part of the proposal.
- 9.5 Evidence of Proposer's inability to successfully complete the responsibilities and obligations of the proposal.
- 9.6 Proposer's default under any previous agreement with the Chamber.

## **10. Conflict of Interest**

Proposer must disclose any existing contracts, clients, or work that may cause a conflict in any way with the goals and objectives of this scope of work.

## **11. General Information**

- 11.1 All costs associated with responding to this request are to be borne by the Proposer.
- 11.2 An agreement shall not be binding or valid with the Chamber until such time that a fully executed contract is put in place.