



Lackawanna
County

Commissioners

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LACKAWANNA COUNTY, PENNSYLVANIA

REQUEST FOR PROPOSALS

FOR

PROFESSIONAL SERVICES FOR

THE GIVE BACK ON THE MOUNTAIN MUSIC EVENT

**PUBLIC NOTICE - ADVERTISEMENT
REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES
MARKETING/ADVERTISING/EVENT PROMOTOR SERVICES FOR
LACKAWANNA COUNTY, PA**

Notice is hereby given that pursuant to a fair and open process, The County of Lackawanna is requesting written proposals from a qualified Marketing/Advertising/Event Promotor to provide professional services assistance in connection with the Give Back on the Mountain Musicfest for the Lackawanna County.

Sealed proposals will be received on or before 10:00 A.M. prevailing time, Monday, May 1, 2023, by the Lackawanna County Board of Commissioners, c/o Brian Jeffers, Chief of Staff, at its offices, The Lackawanna County Government Center, 123 Wyoming Avenue, Sixth Floor, Scranton, PA 18503. Proposals will not be accepted after the date and time.

Details of the proposal content are contained in a Request for Proposal Packet which can be obtained on the Lackawanna County web site at www.lackawannacounty.org.

The following factors will be used to evaluate the proposals and to award a contract:

1. Qualifications and experience in marketing and advertising across Lackawanna County and beyond.
2. Knowledge and experience of the execution and promotion of a large musical event
3. Reasonableness of compensation requested for the administration of the event.

Proposals may be held by LACKAWANNA COUNTY for a period not to exceed 30 days from the date the proposals are due. For further information and a copy of the RFP, please contact Peggy Piccotti, Community Development Manager, Planning and Economic Department, at piccottim@lackawannacounty.org or (570) 963-6830 ext. 1356.

REQUEST FOR PROPOSAL

FOR MARKETING/ADVERTISING AND EXECUTING THE GIVE BACK ON THE MOUNTAIN EVENT

LACKAWANNA COUNTY will receive proposals for professional consulting services for the Marketing/Advertising and Execution of the Give Back on the Mountain Event.

I. TYPES OF SERVICES REQUIRED:

The Consultant may be required to provide services and assistance including:

1. Full execution of event from start to finish.
2. All Marketing/Advertising for event that will include Sponsor name mentions for Lackawanna County.
3. All related marketing for vendor solicitation prior to event.
4. All vendors (food/beverage/shopping); work with county on layout of vendors and Legends on beverage/alcohol sales.
5. Provide Host(s)/Emcees for announcements.
6. Scheduling of local bands/DJs and secure Sound and Lighting personal for the stage set up/management.
7. Work with County approved tent company for vendors.
8. Work with Live Nation on Union Labor/Stagehands.
9. Provide an event photographer/videographer and event recap details.
10. Provide a Musical Headliner (up and coming act)
11. Mention Lackawanna County Give Back on the Mountain Music Fest in 500 Grant/Event Commercials across multiple stations for 10 weeks (Lackawanna County Presents – Leading Off)
12. Mention Lackawanna County Give Back on the Mountain Music Fest in 168 Live Liners across multiple stations for four weeks.
13. Mention Lackawanna County Give Back on the Mountain Music Fest in 168 Recorded Promos across multiple stations for four weeks Inclusion in On-Air Calendar Segments – 112 per station (224 total) (Includes Lackawanna County Give Back on the Mountain mention with event listing)

14. Integrated presence on Official Event landing page and presence on multiple station homepages for ten weeks (Includes logo/business information on webpage & 50,000 impressions on station homepages)
15. Updates to Official Event. Logo Inclusion in all Digital Advertising for Event (Includes Homepage Takeovers on each station website three days prior to event Station social posts, Web Ads, target display ads, and e direct emails)
16. Logo Inclusion on Official Event Facebook Page. Lackawanna County Give Back on the Mountain Music Fest name mention in multiple Station E-mail Newsletters (one per station). (This includes logo in E-mail to over 34,000 listeners across all station brands).
17. On-Site Exposure at the Event (Logo on various signage at event)

II. COMPENSATION AND METHOD OF PAYMENT:

The Consultant should specify a lump sum cost for the Marketing, Advertising, and execution of the Give Back on the Mountain Event.

For technical assistance, the consultant should be willing to work on a lump sum cost based on a minimum number of hours provided each month.

For additional administrative and financial services, the consultant shall provide an hourly rate of compensation.

III. TIME OF PERFORMANCE:

The County will offer a contract for a one year.

Future year commitments of a Contract are subject to Lackawanna County Board of Commissioners approval and no cost shall be considered, incurred or encumbered for such services until the County authorizes any additional incurring costs.

IV. SELECTION:

The County will review all proposals and make a selection based on the following criteria and the proposals will be rated and ranked according to the following points system:

Criteria:

- | | | |
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| a. | Specific examples of comparable work completed within the last five years | 25 points |
| b. | Knowledge and Experience of the execution and promotion of a large musical event | 25 points |
| c. | Technical Qualifications and experience in marketing and advertising across Lackawanna County and beyond | 25 points |
| d. | Reasonableness of compensation requested for the administration of this event | 25 points |

TOTAL = 100 points

It should be noted that the award of the Contract will be made to the firm or individual submitting a proposal that is most advantageous to the County. The County will review the proposals and make an award. Proposals may be held by the County for a period not to exceed thirty (30) days from the date of opening of the proposals for the purpose of reviewing said proposals and investigating the qualifications of the successful provider, prior to awarding the Contract. Unsuccessful bidders will be notified immediately.

The Request for Proposals does not commit the County to award a Contract, to pay any costs incurred in the preparation of a Proposal pursuant to this Request, or to procure or contract for services. The County reserves the rights to accept or reject any or all Proposals, to negotiate with all qualified sources, or to cancel in whole or in part, this Request for Proposals, if it is in the best interest of the County to do so.

V. INFORMATION AND DATA REQUIRED:

All offerors are required to submit an original and two (2) copies of their Sealed Proposal on or before 10:00 A.M. prevailing time, Monday, May 1 ,2023. The Proposal must be

enclosed in a sealed envelope which is marked on the outside: **“PROPOSAL FOR CONSULTING SERVICES FOR THE MARKETING/ADVERTISING AND EXECUTION OF THE GIVE BACK ON THE MOUNTAIN EVENT”**, and addressed to the Lackawanna County Board of Commissioners, c/o Brian Jeffers, Chief of Staff, at its offices, The LCGC at The Globe, 123 Wyoming Avenue, Sixth Floor, Scranton, PA 18503. Proposals will not be accepted after the date and time.

The following items must be included in the Proposal:

- a. The Offeror’s understanding of the Scope of Services and suggested detailed Scope of Services.
- b. Method of Compensation. A statement of the firm’s fee structure must be included in the Proposal, both a lump sum fee and hourly rates must be included for each year.
- c. Offeror’s qualifications, experience, time commitments, and professional staff to be assigned to the program. Identify key staff to be assigned and submit resumes.
- d. Insurance - Each OFFEROR shall submit Certificates of Insurance for:
 1. General and Professional Liability Insurance (Minimum \$1,000,000.00)
 2. Workmen's Compensation Insurance

VI. GENERAL INFORMATION:

The Consultant will comply with Title VI of the Civil Rights Act of 1964 (P.L. 88-352), as amended, and all applicable Federal and State Civil Rights statutes.

The County welcomes proposals from small, minority, and/or female owned firms and individual minority and female professionals. Attention is called to the fact that employees and applicants for employment are not discriminated against because of race, color, age, religion, sex, disability, familial status or national origin.

For further information or any questions, please contact Peggy Piccotti, Contract Manager, Department of Planning and Economic Development, at piccottim@lackawannacounty.org or (570) 963-6830, ext. 1356.