



MOSQUITO FIRE PROTECTION DISTRICT
8801 ROCK CREEK ROAD
PLACERVILLE, CA 95667
(530) 626-9017
Fax (530) 626-3240

June 14, 2024

Request for Proposal
Social Media Marketing

Dear Vendors:

The Mosquito Fire Protection District (MFPD), located at 8801 Rock Creek Road, Placerville, California (fire station), requests proposals for Social Media Marketing Support. The selected vendor will be required to attend events and live training sessions and produce and manage the MFPD social media accounts and website. The following are minimum requirements to be included in vendor proposals:

I. INPERSON ATTENDANCE required to gather content:

- Support Group meetings at the fire station. (1/month)
- Fire training within the Mosquito Fire District (4/month typically on Saturdays)
- Tuesday night training at the fire station (4-5/month)
- MFPD events at the fire station and within the Mosquito community (1+/month)
- Certification training locally as requested by the Fire Chief (5+/yr)
- Courses outside of Placerville area to photograph volunteers in training classes. (2/year)
- Field trainings within the MFPD District for recruitment scouting (12/year)
- Monthly communication meetings at the fire station or a nearby residence (1/month)

II. SOCIAL MEDIA MARKETING

A. Create digital graphic designs for social media post (5-10/month depending on events and recruitment)

B. Schedule, create, and publish social media posts/content for website:

- Facebook (FB) 10/week
- Instagram (IG) grid 10/week
- Stories - 1/week
- Nextdoor (ND) - 10/week
- YouTube - Shorts - 5/week and long-form – 1/week
- Website - as needed from created content
- Create 24/7 emergency response posts (25/month) within 30-minute response time
- Upload posts to YouTube, IG, FB, & ND
- Monitor and moderate social media and interact with the community on posts
- Monitor and respond to direct messaging (within 24hrs)
- Update and maintain the website (every 2 weeks min)
- Create digital flyers and other marketing materials (5-10/month)

III. CONTENT CREATION

A. Preproduction:

- Provide a written content schedule for long-form content creation
- Plan and schedule filming production

B. Production:

- Film (minimum 1080p and 30fps to be uploaded to YouTube as well as provided via external drive belonging to MFPD)

C. Post-Production

- Edit long-format videos
- Repurpose long-format videos to reels, shorts, or TikTok's
- Create graphics and titles
- Add scoring
- Add color grading/color correction
- Create an Access Sacramento TV spot

IV. CONTENT DELIVERABLES.

- Four long-form videos per month
- 20 short-form videos per month
- 40 text videos per month
- Platforms to post to and monitor:
- Facebook
- Instagram
- YouTube
- Next-door

V. PROPOSAL MUST INCLUDE:

- Detailed design process and amount of time needed to produce deliverables.
- At least one sample of similar completed project as an example of deliverables.
- Details of deliverables will be delivered (disc, USB, email, internet download, etc.).
- Description of materials, software, books, agendas, etc. for training.
- Travel costs: per mile and hourly travel rate.
- All labor, materials, delivery, tax, and any other charges for services.
- A quote that is valid for a minimum of 60 days.
- Description of software, if any, required for MFPD to perform implementation tasks.
- A list of any other items required, such as operating systems for pc's, or equipment required for implementation of deliverables.
- Delivery schedule.
- Payment terms.
- Quoting on individual tasks is acceptable if the vendor lists them and quantities in their proposal.
- A fixed rate, monthly quote monthly is acceptable if the vendor lists all tasks and quantities in the proposal.

All technically acceptable vendor Proposals will be considered. The award will be made based on the best value to the MFPD. Preference will be given to vendors who are Veterans, vendors residing within the Mosquito Fire Protection District, vendor's submitted marketing examples, and examples showing vendor's experience, all of which will be considered in the review of proposals process.

The awarded vendor agrees that all information provided to them regarding operations, internal controls of MFPD, etc., will remain confidential and not shared without express permission of the MFPD Chief or Board of Directors. Vendor proposals that contain proprietary information will be held in confidence provided the proposal is marked "Confidential".

Award Schedule:

- Vendor questions: Send all inquiries to Admin75@mfpd.us. All questions must be received on or before **June 25, 2024**.
- Vendor Proposals Submitted on or before **June 28, 2024**, will be considered.
- Award will be made on or before **July 26, 2024**.
- Vendors may send Proposals via email (Admin75@mfpd.us), FAX (530) 626-3240, or hand deliver to the MFPD Administrative Assistant in a sealed envelope.
- MFPD is a small, combined volunteer/staff fire department and has limited resources available to answer questions. Vendors are not to contact any MFPD volunteers, staff, directors with questions.

Very truly yours,

Meredith Blain, Volunteer
Mosquito Fire Protection District