



## ROPER MOUNTAIN SCIENCE CENTER REQUEST FOR PROPOSAL

Project Name: Full-Service Marketing Campaign for Laser Days Of Summer Events

Company Name: Roper Mountain Science Center

Company Address: 402 Roper Mountain Road, Greenville, SC 29615

Procurement Contact Person: Amanda Lenar, Community Engagement Specialist

Telephone Number: (864) 355-8937

Email Address: [ALenar@greenville.k12.sc.us](mailto:ALenar@greenville.k12.sc.us)

### 1. *Background / Introduction*

Founded in 1985, Roper Mountain Science Center's mission is to ignite the natural curiosity of all learners to explore and shape their world. With a vision to be a pinnacle of innovative learning, an engine for community engagement, and a national leader in science education, Roper Mountain hosts 50,000 students and 4,000 teachers in our hands-on learning labs each year.

We reach an additional 30,000 students in our outreach programs, including Science On Wheels, Virtual Field Trips and BLAST! After School Program, and host 50,000 families and adults at our public programs throughout the year.

### 2. *Project Goals and Scope of Services*

Roper Mountain is seeking the services of a full-service marketing and communications firm to execute a comprehensive integrated marketing plan to promote visitors and tourists to attend the second annual Laser Days Of Summer events.

The programs will feature a variety of musical genres in late afternoon and evening shows in the planetarium on Thursday, Friday and Saturday evenings, from Thursday, July 18 to Saturday, Aug. 3.

The selected firm will be responsible for the development and implementation of a comprehensive and cost-effective marketing plan throughout the Upstate of South Carolina and targeted markets in Columbia, Charlotte and Western North Carolina.

Tasks include but may not be limited to the following criteria:

- Targeted Social Media Ads
- Digital Ads
- Out-Of Home Ads
- Print Ads
- Various Marketing Collateral
- Public Relations Support

### 3. *Anticipated Selection Schedule*

The Request For Proposal timeline is as follows:



## Roper Mountain Science Center

Request for RFP: June 11, 2019

Deadline for Submissions: June 24, 2019

Contract Award / Notification to Unsuccessful Proposals: June 28, 2019

Work to Begin: July 1, 2019

#### 4. *Time and Place of Submission of Proposals*

The RFP will be posted on our website, RoperMountain.org and will be made available upon request via email.

Respondents to this RFP must submit their proposal electronically to the email provided.

#### 5. *Timeline*

Roper Mountain Science Center needs this project completed within one month of the final event date – by Sept. 3, 2019.

#### 6. *Elements of Proposal*

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, as well as the names and credentials of the team.
- A narrative outlining the firm's strengths and distinguishing skills or capabilities as they might relate to Roper Mountain Science Center and / or this type of project.
- A representative of social media ads, marketing collateral and PR services for current and past clients.

#### 7. *Evaluation Criteria*

The successful respondent will:

- Possess full-service, in-house capabilities for marketing, creative services, production, media planning and placement and public relations services – or have an established plan in place with sub-contractors for capabilities outside your in-house services.
- The competitive cost of services.
- The expertise in working with similar customers.

#### 8. *Possible Roadblocks*

Due to the delay in the award of funding from the City of Greenville Accommodations Tax committee, this project will be under tight time constraints to get up and running by the week of July 15.

#### 9. *Budget*

Roper Mountain Science Center's budget for this project is \$10,000.00.

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