

REQUEST FOR PROPOSAL: MARKETING CAMPAIGN 2020

Background:

The Halifax Chamber of Commerce is a best-practice, business advocacy organization that continuously strives to make Halifax an even more attractive city in which to live, work and play.

Together, the 1,750 member businesses and their over 65,000 employees act as a single powerful voice through the Chamber to promote local business interests. The volunteer board of directors and chamber staff undertake initiatives by request of, and on behalf of our diverse membership.

Our membership is made up of 83% small business, meaning 25 employees or less. Our top industries include: Business and Professional Services, Not-for-Profit's and Real Estate and Construction and companies.

Project Goals:

The Halifax Chamber of Commerce is seeking the services of a member company to provide a comprehensive integrated plan for our 2020 marketing campaign. The marketing campaign aims at both attracting new Members and increasing the retention rates of current Members.

The successful agency will collaborate with the Halifax Chamber of Commerce to develop our key messages and effectively communicate the value of the chamber membership. Further detailed goals are as following:

- Member growth to 2,000 by 2022
- Have a cancellation rate of 10.5% or less for 2021
- Increase followers on each social media platform 10% for 2020
- Consistently high attendance rate for virtual and in-person events
- Maximize sponsorship opportunities

Scope of Services:

The selected firm will be mainly responsible for the development of a marketing campaign that can be used in both digital and print media platforms. We are looking for a variety of options to use in each media platform, including our Business Voice magazine, local news outlets, billboards, Google Ads, and social media platforms.

Additionally, we would be interested in:

- A media buying strategy
- Google analytics and ad words campaign setup
- Two (or more) Billboards/digital screens
- Two (or more) Newspaper ads

Selection Criteria:

To comparatively evaluate the offers available from different companies, the Chamber is interested in receiving the following information:

- Competitive pricing and able to work within our budget
- Timeline in which your company could present your plan to the Chamber's Marketing / Communications team
- Experience working on similar project/clients
- You will need to be a member (or become a member) in good standing of the Halifax Chamber to provide these products or services to our organization.

Budget:

The Halifax Chamber of Commerce's budget for the marketing campaign is \$20,000.

Timeline:

- Deadline:** All proposals must be received no later than **4PM on Friday, September 18, 2020**
- The Halifax Chamber of Commerce will respond to the offers by early April.

Contact: Completed proposals and questions should be directed to:

Emma Menchefska
Communications Manager
100-32 Akerley Blvd
Dartmouth, NS, B3B 1N1
Desk: (902) 481-1239
emma@halifaxchamber.com

*Note: If you have previously submitted a proposal from March of this year and would like to reuse that proposal, please confirm with Emma that we still have it on file.