

REQUEST FOR PROPOSALS **MARKETING CAMPAIGN**

Project Name:	COVID-19 Business Recovery Program Comprehensive Marketing Campaign
Submission Deadline:	January 3, 2020
Project Start Date:	February 1, 2021
Contact:	Sara Vescio, Executive Director Women's Business Center at Canisius College 2001 Main Street; Buffalo, NY 14208 716-888-8280 vescio11@canisius.edu

ORGANIZATION OVERVIEW

The Women's Business Center at Canisius College is funded in part by the Small Business Administration and hosted by Canisius College to aid and encourage the development and growth of small women-owned businesses through training and mentorship. Operating since 2004, the WBC has been a crucial factor in the success of many local women-owned small businesses, and important part of our WNY entrepreneurial ecosystem supporting equitable economic opportunities.

PROJECT BACKGROUND

The Women's Business Center has been awarded CARES Act funding through the Small Business Administration to support programming that will provide needed education and business advising to small women-owned businesses that have experienced supply chain disruptions, staffing challenges, a decrease in gross receipts or customers, or temporary closures as a result of COVID-19.

SCOPE

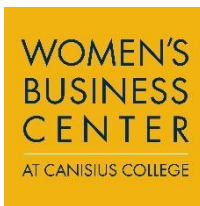
The Women's Business Center is seeking a marketing agency or professional to develop and lead a comprehensive marketing campaign to increase awareness and participation of our upcoming COVID-19 business recovery programming. The COVID-19 Business Recovery Program will run for one year and be available to all WNY women-owned businesses that have been impacted by the COVID-19 pandemic, or women seeking to launch a new business in response to the pandemic. Agency will be responsible for creating overall marketing strategy, branding/messaging, and advertising implementation of the programming being offered.

SUBMISSION REQUIREMENTS

All proposals must include the following:

Background information:

- Resume and/or capability statement
- Number of full-time, part-time and contract team members in your business
- Primary markets served
- Number of current clients
- Marketing services you offer as an agency/professional



- If services are sub-contracted, please note which services, and with which providers (if known)

Proposed Marketing Campaign:

- What will your strategy be?
- Provide a general cost breakdown for the different aspects of the strategy (print collateral, video production, etc.)
- Provide a general time estimate for each aspect of the strategy including hours per week, month, etc.

SELECTION TIMELINE

- January 3, 2021 – Submission deadline
- January 8, 2021 – Preliminary evaluation of proposals completed by Women's Business Center
- January 11-22, 2021 – Marketing agencies/professionals will be contacted for further review
- January 29, 2021 – Project awarded to marketing agency/professional
- February 1, 2021 – Project begins

SUBMISSION DEADLINE

Email proposals to Sara Vescio at vescio11@canisius.edu by end of day January 3, 2021.