

www.princanada.com

www.profectio.com

The Washington Convention and Sports Authority (t/a Events DC) is soliciting proposals from qualified firms to provide Strategic Communications, Social and Digital Media, and Community Engagement Services for Events DC projects and/or initiatives.

Background:

A.1 The Washington Convention and Sports Authority is an independent authority of the District of Columbia Government (the "District") and operates as a corporate body with a legal existence separate from the District. The Authority trades as Events DC and is governed by a twelve-member Board of Directors appointed in accordance with D.C. Official Code §10-1202.05. Its day-to-day operations are managed by its President/Chief Executive Officer.

A.2 Events DC has the responsibility to, among other things, promote, develop and maintain the District as a location for conventions, trade shows, meetings, concerts, sporting and entertainment events, and other special events. In that regard, it owns, manages and/or operates the Walter E. Washington Convention Center, the Carnegie Library at Mt. Vernon Square, Robert F. Kennedy Memorial Stadium and its surrounding campus (which includes the Festival Grounds, the Fields at RFK Campus, and Skate Park), the non-military portions of the District of Columbia Armory, Gateway DC, the R.I.S.E. Demonstration Center, Nationals Park, and the Entertainment and Sports Arena (collectively the "Facilities").

A.3 Events DC is seeking qualified firms (the "Contractor") to provide Strategic Communications, Social and Digital Media, and Community Engagement Services for

the**ConnectedOne** 

www.theconnectedone.com

www.princanada.com

www.profectio.com

Events DC projects and/or initiatives. Events DC's current projects and/or initiatives include marketing strategies tied to Events DC's corporate brand, venues, strategic initiatives, new business developments and partnerships, or Events DC produced events. These projects, campaigns, or initiatives can be inclusive of integrated communications and marketing strategies including, paid media, digital and social-focused campaigns, and public relations tactics to grassroots efforts, video creation and design efforts.

Scope of Work:

- (a) Events DC seeks one (1) or more experienced Contractor(s) to provide strategic communications, social and digital media, and community engagement services for Events DC projects and/or initiatives for Events DC's Communications and Marketing Division in accordance with the specifications/scope of work identified in this solicitation (the "Work").
- (b) The Contractor(s) will conduct all Work under the direction of Events DC's designated on-site representative, the Contracting Officer's Technical Representative ("COTR"). Contact information for the COTR will be provided at the time of Contract award.
- (c) Events DC contemplates the award of one (1) or more Labor-Hour contracts (each, a "Contract") for the Work detailed in Section C. The Base Term of each Contract will be October 1, 2020 to September 30, 2021 with four (4) one-year renewal Option Years. See Section D.1.
- (d) Vendors wishing to respond to this RFP ("Offerors") must register

the**ConnectedOne** 

www.theconnectedone.com

www.princanada.com

www.profectio.com

in the Events DC procurement system, APEX (www.wcsapex.com). Responses must be submitted electronically. (e) Offerors may bid to provide Work for one (1), two (2) or all three (3) Tasks listed in Sections C.1.1, C.1.2 and C.1.3 below. Offerors should clearly specify each Task for which it is submitting a proposal.

Events DC seeks one (1) or more Contractor(s) to provide strategic communications, social and digital media, and community engagement services for Events DC projects and initiatives in the areas of sports, entertainment, conventions, hospitality and destination marketing. The Contractor(s) must be able to perform all of the tasks listed in Sections C.1.1 through C.1.3 below. The Work performed by the Contractor shall include, but is not limited to, the following:

C.1.1. TASK 1: STRATEGIC COMMUNICATIONS

(a) The Contractor shall develop and execute multiple comprehensive strategic communications plans ("Communications Plan") for Events DC projects and/or initiatives, as needed. The Communications Plan must include, but not be limited to:

- i. Press and public relations strategy and support services (press conferences, community events, etc.);
- ii. Creative story angles, feature articles, event listings, and profilesto drive favorable news coverage and placements in targeted media outlets; and

the**ConnectedOne** 

www.theconnectedone.com

www.princanada.com

www.profectio.com

iii. A strategic communications and marketing calendar that includes an integrated social, digital, paid and earned media plan that aligns with the overall communications and marketing goals and strategy set forth.

(b) The Contractor shall assist Events DC in creating and implementing an integrated messaging strategy which includes a communications timeline.

(c) The Contractor shall generate a comprehensive national, regional, and local media list, (i.e., television, print, radio, online outlets) that would assist Events DC in reaching all appropriate contacts related to the following targeted media areas:

- i. General interest;
- ii. Community newspapers;
- iii. National and regional newspapers (sports/football, travel/lifestyle, special sections);
- iv. Business contacts (sports business/economic development);
- v. Television (national, regional and local sports); vi. National and local radio (sports, general interest);
- vii. Online media contacts; and
- viii. Targeted bloggers/influencers.

the**ConnectedOne** 

www.theconnectedone.com

www.princanada.com

www.profectio.com

(d) The Contractor shall draft and disseminate communications materials which may include, but are not limited to, message documents, story maps, press releases, media advisories, talking points, pitch letters, etc.

(e) The Contractor shall conduct opportunistic media outreach/pitching and follow-up with media outlets (broadcast, print, radio, online) for placement and coverage, manage public relations requests, and coordinate interview execution and follow-up.

(f) The Contractor shall participate in public relations and events meetings (in-person, via phone or virtually).

(g) The Contractor shall assist with on-site public relations efforts (pre-event information, post-event quotes, and photos released to media).

(h) The Contractor shall track and coordinate post-media coverage follow-up that shall include, but not be limited to, advisories, quotes, and photos.

(i) The Contractor shall assist with any crisis communications needs, messaging, and outreach as needed.

(j) The Contractor shall assist in the execution and management of all events surrounding the press efforts, including preparation of media kits, talking points, agendas, presentations, newsletters and other collateral material that will be made available to key stakeholders.



www.theconnectedone.com

www.princanada.com

www.profectio.com

(k) The Contractor shall develop and implement the social media component of the overall public relations strategy to generate publicity among target audiences to include prospective clients, the community and stakeholders.

(l) The Contractor shall collect and send to the COTR or a designee all media clips (print, online and broadcast).

(m) The Contractor shall track all media coverage and measure overall efforts, deliver comprehensive daily and monthly reports, and at the end of the event/project performance period, Contractor shall prepare and deliver a final wrap up report (including estimated number of impressions and media value).

C.1.2. TASK 2: SOCIAL AND DIGITAL MEDIA

(a) The Contractor shall develop and execute a strategic forward-facing social media engagement plan based on Events DC's stated goals/needs for each project.

(b) The Contractor, in collaboration with Events DC, shall provide consistent and frequent social media management.

(c) The Contractor shall develop content and support content writing across various social channels.

(d) The Contractor shall oversee the creation and execution of a social content calendar.



www.theconnectedone.com

www.princanada.com

www.profectio.com

(e) The Contractor shall provide graphic/creative content based on any project needs related to paid media, digital or social media efforts.

(f) The Contractor shall provide social media monitoring, which shall include demographics analysis and reporting.

(g) The Contractor shall provide monthly dashboards, competitive benchmark reports, and quarterly competitive analysis of social media landscape as it pertains to each project.

(h) The Contractor shall develop a multi-faceted digital marketing strategy that aligns with the overall Events DC's corporate communications and marketing brand style guide, as well as goals, strategies or needs set forth by Events DC.

(i) The Contractor shall design, format and disseminate digital marketing collateral, including, but not limited to newsletters, e-blasts, event promotions and email campaigns.

(j) The Contractor shall have the capability to develop, edit and produce video, including storyboard conceiving, pre/post-production and editing solutions. (k) The Contractor shall provide web development, design and web content management solutions, including mobile website development and be readily available for updates or changes.

(l) The Contractor shall provide search engine marketing strategies and search engine optimization capabilities.

the**ConnectedOne** 

www.theconnectedone.com

www.princanada.com

www.profectio.com

(m) The Contractor shall possess mixed digital/online/social media buying capabilities; trafficking and results reports (if necessary).

(n) The Contractor shall have the ability to creatively conceptualize, storyboard and design marketing and web content and oversee the creation of a digital content calendar.

(o) The Contractor shall produce compelling content – which may include editing short vignettes and creating info graphics.

(p) The Contractor shall pull-through any targeted sales efforts and/or promotions as appropriate.

(q) The Contractor shall leverage Events DC's strategic partnerships to maximize shared opportunities.

(r) The Contractor shall provide digital marketing analytics – which could include Google analytics, email marketing campaigns, and/or CRM platforms, and deliver recommendations to monitor, measure and optimize efforts.

(s) The Contractor shall develop, define and refine measurement tools/methods via programming efforts.

(t) The Contractor shall provide clear dashboard and reports highlighting key metrics based on preidentified campaign goals and objectives.

the**ConnectedOne** 

www.theconnectedone.com



www.princanada.com

www.profectio.com

Due Date:

03:00 PM EST, Friday, September 25, 2020

Address:

Washington Convention and Sports Authority 801 Mount Vernon Place, NW
Washington, DC 20001



www.theconnectedone.com