

South Carolina State Firefighters' Association
Request For Proposal (RFP) Marketing Services Consultant

November 21, 2017

I. NAME OF SOLICITING BODY

South Carolina State Firefighters' Association
P.O. Box 211725
Columbia, South Carolina 29211

II. PURPOSE

As a component of a 2013 Department of Homeland Security Staffing for Adequate Fire and Emergency Responder grant, this Request For Proposal (RFP) by the South Carolina State Firefighters' Association (hereafter SCSFA), Columbia, South Carolina, seeks written proposals from qualified vendors to provide a marketing plan focusing on the recruitment and retention of volunteer firefighters.

III. INSTRUCTIONS TO OFFERORS

1. This procurement shall be conducted in accordance with the competitive negotiation procedures of the SCSFA Procurement Policy.
2. Three (3) copies of proposals shall be submitted to:

Bryan G. Riebe, Recruitment/Retention Coordinator
South Carolina State Firefighters' Association
PO Box 211725
Columbia, SC 29221

3. All Proposals must be in a sealed envelope and clearly marked in the lower left corner: "Sealed Proposal, RFP Marketing Services Consultant". Proposals not so marked or sealed shall be returned to the offeror and will not be considered. Proposals shall clearly indicate the legal name, address and telephone number of the offeror (company, firm, partnership, individual). Proposals shall be signed above the typed or printed name and include the title of the individual signing on behalf of the offeror.

All expenses for making Proposals to SCSFA shall be borne by the offeror. **All Proposals shall be received by noon December 15, 2017.** Any Proposal received after this time and date will not be considered. The offeror has the sole responsibility to have the proposal received by the SCSFA at the above address and by the above stated time and date.

4. As a guideline, the SCSFA anticipates the following timetable.

<u>Date</u>	<u>Activity/Event</u>
November 15, 2017	Request For Proposal Issued
December 15, 2017	Proposals Due Prior by noon
January 8, 2018	SCSFA Evaluation of Proposals
January 11, 2018	SCSFA Approval of Contract
January 12, 2018	Notify successful offeror
February 5, 2018	Marketing plan delivered and evaluated by SCSFA
February 19, 2018	Marketing plan initiated by contractor
March 19, 2018	Monthly progress report delivered to SCSFA
April 16, 2018	Monthly progress report delivered to SCSFA
May 21, 2018	Monthly progress report delivered to SCSFA
June 18, 2018	Monthly progress report delivered to SCSFA
July 16, 2018	Monthly progress report delivered to SCSFA
Aug.13, 2018	Final monthly progress report delivered to SCSFA. Submittal of final invoice

IV. PROPOSAL CRITERIA AND DELIVERABLES

1. Proposal shall include background information on company, reference listing and samples of work performed for current clients.
2. Proposal shall indicate person responsible for overall success of the marketing plan.

3. Proposal shall list services the offeror sub-contracts-i.e. printing, production, and digital.
4. Offeror shall provide a timeline for addressing the work plan.
5. There is a maximum allowable amount of \$40,000 for the marketing plan project and separate maximum allowable amounts for collateral materials and radio/TV categories.
6. It is the intent of the SCSFA to utilize and enhance our current Answer the Sound of Sirens campaign (www.scvolunteerfire.org) through the development of new collateral materials to include print materials, radio and television advertising, a documentary on the statewide Career and Technology Firefighting program, and social media plans for targeted outreaches designed to increase the number of adequately trained volunteer firefighters in South Carolina.
7. Print materials include, but are not limited to, brochures, flyers, posters, banners, conference/convention style display, table topper, and the design of a traveling R&R trophy to be awarded annually to the department with highest percentage increase of new volunteers. There is a separate maximum allowable amount of \$75,000 for this category.
8. Radio and television advertising and social media plans include, but are not limited to, scripting of marketing messages; working in conjunction with the SCSFA in securing talent for production of voiceover radio ads; the production of a television spot; production of the Career and Technology Firefighting documentary, and establishing and securing air play schedules for the radio and television messages. There is a separate maximum allowable amount of \$60,000 for this category.
9. Monthly and final reports shall include information and data pertaining to all aspects regarding the progress of projects; information specific to radio/TV advertising air play (station/times); social media responses (organic vs. paid), direct mail impact (if applicable), etc.

V. PROPOSAL QUESTIONS

Any and all questions or requests for clarification with respect to this RFP or the site must be submitted in writing or via e-mail to:

South Carolina State Firefighters' Association
ATTN: Bryan G. Riebe
111 Westpark Boulevard
Columbia, SC 29221
bryan@scfirefighters.org

Questions must be received no later than 5:00 p.m., Monday, December 11, 2017 in order to issue a timely response. The SCSFA shall not be obligated to respond to any question. Responses to all questions will be sent electronically to the questioner.

VI. GENERAL CONDITIONS FOR PROPOSAL

The SCSFA reserves the right to reject any or all proposals; to void this RFP and the review process and/or terminate negotiations at any time; to revise any conditions and stipulations contained herein, as convenient or necessary; to further negotiate fees, rates and financial arrangements, etc; to establish further criteria for selection; to ask respondents to submit additional information or evidence of their qualifications and experience; to waive informalities in the proposals and in the proposal process; and to negotiate with successful respondents; to reject any and/or all proposals for any reason, in the SCSFA sole discretion.