



Centre Square Fire Company
Request for Proposals: Marketing Services

Notice of Request for Proposals (RFP)

Centre Square Fire Company (the “Department”) has received a Staffing for Adequate Fire and Emergency Response (SAFER) Grant to augment the Department’s recruitment and retention efforts. We will accept sealed proposals for services meeting the specifications detailed in this document from interested and qualified vendors. All price quotes must be valid for a minimum of 90 days from the date of submittal.

All proposals must be received at:

1298 Skippack Pike
Centre Square PA 19422

All proposals must be clearly marked:

“SAFER MARKETING PROPOSAL”

All proposals must be received no later than:

3/21/2022

Proposals may be hand-delivered, sent via U.S. Mail or private carrier, or emailed to csfc33rfp@gmail.com. Oral, fax, or other forms of bid will not be accepted. All proposals become the property of the Department and will not be returned. Mailed proposals that are delivered after the submission deadline will not be accepted regardless of the postmarked time on the envelope or email timestamp. Vendors should carefully consider all delivery options and select a method that will ensure successful delivery prior to the submission deadline.

Vendors who have questions and wish to request clarification or otherwise need to contact the Fire Department regarding this specification may contact:

Ted Fonash
610-842-8982
RFP@csfc33.com

Any proposal may be withdrawn by providing written notice prior to the submittal deadline.

Documents Required

Vendors shall ensure all items below have been included with their proposal. Failure to provide these requirements may be cause for rejection of the bid.

Proposals must contain the following:

1. A detailed specification for the services provided, including itemized quantities and per unit costs where applicable, and detailed descriptions/prices of available options.
2. A list of any exceptions to the specifications listed in this document. For each exception, the vendor must explain the details of the exception and offer, if available, an alternative.
3. Reference list of three customers within 50 miles of the Department which have utilized the vendor's services in the past three years, including customer contact information.

Detailed Specification

The following specification represents minimum requirements, and any products or services offered must meet or exceed these requirements. Vendors who are interested in proposing "equal or better than" alternate products or services shall include detailed information on the proposed product or service with their proposal.

Per the scope of a FY2020 SAFER grant award, the Department seeks the following marketing services through November 2025:

1. Development of graphic design and branding for a volunteer firefighter recruitment campaign including production and editing of professional photographs for use in marketing campaigns.
2. Production and editing of a 30-second promotional recruitment video.
3. Update of the department's website to include a primary interface for potential new recruits to learn about joining the fire Department and submit a membership application, as well as hosting, maintenance, paid promotion, and regular content updates for recruitment website.
4. Creation of organic social media posts. Design and purchase of geo-targeted click-through ads on Facebook and/or other social media platforms/search engines directing local residents to the recruitment section of our website. Ad purchases shall begin after completion of the website.

5. Design and production of an annual targeted direct mail recruitment campaign.
6. Creation and distribution of bi-monthly press releases to highlight the service of our volunteers, recruitment success stories, and the various aspects of our marketing campaign, including coordination with local media outlets for distribution.
7. Comprehensive marketing services for recruitment at public events including design and production of an indoor/outdoor booth display, presentation development, speaker training, and production of take-away print materials.

Selection of Bid

Following the submission of proposals, and after careful consideration, the Department will select a proposal. We reserve the right to reject any and all bid packages or waive any technicalities, and further reserve the right in its sole discretion to award the proposal to the most responsible bidder whose offer best responds in quality, fitness and capacity to the requirements of the proposed work or usage and therefore is in the best interest of the Department.

Other Provisions

No bid will be accepted from or contract awarded to any person, firm, or corporation that is in arrears or is in default to the Department for any debt or contract, or that is a defaulter, as surety or otherwise, upon any obligation to the Department, or has failed to perform faithfully any previous contract with the Department.

By submitting a proposal, the vendor agrees that its proposal is made without any understanding, agreement, or connection with any other person, firm, or corporation making a proposal for the same purpose and that its proposal is in all respects fair and without collusion or fraud. The bidder shall at all times observe and conform to all laws, ordinances, and regulations of Federal, State, and local governments, which may in any manner affect the preparation of bids or the performance of the contract.

The Department reserves the right to terminate in whole or any part of this contract, upon written notice to the vendor, in the event of default by the vendor. Default is defined as failure of the vendor to perform any of the provisions of this contract or failure to make sufficient progress so as to endanger performance of this contract in accordance with its terms. In the event of default or termination, the Department may

procure, upon such terms and in such a manner as may be appropriate, supplies or services similar to those terminated.