



PROJECT: Capital Pride is requesting proposals for services provided in the area of marketing.
CLIENT: Capital Pride Alliance, Inc.
PERFORMANCE PERIOD: December 9, 2019 to June 30, 2020

1.0 Organization Background

The Capital Pride Alliance, Inc., is a 501(c)(3) not-for-profit charitable organization that was created in 2008 with the purpose of supporting, planning, implementing, and assessing the annual Capital Pride events and related activities in the greater Washington, D.C. metropolitan area. Through its diverse programming and stewardship of LGBTQ+ events, specifically year-round Pride celebrations, Capital Pride serves to educate, motivate, support, and celebrate our diverse communities in order to grow and protect our legacy for future generations. Capital Pride produces each year Trans Pride and the Pride Celebration in the Nation's Capital, one of the largest Pride events in the country, plus a variety of educational and community events throughout the year.

The annual Pride celebrations in the Nation's Capital have taken place for over 44 years. In 2019, we estimate that over 600,000 guests experienced the Capital Pride Celebration, including the Pride Parade, Festival, and Concert, and Capital Trans Pride. People from throughout the country and the world travel to Washington, DC to experience Pride.

1.1 Requests for Proposal ("RFP") Guidelines

The response to this RFP should demonstrate a comprehension of and ability to address the "Scope of Work" in section 3.0. Proposals should also address the "Proposal Content and Selection Criteria" provided in section 4.0. Please be sure to list any special advantages of selecting you or your organization as well as references from previous clients.

1.2 Terms and Conditions of Submitting a Response to this Request for Proposal

By responding to this proposal, the individuals or organizations listed as the submitting entity (referred to as "you" and variations thereof) acknowledge that they are authorized as agents to make such a submission. **By responding to this RFP, you understand that there is no guarantee of award, and that Capital Pride and its agents, members, officers, directors, and representatives shall not be liable for any risks, costs, dependencies, and/or reliance upon and associated with your response to this RFP. All submissions shall become the property of Capital Pride and no submission will be returned to the submitting entity.** All submissions must be submitted electronically. Capital Pride shall not be held liable for any response not received by the deadline, including responses that do not successfully transmit, that are not received, or those that are deemed to be a risk to download based on commercially available anti-virus scanning software. No response to this RFP shall be considered binding on either party until a fully executed agreement for services is reached between the parties. Capital Pride

P.O. Box 2428 ♦ Washington, DC 20013

capitalpride.org ♦ facebook.com/CapitalPrideDC

Tel/Fax: (202) 719-5304

Capital Pride Alliance, Inc. is a registered 501(c)3 non-profit corporation.



reserves the right, at its sole discretion, to not award work for or associated with any RFP that it publishes. Capital Pride reserves the right to request any submitting individual or organization to make an oral presentation to demonstrate their capability to meet the objectives of the RFP, and may, at its discretion, request any entity bidding on the work to submit a “best and final offer” in subsequent round of proposal reviews. Any and all costs and efforts associated with a response to this RFP shall be borne solely by the individual or organization choosing to respond to the RFP.

2.0 Type of Product/Service Requested

The selected individual or organization will develop and execute a marketing plan.

2.1 Organization

Capital Pride/Capital Pride Alliance, Inc.
2000 14th ST NW STE 105, Washington, DC 20009
www.capitalpride.org
Contact: Ryan Bos
Phone/Fax: 202.719.5304 / Email: ryan@capitalpride.org

2.2 Selection Timeline

November 8, 2019 – Deadline for first-round of questions.
November 13, 2019 – Responses to first-round of questions.
November 15, 2019 – Deadline for second-round of questions.
November 18, 2019 – Responses to second-round of questions.
December 6, 2019 – Deadline for RFP Submissions
December 13, 2019 – Submission Review and Follow-up Completed
December 20, 2019 – Award of Contract

2.4 Contract Selection Approach

This RFP is part of a “quality-based” selection. Ability to provide diverse skill set/experience is required within tight budget constraints, and a willingness to offer work pro-bono will be a determining factor. The Capital Pride Alliance is prepared to offer sponsorship credit for pro-bono work provided.

3.0 Scope of Work

The selected individual or organization will be contracted for the period beginning December 23, 2019, through June 30, 2020, on a fixed-fee basis. This fixed-fee shall include fulfillment of all activities and/or deliverables as outlined in the “Marketing Requirements” in section 3.1, including but not limited to, all efforts, meetings, appointments, and other requirements necessary to meet deliverable targets; compliance with all policies and directives; and successful completion of all proposed activities outlined below. Direction with regard to priorities and organizational needs will come from the Executive Director.



3.1 Marketing Requirements

Work with staff and volunteers to create an effective marketing strategy for revenue generating events, donor solicitations, and expansion of the Capital Pride Alliance brand to include use of all relevant social media platforms, print media, television, radio, digital marketing, web management, graphic design, and strategic partnerships. Track and manage the metrics across all media outlets and platforms.

3.1.1 *Pride 2020 Theme*

Assist in the development and roll-out of the theme for Pride 2020, to be announced at the Pride Reveal.

- a. Work with the CPA team to help select the theme, with attention to how the theme can assist in the overall marketing strategy.
- b. Upon selection, work with the CPA Team to produce a promotional video revealing the theme, to be shown at the Pride Reveal and shared on all social media platforms.

3.1.2 *Events*

Develop a strategy to promote and drive tickets sales and attendance at official Capital Pride events.

Pride Reveal Thursday, February 6, 2020

Capital Trans Pride May 15-17, 2020

API (Asian and Pacific Islander) Pride May 29-30, 2020

Capital Pride Celebration June 5-14, 2020

- a. Develop a plan for each event using all media platforms.
- b. Incorporate media space available through existing media partners.
- c. Identify new strategic media partners to expand the reach of Capital Pride events and programs within the National Capital Region, throughout the United States, and internationally.
- d. Provide assets and tools that support volunteers and staff in the execution of all marketing strategies.
- e. Ensure fulfillment of sponsor benefits and provide performance metrics.

3.1.3 *Our Story*

Develop a strategy to gather stories from members of the LGBTQ+ community that can be used to expand the reach of the Capital Pride Alliance in the National Capital Region and beyond and will foster donor solicitations. These stories should:

- a. Capture the passion, excitement, and diversity of the CPA Team.
- b. Capture the excitement, importance, and influence of participating in "Pride."
- c. Capture the journey of individuals, organizations, and sponsors who participate in "Pride."

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- d. Capture the fabric of the LGBTQ+ community in the National Capital Region, and the many organizations involved in providing support and services.
- e. Work with the CPA Team to develop an exhibitor activation to be used at special events that promotes the Capital Pride Alliance, its programs, and the greater LGBTQ+ community in the National Capital Region.
- f. The stories should incorporate the Pride 2020 theme to the extent possible.

3.1.4 *Brand Expansion*

Develop, implement, and manage an effective marketing plan to expand the audience and reach of the Capital Pride Alliance, as evidenced by:

- a. Develop strategies and tools to increase followers and likes on all social media platforms and email list.
- b. Work with the volunteer Marketing Team to develop content for social media, web, print, and collateral to promote revenue generating events, donor solicitations, and the CPA brand.
- c. Consistent use of print and/or web media presence for all Capital Pride events and donor solicitations.
- d. Coordinated email blasts to targeted Capital Pride interest lists.

4.0 **Proposal Content and Selection Criteria**

A committee comprised of Capital Pride staff, volunteers, and members of the Board of Directors will review all proposals, with final decision being made by the Executive Director. The following criteria will be considered during the review, along with the respective weight that will be applied to each criteria.

- Ability to demonstrate effective strategies as outlined in the submitted proposal that will successfully meet the needs of a growing organization and the marketing requirements outlined in this RFP (25%);
- Comprehension of the scope of this project (25%);
- Resources, skills, and services that could be provided to further support the mission of Capital Pride beyond the minimum requirements in the Statement of Work (20%);
- Ability to offer work pro-bono (20%).
- Past performance and experiences in providing similar services as documented in the submitted proposal and/or professional references (10%);

5.0 **Submission of Proposals**

Proposals should be submitted by email in either Microsoft Word (.doc, .docx) or Adobe PDF format to ryan@capitalpride.org by 8:00 p.m. EDT on the date indicated in section 2.2. Upon request, all questions and responses will be made available to all parties who inquire about this particular RFP.