



Community Profile Publication RFP

GOALS

To educate new and current residents on Spartanburg's assets and opportunities by creating a publication including editorial content and information about Spartanburg's amenities, including but not limited to: housing, education, healthcare, worship, service, culture and recreation.

To generate revenue for the Spartanburg Area Chamber of Commerce

OVERVIEW

Produce a community profile publication in print and digital format. Sales and production will occur during the 2018 calendar year, with product in-hand no later than January 31, 2019. If performance is satisfactory, vendor will have the option to renew the partnership for up to two future versions of the publication.

CONTENT

All content and production work (including but not limited to photography, written copy/articles, graphic design, demographic information, comparable data) will be provided by the vendor under the editorial direction and brand standards of the Spartanburg Chamber.

Scope of Services

- Handle all aspects of project production and administration
- Provide a professional photographer, journalist and graphic designer to create all content required for the scope of the project.
- Provide on-site and/or telephone turnkey advertising sales, making a best effort to align advertisements with goals of the publication, and committing a percentage of sales to the Spartanburg Chamber
- Print and distribute between 5,000 and 10,000 copies of a professional quality full-color publication
- Provide a fully-optimized digital and mobile friendly version of the publication
- Provide Spartanburg Chamber members with the opportunity to bid on any third-party needs

Experienced vendors should submit statements of qualification and examples of print and digital work to the Spartanburg Chamber no later than 5 p.m. on Wednesday, August 8.

Questions and submittals should be directed to Naomi Sargent at nsargent@spartanburgchamber.com or at 864-594-5020.