



**HGBA
RFP for Marketing
November 9, 2021**

BACKGROUND AND SCOPE OF WORK

The Haymarket Gainesville Business Association (HGBA) is seeking proposals from HGBA member firms to redesign and manage the website along with keeping other marketing sources, such as social media, updated on a weekly basis.

We are looking for a professional but more modern look. The HGBA Board of Directors along with the Marketing Committee will help give direction as well as take on some smaller marketing tasks in working with the hired firm. We are looking for a professional to increase our digital visibility and the attractiveness of our online presence so we will be able to better promote our members. Traditionally, HGBA has utilized print advertising and has not focused on digital advertising or an online presence. Due to our digital age and the pandemic, we would like to switch directions.

Primarily, we would like to focus on redesigning the website (by January 12, 2022) and then seek assistance in keeping it current. We predict that once the website is redesigned, it may take 1-2 hours per week to keep it updated. Secondly, we are looking for help with graphic design for our monthly emails to members and social media posts. Part of the work will also be to create and keep a website / social media standard operating procedures manual for future leadership.

PROPOSAL SUBMISSION

Firms wishing to submit proposals should do so by no later than 5:00 PM, November 24, 2021 by submitting one electronic copy to the email address below. You may include any of your firm's promotional materials as well.

Please consider the following when preparing and submitting your proposal:

1. You may offer to provide your services as a donation to the HGBA (we are a non-profit).
2. You may offer to provide your services in exchange for a one-year membership in the HGBA.
3. You may offer to provide your services at your normal rate, or at a discount.
4. You may offer an alternative to any of the three options listed above.

Questions concerning this RFP may be directed to Jessica Root, House of Mercy and HGBA Director, at 703.579.0280 or by email at: jroot@houseofmercyva.org Please submit your proposals to this email as well by 5:00 PM on November 24, 2021. Proposals received after the stated deadline will not be considered.

PROPOSAL PREPARATION

Firms submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposal. You should keep your proposal short, concise and focused on the scope of work requested. No hard copies of your proposal are required.

PROPOSAL EVALUATION

Proposals will be evaluated based on previous experience, quality of previous work, and price (or other option listed above in the Proposal Submission section of this RFP). Proposals should include a list of and links to similar projects (if available) created in the last year with a reference (including contact information) for each example website.