



REQUEST FOR PROPOSAL – CULTIVATE MARKETING PARTNER

Issued: April 29, 2024

Proposals Due: May 20, 2024

INTRODUCTION

Cultivate Lancaster is a member organization comprised of service providers to small businesses and start-ups in Lancaster County. It caters to small business owners and entrepreneurs.

VISION: Cultivate Lancaster is Lancaster County's recognized point of entry for entrepreneurs and organizations, to provide equitable access to resources and strategies that drive a thriving and diverse business sector.

MISSION: Cultivate Lancaster informs, navigates, connects, and coordinates entrepreneurs with business resource providers to achieve prosperity and equitable economic growth across Lancaster County.

CORE VALUES: Nurturing Entrepreneurship, Collaboration, Diversity, Equity, and Inclusion

SCOPE OF SERVICES

The purpose of this Request for Proposal (RFP) is to select a talented freelance contractor (individuals or entities) to provide marketing support to Cultivate Lancaster.

Cultivate Lancaster anticipates awarding a contract for services extending through the 2024 calendar year.

Use the existing brand guidelines, art, and documentation to create content for events, social media, and the website to provide the following services:

- Manage website content
 - Ensure that events from the member calendar are up to date
 - Make content edits as needed in collaboration with the Cultivate Manager
- Based on organization goals and benchmarks, plan and execute an integrated digital strategy including social media (Instagram, LinkedIn, Facebook, Google Profile) and website content
- Source graphics, images, or photos, as appropriate
- Manage social media accounts: LinkedIn, Instagram, Facebook
 - Post a minimum of once per week
 - Content creation
- Event Promotion and Materials - 3 events
 - Slideshow
 - Program

- General Signage
- Online promotions
- Eventbrite creation and management
- Media advisory/press release
- Send monthly emails (Mailchimp) content provided.
 - Two separate audiences - members and clients

Unique Collateral Creation (Content will be provided by Cultivate Manager):

- Prospective Partner Packet/Presentation
- Prospective Sponsor Packet/Presentation
- Digital badges
 - Cultivate Lancaster
 - DEI
- Coordinate with other vendors to create videos as needed
- Brochures (Bi-Fold)
 - Find Funding (replicate website info – needs to be updated)
 - How to Start a Business in Lancaster (replicate website info)
- General CL information slides
- Provide quarterly reporting and campaign reporting to the Cultivate Marketing Committee as outlined
- Provide Cultivate Lancaster with packaged files and Cultivate Lancaster will retain all intellectual property rights
- Ability to provide bilingual work in English and Spanish

PROPOSAL CONTENT

If any person or firm submitting a proposal has questions, please submit to:

Connect@cultivatelancaster.com

SCREENING, SELECTION, AND AWARD

The Marketing Committee and Cultivate Manager will review the submitted proposals and contact the selected RFP. Selection for a contract award will be made based on the following criteria:

- Expertise in providing similar services.
 - Community Connection
 - Cost
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