



REQUEST FOR PROPOSALS

FOR

**MARKETING SERVICES FOR THE MAINE
INTERNATIONAL FILM FESTIVAL (MIFF)**

December 26, 2024

**CITY OF WATERVILLE,
MAINE 04901**

The City of Waterville will be accepting bids for marketing the Maine International Film Festival now through January 15, 2025.

General Description

The City of Waterville invites qualified marketing firms and professionals to submit proposals to execute a marketing campaign for the Maine International Film Festival (MIFF), a ten-day annual event held in Waterville, Maine. The objective of this campaign is to increase overnight stays and visitor spending by positioning Waterville as an artistic and cultural destination, targeting larger urban markets outside Maine. There is a marketing budget up to \$50,000, with funding provided by the Maine Office of Tourism and the City of Waterville. We are seeking proposals that can deliver effective and innovative strategies within this financial limit.

Scope of Work

The selected firm will develop and execute a comprehensive marketing campaign in alignment with the outlined objectives:

1. Digital Outreach

- Execute targeted digital marketing campaigns, including SEO and digital advertising.
- Develop and manage social media content and advertising strategies.
- Create and distribute email marketing campaigns tailored to specific audience segments.

2. Promotion of Local Assets

- Highlight local accommodations and cultural institutions through various marketing channels.
- Collaborate with local businesses to promote event-related offers and activities.

3. Content Creation and Media Outreach

- Develop compelling content such as videos, articles, and visuals to promote the festival.
- Engage with media outlets and influencers to amplify the campaign's reach.

4. Campaign Monitoring and Evaluation

- Track key performance metrics such as engagement, conversions, and economic impact.
- Provide a final report summarizing outcomes and recommendations for future campaigns.

Proposal Requirements

Interested firms must submit proposals that include the following:

1. Executive Summary

- Overview of the proposed approach and understanding of the project objectives.

2. Experience and Qualifications

- Relevant experience in marketing events.
- Case studies of successful campaigns targeting urban markets.

3. Proposed Strategy

- Detailed plan addressing the scope of work.
- Innovative ideas to enhance the campaign's impact.

4. Budget Breakdown

- Allocation of resources within the provided budget.

5. Timeline

- Work plan aligned with the project's phases and milestones.

6. References

- Contact information for at least three references.

Completion Date

Firm shall complete all work no later than December 1, 2025.

Bid Submittal

Sealed proposals must be submitted to the City of Waterville, Office of Community Development, 1 Common Street, Waterville, Maine 04901, by 12:00 PM EST on January 15, 2025. Proposals must be clearly labeled: "MIFF Marketing Campaign RFP." Late submissions will not be considered.

Bid Award

If the City determines to award, notification will be made within thirty (30) calendar days after bid opening, to the successful bidder whose bid fully complies with all requirements specified contingent upon approval by the City Council. The City reserves the right to reject any and/or all bids without absorbing any liability against the City.

Evaluation of Bids

Proposals will be evaluated based on the following criteria:

- Demonstrated expertise in digital marketing and campaign execution (30%).
- Creativity (30%).
- Cost-effectiveness and budget management (20%).
- Ability to execute in a timely manner (20%).

Invoices and Payment

Invoices shall be transmitted to the City of Waterville, 1 Common Street, Waterville, Maine 04901-6699. It is the practice of the City of Waterville to pay invoices within thirty (30) days of receipt. The City is exempt from State of Maine Sales Tax.

Cancellation

The City reserves the right to cancel any unfulfilled portion of the Contract if, in the opinion of the City, the services or materials supplied are unsatisfactory or are not in compliance with the terms and conditions of the specifications. Cancellation shall be effective following ten (10) calendar days written notice to the Bidder.

Inquiries

Any questions concerning this bid request should be directed to Michael Hall, Community Development Specialist, 1 Common St., Waterville, Maine 04901. Telephone inquiries can be made by calling (207) 680-4216 between the hours of 9:00 AM & 5:00 PM Monday through Thursday.

Bid Contract

DATE: _____

To the Community Development Department for the City of Waterville, Maine:

Please accept this bid submission from:

(hereinafter called "Bidder"), a corporation* organized under the laws of the State of _____ or a partnership/individual** doing business as _____
_____.

This bid is being submitted for the marketing of services for the Maine International Film Festival.

(Attach Additional Comments, As Necessary)

The Bidder proposes to supply the following:

Bid Option #1 As specified:

\$ _____

Bid Option #2 With Contractor suggested alternatives:

\$ _____

Name/Title of Bidder: _____

(Signature)

Address: _____

Telephone: _____ Email: _____

Tax ID# _____

* Affix seal if by Corporation

**Cross out word/phrases that do not apply

City of Waterville Acceptance

City Manager Signature _____

Date _____