



Request for Proposal Social Media Marketing Services

- I. Terms and Conditions**
 - a. Must be a member in good standing with the Winter Park Chamber of Commerce

- II. Services Required**
 - a. Social media promotion for Park Avenue Merchants Association on Instagram, Facebook, and Twitter utilizing at least 1 posting per week on each platform through December of 2018.
 - b. Regular consultation with the Marketing Director of the Winter Park Chamber of Commerce

- III. Proposal Requirements-** Respondents must submit a proposal reflecting the following criteria:
 - a. Submission of portfolio
 - b. Describe your social media marketing philosophy
 - c. Describe your company's community and Chamber involvement
 - d. Describe what differentiates your service from other providers
 - e. Any additional information that would be beneficial

- IV. Terms and Conditions**
 - a. The Winter Park Chamber of Commerce reserves the right to reject any and all proposals and cancel all or part of this RFP
 - b. The Chamber may request clarification of information submitted or request additional information not included
 - c. Submissions of this RFP in no way obligate the Chamber to establish a business relationship with the recipient

- V. Timeline:**
 - a. **August 30:** Social Media RFP released
 - b. **September 30:** Social Media RFP submission deadline
 - c. **October 2:** Digital Copies sent to PAMA Marketing Committee
 - d. **October 9:** PAMA Marketing Committee Review and Selection
 - e. **October 10:** Proposal Decision Announced