



Waynesville Parks and Recreation Department

RFP for Advertising Services

Quotes are due Friday, February 15, 2019 at 4:00 pm

- *Based on the marketing budget allocated to the Waynesville Parks and Recreation Department from the Town of Waynesville for FY 2019-2020, the following options below will be fulfilled chronologically in the following order: Option 1, Option 2 and Option 3*
- *The Town reserves the right to make necessary reductions in any of three options listed below to bring marketing and advertising cost within the budgeted allocation.*
- *The contract or agreement may be terminated for any reason by either party upon a 30 day written notice without penalty.*
- *Contract to begin on July 1, 2019 through June 30, 2020*

Option 1 – Print 12 program guides and one annual guide with insert costs:

Quote to publish an 8 page full color program guide (see current example) once per month for 12 months and insert into one publication circulation. Also, one annual guide of the same format as the program guide but 16 pages and insert into one publication circulation.

- WPRD will supply the information
- Publisher provides the graphic layout and pictures when needed
- Type of paper is the same as the example or a higher quality.
- A pdf of each product

This quote is due in writing by February 15th.

Option 2 – If your company is NOT printing the program guide and annual guide:

Quote to insert the above program guide once per month for 12 months along with an annual guide (only in one publication). The over runs of each publication would be delivered to your company.

This quote is due in writing by February 15th.

Option 3 – Digital Marketing Campaign:

Quote for a social media campaign. This should include the following:

- Facebook page management
- Instagram management
- Google marketing

This quote is due in writing by February 15th. An oral presentations will be scheduled between February 18th to March 1st at the Waynesville Parks and Recreation Department. Presentations should not exceed 30 minutes in length.

Please mail quotes to:

Attn.: Rhett Langston, Director
Waynesville Parks and Recreation Department
550 Vance Street
Waynesville, NC 28786