



## REQUEST FOR QUALIFICATIONS & PROPOSAL

### MARKETING SERVICES COORDINATOR

The Discover Danville Association (DDA) is issuing a Request for Qualifications & Proposal (RFQ/RFP) from qualified consultants or firms to serve as a marketing services coordinator for a non-profit merchant organization.

#### SCOPE OF WORK

The qualified consultant or firm will manage the social networking, media and press release operation of the Discover Danville Association (DDA) and will be directed and guided by the plans and policies adopted by the Board of Directors. This will include independently performing all necessary general operational support including:

1. **Social Networking Oversight:** Work with the DDA Board and the Executive Director to research and speak with the merchants to add information on merchant events, news, trends etc. Maintain DDA FaceBook page
2. **Press Release Coordination:** Work with the DDA Board and Executive Director on content for press releases to media on events.
3. **Financial Accounting Coordination:** Work with the DDA Treasurer to maintain relevant financial documents including invoices, records, receipts, etc. as budgeted for individual events.

#### CONTRACT SERVICES SPECIFICATIONS:

- This is a contract service in which the selected qualified consultant or firm will **not** be provided an office, supplies, or other materials.
- The qualified consultant or firm shall be accessible by telephone during DDA operating hours.
- The qualified consultant shall schedule and attend special event meetings and executive committee meetings as a non-voting member.

August 12, 2010

Page 2

## **QUALIFICATIONS**

The selected qualified consultant or individuals within the successful firm selected to work on the program is expected to possess knowledge of MS Word, MS Excel, MS PowerPoint, English grammar and advanced writing skills required. Experience and familiarity with marketing and social media required.

### **License:**

The selected qualified consultant or individuals within the successful firm shall possess a valid State of California Driver's License. A business license may be required.

## **PAYMENT FOR SERVICES**

The contractor shall be paid for services rendered as invoiced each month, unless otherwise agreed upon between the DDA and the contractor. Proposers are expected to estimate the price for services per year and complete Form B - Pricing Summary.

## **TERM OF CONTRACT**

The contract would be valid for one year (October 2010 through September 2011), may be event-specific, with the ability to allow for two (2) one-year extensions upon mutual agreement of the DDA and the contractor.

## INSURANCE COVERAGE

The selected qualified consultant or firm shall be required to automobile liability coverage of \$500,000. The Marketing Services Coordinator may be required to provide a fidelity bond or insurance in the event they are required to handle funds.

## RESPONSE FORMAT

**All submittals shall include the following information:**

- 1. Form "A" - Applicant Information:** Please complete all fields listed in Form "A" describing information about the applicant or firm.
- 2. Form "B" - Price Summary:** Please complete all fields listed in Form "B." The price summary shall include an estimate of the cost for services per hour. This cost should inclusive of all consultant staff time and overhead costs, such as office space, telephone, insurance, personal automobile transportation and other materials. The cost should not include postage and photocopies, which will be reimbursed to the contractor at cost.
- 3. Description of Experience and Qualifications:** Provide a description of your experience as an individual or firm. This should include any relevant information in program administration, special event management, project management. A summary of relevant background, education and work experience is helpful.

## DEADLINE AND DELIVERY

Two (2) copies of the RFQ/RFP response shall be submitted to:

Marcia Harmon, DDA Board President  
Cottage Jewel  
100 Prospect Avenue  
Danville, CA 94526

The deadline for the submittal is **September 15, 2010 at 5:00 p.m.** No information submitted by facsimile or electronic mail will be accepted unless otherwise requested by the Agency during the proposal review process.

August 12, 2010

Page 4

## CONTRACTOR SELECTION SCHEDULE

The successful contractor shall be selected based on a combination of relevant past experience, qualifications and the cost proposal.

Event	Date
Release RFQ/RFP	August 19, 2010
Proposals Due	September 01, 2010
Interviews with Candidates	September 15, 2010
Successful Candidate Selected Contract Term Begins	October 01, 2010

## CONTACT

Any questions on this Request for Qualifications/Request for Proposals (RFQ/RFP) shall be directed to:

Marcia Harmon, DDA Board President  
Phone: (925) 339-8330

**FORM A**  
**Applicant Information**

<b>Applicant Last Name (if individual is applying)</b>		<b>Applicant First Name</b>		<b>Applicant Middle Name</b>		
<b>Other Names Applicant is known by (if individual is applying)</b>				<b>Applicant Social Security No.</b>		
<b>Applicant Business Name (if a firm is applying)</b>						
<b>Applicant Business Representative Name (if firm is applying)</b>						
<b>Applicant Address</b>			<b>City</b>		<b>State</b>	<b>ZIP Code</b>
<b>Phone</b> ( )		<b>Fax</b> ( )		<b>Mobile</b> ( )		
<b>E-Mail Address</b>						

**FORM B**  
**Price Summary**

This cost should include an estimate of staff time and overhead costs such as office space, telephone, insurance, personal automobile transportation and other materials. The cost should not include postage and photocopies, which will be reimbursed to the incumbent at cost.

The price estimate should not exceed \$100,000.00 annually.

<b>Estimated Price (annually):</b>
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Individual or Authorized Agent Name: \_\_\_\_\_

Company Name (if firm is applying): \_\_\_\_\_

Signature of Individual/ Authorized Agent: \_\_\_\_\_

Date Signed: \_\_\_\_\_