



HILLCREST BUSINESS ASSOCIATION

REQUEST FOR QUOTE

To: From: Lisa Weir
Date: August 22, 2011 Fax:
Phone:
Subject: Public Relations for parking programs in Hillcrest Number of pages (incl. cover): 2
Hillcrest

The Hillcrest Business Association (HBA) is seeking a quote for public relations services for parking programs in Hillcrest. Please respond to this request for a quote before September 23, 2011 at 4pm by mail, email or fax.

Existing conditions: The Parking Committee of the HBA is interested in hiring a public relations firm to promote the message that “parking is easy” in Hillcrest to San Diego residents and visitors as well as local and national media from October 2011 – March 2012.

Description of work:

Parking Programs in Hillcrest

Messaging/Branding

- Work with the HBA to create a Hillcrest parking strategic marketing campaign that conveys ‘parking is easy in Hillcrest’, including but not limited to graphics artwork, web site, and mobile technologies; develop and employ creative ideas associated with the campaign to achieve the following:

General Marketing/Promotions

- Design and implement a comprehensive advertising campaign with media buys that support PR activities, fits within the budget below, and successfully connects with Hillcrest customers
- Develop successful social networking campaign
- Secure strategic corporate and non profit sponsorships and partnerships to further create a sense of large scale support and neighborhood support for the campaign
- Consult with the HBA monthly to write releases and calendar notices around different featured angles
- Send the releases to media such as publishers, editors, etc. and get articles/mentions in issues
- Work with local and national publications to pitch and place articles with photos, interviews, etc.
- Create and implement additional signage plan within the neighborhood and surrounding community to showcase campaign
- Create direct marketing piece to be mailed to surrounding zip codes
- Create PSA releases for radio stations and send out to solicit coverage
- Create events and promotions associated with the campaign to draw visitors into Hillcrest and to attract media coverage (for example: create a parking perk program in Hillcrest that provides consumers incentive for parking in Hillcrest)

Television

- Pitch media ideas on a regular basis to local TV stations
- Book at least one TV spot every other month featuring Hillcrest parking improvements in the news
- Work with featured guests to provide an interactive segment for station
- Act as the liaison each week between interested media and Hillcrest parking representatives



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Radio

- Work with client to secure Hillcrest inspired packages/gift certifications to giveaway on local radio stations to drive listeners into Hillcrest and encourage them park using new parking options

Please list additional suggestions or creative ideas your firm can bring to public relations related promotions for parking in Hillcrest:

Quotes for this proposal should range from \$50,000 to \$150,000. Quotes must outline advertising/media buy costs along with service fees (media buys may range between \$50,000 - \$100,000 and should be clearly explained).

Please provide a quote for all the above work:

PRICE: _____

Your quote for each job must be received by mail, email or fax with your price for each job by 4pm on September 23, 2011

Additional Information:

- Direct service providers only. Third party contracts will not be considered.
- Please provide any further information concerning this project, including suggestions for how to better complete the project, as an attachment to this document. You may provide any relevant materials about your company that should also be included as an attachment to this RFQ.
- All contractors hired by the HBA must conform with state and local laws; City of San Diego insurance, workers compensation and equal employment provisions; and shall indemnify the City of San Diego and the HBA.
- All contractors will provide their own materials and labor, and shall be a registered company within the City of San Diego.

Please forward any questions concerning this RFQ to Lisa Weir at (619) 299-3330, lisa@hillcrestbia.org.