

**REQUEST FOR PROPOSAL
SEDONA GALLERY ASSOCIATION**

Introduction

The Sedona Gallery Association (SGA) requests proposals from qualified consulting firms and independent contractors to provide expertise related to marketing and PR. This expertise will be directed towards assisting the SGA in increasing its brand awareness and driving customers to the professional galleries that are members of the SGA. The result of this Request for Proposal (RFP) will be a contract for services as described below.

Purpose/Anticipated Results

The objective of the work activities is to elevate the professional art galleries that are members of the SGA. It is expected that with the completion of the contract, the following work tasks will be completed.

Work Tasks

1. PR and Communications
 - 1.1 Write and submit monthly local press releases representing the member galleries for First Friday in a compelling format.
 - 1.2 Write and submit press releases to regional, national, and international news sources.
 - 1.3 Create and post weekly blogs about upcoming events and features on member galleries.
 - 1.4 Develop, implement, and grow email marketing through SGA monthly newsletter that is shareable to all member galleries and social media.
2. Social Media
 - 2.1 Develop and implement a social media plan.
 - 2.1.1 Focus on Instagram and Facebook.
 - 2.1.2 Create daily posts that are consistent, relevant, and adhere to best practices for both platforms.
3. Digital Marketing
 - 3.1 Assist in the redesign of the SGA website.
 - 3.2 Develop and implement digital advertising plan.
 - 3.2.1 Focus on Google Adwords and Facebook with possible expansion as deemed necessary.
4. General Marketing
 - 4.1 In conjunction with SGA leadership team, develop SGA metrics and goals.
 - 4.1.1 Submit monthly reports on the status of said goals.
5. Meetings

Occasional meetings may be required with the leadership team and/or the SGA member galleries.
6. Schedule

All projects can be completed remotely. This contract is valid through December 2018.

This request for proposals does not obligate the SGA to complete the project, and the SGA reserves the right to cancel the solicitation if it is considered in its best interest.

Prospective responders who have any questions regarding this request for proposal may call or email:

Angela Palmer
Sedona Gallery Association
angela@creativegateways.com
928.862.4440

All proposals must be send via email to:
angela@creativegateways.com

All proposals must be received no later than April 16th, 2018.

Late proposals will not be considered.

This contract position reports directly to the SGA leadership team.

All proposals will be evaluated on the basis of content. The following are considered minimum contents for the proposal:

1. Name and contact information of applicant.
2. A restatement of the objectives, goals, and tasks to show or demonstrate the applicants view and understanding of the nature of the project.
3. Identification and description of the deliverables to be provided by the applicant.
4. An outline of the applicant's background and experience, with particular emphasis on the skills and expertise necessary. The proposal should identify the personnel that will work on the project along with details on training, work experience, and proposed role in the project. Past experience conducting the work activities described herein, or in conducting equivalent work activities, must be included in the qualifications section of the proposal.
5. A detailed cost estimate and work plan that will identify the major tasks to be accomplished and who will do them. This work plan will be used as a scheduling and managing tool, as well as the basis for invoicing.

The following criteria will be used in evaluating the proposals:

1. Expressed understanding of proposal objectives
2. Work plan
3. Cost detail
4. Qualifications/experience of company
5. Qualifications/experience of personnel working on the project

SGA leadership team expect to evaluate all proposals and select a consultant by May 1, 2018.