



RFP Cover Sheet
Submission Deadline: October 5, 2021

Please make this the first sheet of your application.

Firm Name: _____

Contact Person: _____

Address:

Telephone:

Email: _____

Website: _____

I certify that any and all information contained in this RFP is true; and I further certify that this RFP is made without prior understanding, agreement, or connections with any corporation, firm or person submitting a RFP for the same materials or services and is in all respects fair and without collusion or fraud. I agree to abide by all the terms and conditions of the RFP, and certify that I am authorized to sign for the Proposer firm.

Please print the following and sign your name:

Signature: _____

Print Name & Title: _____

Date: _____



Request for Proposals Branding & Marketing Services for The Virginia

Overview

The City of Somerset is seeking proposals for marketing firms to create a new brand, website and marketing collateral for The Virginia in downtown Somerset, KY. The Virginia, formerly the Virginia Theatre and later the Virginia Cinema, originally opened in 1922 and closed in 1994. The building has been sitting vacant since that time in disrepair, with community efforts to revive it ongoing. The Somerset City Council and Mayor Alan Keck recently approved funding to renovate and restore the cinema as a multi-use space for live music, theatre productions, and community events. The City of Somerset will maintain and operate the facility, partnering with an event production company to schedule and promote events, a community theater company to host live theater productions, and booking private events in-house.

The community has embraced and rallied around this project with tremendous support, and as such, any efforts to market the venue and maintain its economic viability are paramount.

Objectives for Marketing Firm

- 1) Create a brand and brand guidelines for The Virginia that honor the building's historic integrity while also marketing it as a modern, popular venue space in downtown Somerset, KY.
- 2) Build a responsive, user-friendly website using best-practice coding techniques that maintains brand consistency for The Virginia, implements a third-party ticketing platform (i.e., Eventbrite or Ticketmaster, or other recommended vendor), and utilizes best practices for search engine optimization and Americans with Disabilities Act compliance. A custom-coded WordPress experience is preferred, as the City of Somerset's other websites (cityofsomerset.com, somersplash.com) utilize this platform.
- 3) Build out a comprehensive library of marketing collateral, including, but not limited to: business cards, stationery, envelopes, letterhead and social media graphics.
- 4) Build out an event campaign package with templates that can be used to promote events at the venue while maintaining brand consistency, including, but

not limited to: social media graphics, poster, print advertisement, digital advertisement, and other recommended items.

Proposal Specifications

The City of Somerset is seeking an experienced marketing and branding firm to rebrand The Virginia and build out a website and marketing collateral that reinforce that brand, in an effort to make events in the venue successful and maintain the economic vitality of the venue and the downtown Somerset area. Experience with other live performance venues is preferred; five years of experience in the marketing/branding industry is required.

Please price each of the elements described in objectives 1-4 listed above separately and as a complete Scope of Work, as the City of Somerset may choose to participate in sum or in part. Please also include:

- An overview of the firm's experience and expertise;
- An overview of your process;
- An overview of services and deliverables;
- A portfolio of work or relevant project samples;
- An estimated project timeline.

Selection Criteria

Submitted proposals must be fully complete to qualify. The City of Somerset will evaluate proposals with the intent of selecting the most qualified and with the best interest of the City. Proposals will be evaluated with considerations made to the ability to provide branding and marketing services as outlined in the proposal specifications, the firm's range of experience with similar projects, and the quality and creativity presented by the firm.

Submission & Deadline

Please submit your completed proposal with attached cover sheet.

All submissions must be completed by October 5th, 2021 at 4pm. Submissions may be sent to:

City of Somerset
Attn: Julie Nelson Harris
PO Box 989
Somerset, KY 42502
jharris@cityofsomerset.com

For questions regarding RFP, please contact: Julie Nelson Harris, Communications Director, at (606) 872-8050 or jharris@cityofsomerset.com.

If hand delivered, four (4) copies must be delivered by submission deadline to:

City Clerk's Office
City of Somerset
306 E. Mt. Vernon St.
Somerset, KY 42501

Responses received after the close of business on the specified due date will not be considered. The City reserves the right to short-list (up to 2) firms for more detailed technical/cost proposals or schedule interviews with the short-listed firms. The City reserves the right to accept or reject any submitted responses.

Each responder must ensure that all employees and applicants for employment are not discriminated against because of race, disability, age, color, familial status, religion, sex, or national origin.