



Request for Proposal

U District Marketing Campaign

Short Term- Event Focused

Proposal Deadline – March 26, 2018

The U District Partnership (UDP), in its capacity as Program Manager for the U District Business Improvement Area is inviting marketing firms to submit proposals to immediately consult, plan and produce a targeted marketing campaign which capitalizes on one or more major events that are already planned and which will drive significant numbers of people into the District. These include: U District StreetFair (May 19-20), UW Graduation (June 9) and/or the Special Olympics (July 2-8). The contractor will work with a task force led by UDP staff and comprised of 5-7 business operators from within the district.

Potential Goals

Goal – to increase and maximize awareness (of both people who reside outside of the District AND people who reside within the District) of retail, dining and cultural options in the District during selected events.

Goal – to increase the generalized impact and presentation of the entire District for those events – banners, kiosks, media during events, etc.

Goal – to increase the specific retail level messaging and customer opportunities in a cohesive “event centric and cohesive” way.

Goal – to test potential branding concepts to be used in an extended marketing and branding effort with a 3-5 year effective implementation.

Goal- to identify key assets and partners in the community that could be capitalized upon in future marketing and branding efforts

Resources –

\$40,000 for total project costs including consulting and planning and campaign collateral and activities.

Timeline

The chosen contractor will immediately meet with UDP staff and a task force of 5 or 6 district business owners to clarify campaign options and timelines.

RFP Expectations

A proposal:

- 1) For facilitating a decision making and planning process for utilizing one or more upcoming major events as an opportunity for increasing sales opportunities for local businesses within the complete district. (Ravenna to 41st and the I-5 freeway to 17th Avenue NE)
- 2) For providing a strategic and tactical recommendation for a campaign
- 3) For the management and execution of that approved plan.
- 4) For reviewing and critiquing project immediately following completion.

Please detail:

- 1) Your company's history and overview
- 2) What capabilities or unique experience your company has to qualify you for this work
- 3) Potential relevant samples of your work or links to those samples
- 4) Staff assigned to the project

Submissions

Please send your proposal and/or questions to Mark Crawford, Interim Executive Director

mark@udistrictpartnership.org.

The UDP Mission – To serve all who work in, live in, and visit the U District by fostering and sustaining a vibrant, diverse, and healthy neighborhood for the common good.

For more information about the UDP and U District Business Improvement Area which funds the work of the UDP, please visit us at <https://www.udistrictpartnership.org>