



November 1, 2019

**REQUEST FOR PROPOSAL**

**RFP# PBA-SM-01**

**Purcellville Business Association Request for Graphic Design and Social Media Services**

All proposal documents are requested to be submitted with RFP number and title in the subject line to The PBA Communications Chair Michelle Nasser via email @ [michelle@vatransit.org](mailto:michelle@vatransit.org) no later than November 15, 2019 at 4pm. All proposals are requested to be provided at a one price monthly rate for scope of services detailed in this RFP. Work outside the scope may be requested at a mutually agreed upon price.

Any questions regarding this RFP may be submitted in writing to the PBA Communications Chair at [michelle@vatransit.org](mailto:michelle@vatransit.org).

Purcellville Business Association

The Purcellville Business Association is a non-profit organization of businesses and individuals who come together to advance and promote the economic, industrial, professional, cultural, and civic welfare of Purcellville and Western Loudoun County.

## **This RFP is to Provide Graphic Design & Social Media Services to the Purcellville Business Association (PBA).**

### **Term of Contract**

This contract shall cover the period beginning January 1, 2020 and continuing until December 31, 2022. This contract may be renewed for two additional one-year terms until December of 2024. Initial rates must be guaranteed for twenty-four (24) months and any subsequent renewal rates must be guaranteed for a minimum of twelve (12) months. Termination of this contract by either party must be made in writing 60 days prior to termination.

### **Requested Scope of Work**

- ❖ Management of the current PBA Website and Constant Contact email system and Paypal Payment Processing system link.
- ❖ Create monthly announcements for website, social media and constant contact to announce luncheons, dinners mixers, banquets, special events and new PBA members. A monthly timeline for these announcements will be established by the PBA Events and Communications Chair along with the Graphics/Social Media Firm Contact.
- ❖ Communication as needed through website, social media, constant contact email,
- ❖ Follow up postings as it pertains to monthly luncheons and meetings on website, social media, and other platforms as needed.
- ❖ Update News & Event pages on website, Facebook and Twitter with all past and future events.
- ❖ Attend monthly luncheons and mixers as scheduled to take photos for social media and website postings.
- ❖ Create newsletters (quarterly) to send to members and post on social media platforms.

#### **Monthly Luncheon Announcements**

Design and Graphics of Website slider, calendar slider, constant contact announcements, Facebook, and Twitter with at least 3 notices sent for sign up with link to PBA Paypal payment portal.

#### **Social Media**

Create event page announcements on Facebook & Twitter. Design custom posts (facebook and twitter for upcoming events and local news related to business or events in the local area.

#### **Program Design**

Design and Graphics for event programs for handout at each luncheon or dinner event. Coordinate with PBA printing company for production with the assistance of the PBA Communications and Events Chair if needed.

#### **Newsletter**

Design quarterly newsletter with past and future events. Newsletter will then be distributed by website, social media and constant contact.

#### **AD**

Create ad design for newsprint as needed (currently monthly) for luncheons and special events.

#### **Online Directory**

Create and Maintain an online member directory for the PBA Website of all PBA Members.

### **Notes**

Any successful bidder will become a PBA member at the annual membership rate. (currently \$100). PBA will not charge the contractor for attending events when the contractor's representative is present for taking pictures.