



Pride 2018 Digital Marketing Request for Proposals

[Point of Contact](#)

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[Up-to-date Information](#)
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Summary

Boston Pride is accepting proposals for the design, planning and execution of its Digital Marketing activities pertaining to the 2018 calendar year. This will be a concept to completion production. The purpose of this request for proposals (RFP) is to define the scope, expectations, and background for these activities, as well as to specify the evaluation criteria against which respondents will be judged.

Currently, Digital Marketing endeavors are handled by volunteers within the organization, with support from the Board of Directors. Considering the rate of expansion at which the organization is growing, as well as the expected increase in the number of events and their attendance in 2018, Boston Pride is seeking to externalize, in whole or in part, its Digital Marketing activities.

After Pride 2018, a thorough evaluation of this externalization endeavor will be performed to assess a potential renewal for the 2019 calendar year.

Important Upfront Information

This is an open and competitive process, available to both corporate and non-profit organizations.

The **deadline for proposal submission is November 10th, 2017 at 6pm EST.** Proposals received after this deadline will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company or organization submitting the proposal.

Respondents may submit more than one proposal.

Provisions of this RFP and the contents of your proposal are considered available for inclusion in final contractual obligations.

Contract Terms

Boston Pride will negotiate contract terms upon selection. All contracts are subject to review by Boston Pride's legal counsel, and a project will be awarded upon the signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

Commitment to Diversity

Boston Pride is committed to creating spaces for people of all walks of life and all identities to participate in the organization of the largest Pride celebration in New England. We strive to secure vendors and providers from all parts of our community and recognize that diversity is an asset to a community organization like Boston Pride. In consequence, Boston Pride highly encourages the following individuals, organizations and businesses to submit proposals:

- Individuals, as contractors or consultants, who identify as transgender and/or people of color,
- LGBTQ-owned or –led businesses and non-profit organizations,
- Minority-owned or –led businesses and non-profit organizations,
- Women-owned or –led businesses and non-profit organizations,
- Locally-based or –owned businesses and non-profit organizations.

Overview

Purpose

The purpose of your proposal shall be to provide integrated Digital Marketing services and deliverables to Boston Pride for the 2018 calendar year (1/1/2018 to 12/31/2018). These services and deliverables are expected to build on current practices within the organization, and to improve and to extend them in a manner that is appropriate and consistent with the growth of Boston Pride and its programs, as well as with our community's expectations.

Description

Digital Marketing services requested by Boston Pride cover six major areas of operations within the organization's daily business:

- Branding and Value Messaging
- Content Marketing
- Creative Services
- Analytics and Testing
- Social Engagement
- Advertising and Promotion

These areas are described in detail under Scope and Guidelines. It is expected that each respondent will clearly indicate which of these areas their proposal addresses, if not all.

Objectives

Boston Pride expects the following three main objectives to be fulfilled by the selected provider:

1. **To conceive and to execute a Digital Marketing Strategy** inclusive of the operational areas aforementioned;
2. **To provide ongoing qualitative and quantitative assessment of the impact** of digital marketing at Boston Pride, before, during, and after execution of the above-mentioned strategy; and
3. **To collaborate closely with Boston Pride stakeholders**, including members of its Board of Directors and of its Committee, or contracted vendors such as Boston Pride's public and media relations firm.

Timeline

10/1/2017	RFP release
10/1/2017 to 11/10/2017	Call period ¹
11/10/2017	Deadline for proposal submission
11/11/2017 to 11/15/2017	Proposal evaluation ²
11/16/2017 to 11/30/2017	Selected provider is contacted for contract negotiations ³
12/1/2017	All respondents are notified
1/1/2018 to 8/31/2018	Period of performance for this work

Budget

Boston Pride has tentatively allocated a budget of thirty thousand (30,000) dollars for Digital Marketing for the 2018 calendar year. This budget may be increased or decreased depending on responses to this RFP. Therefore, respondents are encouraged to provide realistic, detailed costs for each operational area aforementioned. In particular, respondents are asked to provide pricing per activity and/or deliverable. This information will enable Boston Pride to refine its budget in the manner that best serves the organization and the community.

As with all its vendors, Boston Pride is eager to consider multi-year contracts which provide cost savings to our non-profit organization. Should your proposal span multiple years, please indicate both the impact in terms of budget and of activities.

As a non-profit organization, Boston Pride is able to accept pro bono services and to recognize the provider to the full extent allowed by the Internal Revenue Service, including, but not limited to, providing donation certification letters or designating the provider as a sponsor of Boston Pride's programs.

Confidentiality and Non-Disclosure

Boston Pride will keep all proposals submitted under this RFP confidential, and will not share submitted information between respondents or with third party stakeholders external to Boston Pride.

Should your company or organization request it, a Non-Disclosure Agreement (NDA) may be signed prior to proposal submission or other communications, as you see fit.

¹ This two-week call period is meant for potential respondents to call or to meet with Boston Pride representatives to answer questions regarding the details of this RFP. You may contact us at 617-262-9405.

² During this period, Boston Pride may request to conduct an interview with respondents at our office. You will be notified if this is requested and a mutually convenient meeting time will be scheduled.

³ Contract negotiations should conclude no later than 11/30/2017.

Scope and Guidelines

Your proposal shall cover, in whole or in part, the following six operational areas.

(1) Branding and Value Messaging

- Determine, with Boston Pride stakeholders, how the organization can or should brand itself.
- Identify key value messaging components and milestones in support of the Boston Pride brand.
- Establish a strategy to market Boston Pride to new, untapped audiences.

(2) Content Marketing

- Provide content creation, development and management services.
- Devise a content marketing strategy that exploits all Boston Pride communications channels.
- Train Boston Pride stakeholders for best practices in content marketing.

(3) Creative Services

- Define a graphic identity and visual language for Boston Pride.
- Provide graphic and visual design services for asset creation on all media types employed by Boston Pride, including, but not limited to:
 - Digital assets for all our events, for social media, website, newsletter and other media
 - Print and digital media kit, sponsorship packet, and annual report
 - Print ads for marketing partners' publications
 - Digital design for banners and signs
- Implement a redesign of and manage the Boston Pride website.
- Develop merchandising and clothing identity and designs.
- Produce, from start to finish, the Boston Pride newsletter.
- Produce promotional videos.
- Support other creative needs as they emerge.

(4) Analytics and Testing

- Establish a SEO strategy for Boston Pride's online properties.
- Research which digital channels are worth keeping, expanding, retiring based on collected data.
- Identify meaningful measures of performance for our digital marketing efforts.

(5) Social Engagement

- Develop and supervise the execution of a social media strategy and of a posting policy.
- Manage Boston Pride's secondary social media accounts.
- Identify effective means to engage our community through social media platforms.

(6) Advertising and Promotion

- Establish a strategy for advertising and promoting our events in the community and beyond.
- Identify relevant opportunities for marketing and advertisement in the community and beyond.
- Track ROI on marketing and advertising projects.

Background on Boston Pride

Mission

Boston Pride produces events and activities to achieve inclusivity, equality, respect, and awareness in Greater Boston and beyond. Fostering diversity, unity, visibility, and dignity, we educate, communicate, and advocate by building and strengthening community connections.

Vision

Boston Pride creates change and progress in society by embracing our community's diverse history, culture, and identities, promoting community engagement and inclusivity, and striving for visibility and respect in unity.

Structure

Boston Pride is composed of four groups of volunteers who work collaboratively to achieve the organization's mission:

- **Board of Directors** – the Board of Directors of Boston Pride is composed of six volunteers who steer the organizations' strategy, ensure its financial oversight and compliance, and supervise all activities and programs of the organization.
- **Council of Advisors** – the Council of Advisors of Boston Pride is an external, advisory group composed of community leaders who provide feedback and suggestions to the Board of Directors.
- **Boston Pride Committee** – the Boston Pride Committee is composed of about twenty volunteers who chair the various events of Boston Pride or who supervise cross-organization operations.
- **Pride Volunteers** – Boston Pride enjoys annually the support of about 125 volunteers who contribute to the success of the various Pride events.

Programs and Events

Boston Pride's activities are currently organized into six programs. Note that some events are part of multiple programs. For a complete list of programs, visit our website at www.bostonpride.org/calendar.

- **Boston Pride Week** – commonly referred to as “Boston Pride”, this is the main program of the organization, which consists of 10 days of events in the first two weeks of June. These events are a celebration of the LGBTQ community and a continuation of the fight for equal rights for all.
- **Latinx Pride** – a series of events organized specifically for the visibility of the LGBTQ Latinx communities.
- **Black Pride** – a series of events organized specifically for the visibility of LGBTQ communities of color.
- **Youth Pride** – a series of events organized specifically for LGBTQ youth, including the Valentine's Dance, Massachusetts Youth Pride and the Pride Youth Dance.
- **The Boston Pride Guide** – Boston Pride's official, annual publication; a premium, full color, glossy magazine with community-focused, original content.
- **The Boston Pride Community Fund** – a fund focused on supporting small, grassroots organization in the community.

Relevant Technology Resources and Integration

Boston Pride currently uses a number of technological platforms for its operations, which will be made available to the selected provider as necessary to perform the work contracted:

- WordPress for web publishing
- Cvent for newsletter marketing, surveys, and event registration
- Facebook, Twitter, Instagram, YouTube, and LinkedIn for social media
- PayPal and Square for merchandizing and donation collection
- Spreadshirt for merchandizing
- Showclix for event ticketing
- SmugMug for photo and video archiving
- Pride Labs mobile app

Respondents are expected to submit proposals that make use of these platforms. The addition or replacement of technological platforms will be considered only where appropriately justified.

Members of the Information Technology committee of the Board of Directors of Boston Pride will be available to enable necessary technology integration or linking indispensable to the execution of the work contracted.

Submitting Your Proposal

Proposal Contents

The following items shall comprise any proposal submitted to Boston Pride:

- **Title page**, including the following information: your company or organization name, address and phone number; the name, position and contact information (email and phone number) for a Project Lead (or equivalent role) at your company or organization who will act as the primary contact with Boston Pride; and the name, position and contact information (email and phone number) for a Contracts Administrator (or equivalent role) at your company or organization who will handle contracting and invoicing.
- **Signed cover letter**, motivating your proposal and certifying that you have the authority to submit this proposal in the name of your company or organization.
- **Proposed statement of work (SOW)**, describing how you will address the Digital Marketing operational areas (or a subset thereof) described under *Scope and Guidelines*. This section must include a timeline for the specified period-of-performance.
- **Proposed budget**, detailing the cost of the various activities and deliverables listed in your SOW. The pricing quoted should be inclusive. If your pricing excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- **Past work**, highlighting your work for other relevant, possibly similar, clients. Make sure to indicate precisely the role(s) played by your company or organization in each project.
- **Supporting documentation**, covering the following items:
 - Past experience working with non-profit organizations;
 - Past experience working on projects related or relevant to the LGBTQ community;
 - Reference information for no less than three former or current clients;
 - Organizational capacity to fulfill the proposed SOW and the requirements of this RFP (e.g., staff qualifications, organizational chart, equipment, tools, etc.);
 - Organization profile, including, but not limited to, length of time in business and core competencies;
 - Team setup and composition for fulfilling the proposed SOW;
 - Organization's project management process; and
 - Planned or future organizational changes, included, but not limited to, IPOs, mergers, acquisition, etc., which may impact your organization's ability to perform the SOW.
- **Attachments**, including any supporting information relevant to your proposal. These may include, but are not limited to, staff biographies or resumes for those personnel expected to work with Boston Pride in case of selection, invoicing policy and practice, historical and/or background information about your company or organization, responses to HRC's [Corporate Equality Index survey](#) (as applicable), other standard terms and conditions as you see fit.

Proposal Format

Please use the following guidelines to format your proposal:

- **Length:** the maximal proposal length, including title page, cover letter, SOW, budget, past work, supporting documentation, and attachments shall not exceed 50 pages. Note that examples of past work may be included as a list of links in one attachment, to save space.
- **Font:** font sizes in your proposal shall not be smaller than 10pt.
- **Printability:** your proposal shall be printable on regular office printers without loss of content (e.g., bleeding edges, colored backgrounds etc.).
- **Web-based proposals:** proposals submitted in the form of an interactive set of webpages or mobile application are explicitly permitted, however a paper print-out of the content shall be additionally provided by mail for archiving purposes.

Proposal submission

- **Mandatory electronic submission:** proposals shall be submitted in electronic format, either as a PDF file or as a URL (for web-based proposals), to sbruni@bostonpride.org. If your file is too large for emails, please use an online file transfer system (such as www.wetransfer.com) to submit your file. A receipt confirmation email will be sent in response to your submission.
- **Paper submission:** as an organization mindful of our carbon footprint and of ecological impact, the submission of a paper copy of your proposal is optional if you submit a PDF file, but mandatory if you submit a web-based proposal. This disposition is for compliance with our archiving and document retention policies. Paper copies of your proposal shall be mailed to:

Boston Pride
ATTN: Sylvain Bruni
398 Columbus Avenue #285
Boston, MA 02116

- **Submission date:** proposals shall be received by November 10th, 2017 at 6pm EST. To ensure receipt prior to the deadline, please submit as early as possible. Proposals received after this deadline will not be considered.

Evaluation Criteria

The following criteria will be used by Boston Pride to review and to evaluate all proposals. Boston Pride reserves the right to modify this list based on the responses it receives.

Consideration Criteria

Proposals that do not meet these criteria will not be considered:

- **Deadline:** the proposal is received by the deadline of November 10th, 2017 at 6pm EST.
- **Contents:** the proposal includes the seven required parts listed in the [Proposal Contents](#) section.
- **Format:** the proposal is received in PDF format or available through a URL with paper print-out.

Review Criteria

Proposals that meet the above consideration criteria will be reviewed and evaluated against these additional criteria:

- **Community impact:** the respondent demonstrates a commitment to and an understanding of the LGBTQ community, based on past work, community involvement, or internal policy;
- **Suitability and coverage:** the proposed work meets the needs and requirements set forth in this RFP; it covers a reasonable portion of the Digital Marketing operational areas;
- **Expertise and experience:** the proposed work is feasible as evidenced by the proposal and references; the company or organization and its staff have adequate skills and competencies to implement the proposal;
- **Technology and capacity:** the respondent has the tools, processes and structure necessary to accomplish the work; the respondent has knowledge and practice of relevant technology platforms and approaches employed by Boston Pride and/or necessary to perform the proposed work;
- **Innovation and aesthetics:** prior work demonstrates the artistic and innovative capabilities of your company or organization and of your staff;
- **Proposal presentation:** the proposal submitted is clear, concise, logical, and well organized; and
- **Overall value:** the ratio of quality to pricing is commensurate with Boston Pride's expectations and dispositions.

Questions and Further Information

Should you have any questions or inquiries about this RFP, please contact Sylvain Bruni at sbruni@bostonpride.org (preferred) or at 617-262-9405. Note that a call period will be held until submission deadline. Addendums to this RFP, if any, will be posted publicly on the Boston Pride website at www.bostonpride.org/rfp.

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