

Request for Quote – May 19, 2023

Marketing and Outreach for 2019 – 2022 Columbus City School Graduates

Proposals Due: 5 p.m. Friday, June 2

Initial Contract Period: June 30 – August 18

Completion Date: August 18, 2023

Background: The Workforce Development Board of Central Ohio (WDBCO) manages grants and programs for the advancement of young adults. Programs and funds are specifically available for recent graduates of Columbus City Schools to undertake career training and other educational and developmental activities.

RFQ Purpose: WDBCO is soliciting proposals for developing and implementing a marketing and outreach campaign to encourage Columbus City School graduates, from years 2019 to 2020, to connect with **I Know I Can (IKIC)** by phone, website or email.

Project Requirements: Completed in partnership with IKIC, Columbus State Community College (CDCC), and WDBCO this project will include regularly scheduled meetings to review the content design, workflow, and campaign implementation. All preliminary drafts will be discussed, reviewed, and approved by designated staff prior to the campaign launch.

Project Scope:

- The goal is a mixed media campaign to include outdoor, radio, social media, and/or other appropriate media to effectively reach the audience.
- Creative approaches to content and “calls to action” within the campaign, including appropriate influencers, slogans, music, and imagery, are encouraged.
- Metrics of success, namely the number of young adults contacting IKIC and how they learned of the initiative, will be measured in real-time in order to adjust and maximize the campaign’s effectiveness.

Submission: Organizations interested in providing this service should include the following information in response.

1. Cover letter that includes:
 - a. Legal name of firm or independent contractor
 - b. Address
 - c. Name and title of firm or principle
 - d. Federal Employer Identification Number (FEIN) if applicable
 - e. Organization type (Private for profit, sole proprietorship, etc).
 - f. Phone number, website, email address of the firm.
 - g. Phone number and email address of the primary contact.
2. Firms’ experience in providing presentation design services.
 - a. Provide a brief description of your firm.
 - b. Provide examples of design services that demonstrate experience working with youth.
 - c. Provide a quote to design and implement an effective outreach campaign.

Submit Quote by email to:

Email: ljackson@wdbco.org

Subject: CCS Marketing and Outreach RFQ

Questions: All questions regarding this RFQ and the associated project needs should be directed by email to Lawrence Jackson no later than noon Friday, May 26, 2023.

Response Deadline: Quotations in response to this RFQ must be received in the WDBCO office, at the above email, no later than 5 pm Friday, June 2, 2023.

All costs incurred in preparing a response to this RFQ are the responder's responsibility and will not be reimbursed by WDBCO.