

City of West Hollywood

Request for Proposal (RFP)

MARKETING SERVICES FOR THE PICKUP ENTERTAINMENT TROLLEY SERVICE

The City of West Hollywood ("CITY") is seeking a qualified firm to provide marketing services for The PickUp entertainment trolley service. The ideal applicant will have experience in marketing to audiences that are similar to The PickUp's rider profile.

The successful applicant will manage and produce content for The PickUp's social media pages, update and design collateral materials, and assist in developing and launching promotional concepts. The CITY's goals are to continue generating regional awareness about the service, strengthen brand messaging, develop opportunities for rider engagement, and to increase the number of followers across The PickUp's social media channels..

Instructions:

The deadline for submitting Proposals is **Friday, May 5, 2017 by 5:00 PM**

Proposals shall be submitted in writing in a sealed envelope marked on the outside: "Sealed Proposals for **The PickUp Operator RFP.**" Three bound copies and one .PDF of the proposal shall be submitted to the Office of the City Clerk by 5:00 PM on May 5, 2017. No oral, telephonic, or telegraphic proposal or modification of proposal will be considered.

Proposals must be addressed as follows:

Office of the City Clerk
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069
Re: The PickUp Marketing RFP

Proposals shall be typewritten and signed in ink by the president, chief executive officer, or individual authorized to act on behalf of the company, with current Power of Attorney if applicable. The name and mailing address of the individual submitting the proposal must be provided. Proposals shall be complete in all material respects in order to be considered.

For a full copy of the Request for Proposal (RFP) please visit www.weho.org/rfp or contact the City's Social Services Division at 323-848-6454 or by e-mail at fgomez@weho.org.

The City reserves the right to reject any and all proposals and award the contract to the Contractor who best meets the requirements set forth in the specifications.

Yvonne Quarker, City Clerk

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: APRIL 4, 2017

Signature: Yvonne T. Quarker