



Golden Sierra

REQUEST FOR BID **BID SPECIFICATIONS**

DATE: October 5, 2022 [revised November 1, 2022]

TO: Distribution

SENT: Via Email

Golden Sierra Job Training Agency (Golden Sierra) is a government/public agency that administers workforce development programs within Placer, El Dorado, and Alpine Counties.

Information about Golden Sierra's services and special projects can be found here:

<https://goldensierra.com/>

<https://tricountyjobfair.org/>

<https://constructionfundamentals.com/>

Purpose:

Golden Sierra is seeking proposals that include the following services:

- Strategy – work with agency leadership to plan and execute a marketing and outreach plan.
- Content Planning – help develop goals, define target audience, and identify opportunities.
- Creative Development & Production – produce creative material and campaign elements including print, video, broadcast, web design, email, social assets, signage, and collateral.
- Media Buying – prepare media plan, make budget recommendation, and place content for paid search advertising, paid social advertising, and similar.
- Reporting & Analytics – provide regular updates on campaign performance and summarize both qualitative and quantitative data to communicate value to Golden Sierra's stakeholders.

Note: Golden Sierra does not intend to rebrand or make significant changes to existing brand guidelines at this time.

Responses to this RFQ may also be utilized for special projects that meet the identified scope of services.

Please supply quote based on the attached Scope of Services.

- Digital Marketing
- Advertising
- Graphic Design
- Web Design and Maintenance
- Content Creation
- Email Marketing
- Social Media Management
- Copywriting
- Account Management
- Video Production

Quotes must include the following:

1. Hours rate of service [by position]
2. Other costs which would not be included in hourly rate for Scope of Services
3. General Overview, including:
 - Company name, address, phone number, email address, and contact person
 - Agency history
 - Principals/Bios
 - Size of organization by billings and staff
4. Experience, including:
 - Current client list
 - Specific areas of expertise
 - In-house vs. outsourcing capabilities
 - Provide background on staff including an overview of requisite experience assigned to provide scope of services for identified projects.
5. Account Management System, including:
 - Staff Assignment - Methodology for meeting project deadlines
 - Process and Reporting practices - Methodology in reporting monthly hours on project activity
6. Agency's Approach, including:
 - Creative strategy
 - Media strategy
7. Creative Samples
 - Case study of successful marketing/advertising and website development campaign.

Please submit all question via email to magnussen@goldensierra.com.

Please sign and date bid. **All bids not signed and dated will not be accepted.** Bids must be submitted by email to:

Email: magnussen@goldensierra.com

All bids **must** be received by:

~~Tuesday, November 1, 2022~~
Thursday, December 1, 2022
5:00 p.m.