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2018 Media Request for Quote

Issued Date: December 2017

Due Date: 9am CST on January 15, 2018

Email: marketingcoordinator@downtownwinnipegbiz.com

Intent of Service:

The following Request for Quotes (RFQ) is being issued by the Downtown Winnipeg BIZ to find organizations interested in providing media requirements for a variety of Downtown Winnipeg BIZ programs, services and signature events in 2018.

The object of this proposal is to select the most qualified contractor to provide media services that meet Downtown Winnipeg BIZ standards and requirements. The chosen party will work closely with the Coordinator of Marketing and Communications to ensure specific requirements are met for each program, service or event.

Background:

Throughout the year the Downtown Winnipeg BIZ promotes their services and programs as well as hosts a variety of signature events in the downtown area. The events include; Earth Day, Downtown Summer Concert Series, Downtown Cinema events, Downtown Winnipeg BIZ Farmers' Market, Downtown Winnipeg BIZ Night Markets and ManyFest.

Eligibility:

Any interested party, or parties, may submit a response to this RFP.

Media:

The Downtown Winnipeg BIZ will provide all media materials to be used to meet specific needs of size, resolution or crop rotations as required by specific applications and uses.

Specific Deliverables:

Project/Event/Subject	Time of Year	Media Type/Duration	Potential Budget
Earth Day	April	Radio Print Digital	Print - \$1,000 Radio - \$1,000 Digital - \$1,000
Downtown Cinema Series	Spring Break, Summer (4 dates in August), Halloween and Christmas	T.V. Print Radio Social/Digital	T.V. - \$3,000 Print - \$3,000 Radio - \$3,000 Social/Digital - \$500
Downtown Winnipeg BIZ Night Markets	Spring/Summer (3 Markets)	T.V. Print Radio Online/Digital	T.V. - \$2,500 Print - \$1,500 (\$500 for each date) Radio - \$3,000 (\$1,000 for each date) Online/Digital - \$1,500 (\$500 for each date)
BIZ Program/Services Promotion	Throughout	Outdoor Print Radio Digital	Outdoor promotion in the downtown - \$5,000 Print - \$2,000 Radio - \$1,500 Digital - 1,500
Additional Potential Opportunities: Back Alley Event Winter Event Hockey Event Baseball Event Mayoral Forum	Various Times	TBD	TBD

Sponsorship/Partnership Opportunities:

If you wish to become a sponsor or partner, in exchange for your service, the Downtown Winnipeg BIZ can offer value and exposure through our social media accounts, promotional materials, advertising and more. Please let us know what you would want in return for potential partnering.

Timelines:

January 15, 2018:

Proposal intake

February 16, 2018:

Project assigned

Throughout 2018:

Media coverage provided for the Downtown Winnipeg BIZ programs, services and events

Proposal Submission:

Please forward your quote via email to Erica Urias, Marketing & Communications Coordinator at the Downtown Winnipeg BIZ via email (preferred):

marketingcoordinator@downtownwinnipegbiz.com or drop off to:

Downtown Winnipeg BIZ
Attn: Erica Urias
426 Portage Avenue
Winnipeg, Manitoba R3C 0C9

Proposals must be received by **Monday, January 15, 2018 at 9am CST.**

The Downtown Winnipeg BIZ reserves the right to withdraw, at its discretion and at any time, this Request for Quotes.

Late submissions will not be accepted. The Downtown Winnipeg BIZ assumes no responsibility for late proposals.

If you have any questions, please contact Erica Urias at marketingcoordinator@downtownwinnipegbiz.com or 204-806-8923.