

North Park Main Street

Request for Proposal Social Media and Digital Marketing

Feb 4th 2022

\$3000-\$3,500

North Park Festival of Arts Graphic Design

I. North Park Festival of Arts 2014

The Greater North Park Community and the North Park Business District have experienced a renaissance within the last ten years. This thriving push toward economic vitality involves many components, and at the center is a commitment to enhancing and promoting the arts. North Park has been by definition, an urban village: a community-oriented center where residential, commercial, employment and civic/education are all integrated. The urban village concept is enhanced by highlighting the business of arts through special events designed to bring in local artists to exhibit, perform and educate the community.

II. Project Overview

The North Park Festival of Music will provide the people of San Diego County an opportunity to experience the rich diversity of our region's cultural traditions through music, dance, and live, still and media art. The festival provides an array of live musical performances on three stages that range from indie, hip-hop to rock n' roll, flamenco dancing to ballet, folk music to R&B and more. The festival is dedicated to presenting the works of established and aspiring local artists, and exhibitors. The festival greatly aids in the economic development of North Park as it generates tourism, media attention, and name recognition that helps sustain the commercial district and its small business community throughout the year. The festival provides opportunity for collaboration between North Park businesses and artists and performers from around the region. The festival also financially benefits participating local vendors, artists, musicians, and non-profit organizations by providing them the opportunity to sell their products, share their talents and gain community recognition at a large public event. One of the new components of the festival is a focus on cultural diversity. The North Park Festival of Music is a rebrand of the North Park Festival of Arts, a public event that

has attracted locals and tourists annually since 1996 and continues to grow at a steady rate. Approximately 10,000 - 15,000 attendees are anticipated in 2022.

North Park Main Street wishes to employ as contractor a company or individual to perform the following Outreach and Communication tasks:

Timeline of completion: February 28th – May 23rd

- 1) E-mail marketing through MailChimp contacts.
 - 2 eblasts (save the date and event announcement) in March.
 - 2 eblasts beginning April 1st.
 - Weekly e-blasts in May.
 - E blasts will each contain branded graphics provided by graphic designer
 - Each e blast will contain important information on the different elements of the event to offer a variety of information throughout the promotional timeline.

- 2) Social Media campaign to include content, and recommended hashtags.
 - Beginning March 1st posts will be sent out through NPMS and Explore channels. featuring bands, artists, food and beverages offered at the event. Company will Create weekly and daily Facebook, twitter, and Instagram postings using approved graphics and tagging associated participants.
 - Company will create tick tocks to promote the event using brewers and other local content.

- 3) Company will be responsible for checking and responding to all questions related to social posts, direct messaging and commenting on posts to create feedback on posts.

- 4) Company will post live throughout the 2 day event.