



HILLCREST BUSINESS ASSOCIATION

REQUEST FOR PROPOSAL

To: Interested Parties
Date: June 12, 2014

From: Megan Gamwell
Fax:
Phone: 619 299 3330
Number of pages (incl. cover): 1

Subject: Radio promotional media buys for the
neighborhood of Hillcrest, San Diego

The Hillcrest Business Association (HBA) is seeking radio promotions for 12 months for the neighborhood of Hillcrest, San Diego. Please respond to this request for a quote before July 1, 2014 at 9am by mail, email or fax.

Existing conditions: The HBA produces and promotes a number of events in Hillcrest. Additionally, the HBA promotes the neighborhood of “Fabulous Hillcrest” to support the Hillcrest brand and each individual member business operating within the business improvement district.

Description of promotions: The HBA will work with a radio station from July 2014 to June 2015 to promote Hillcrest events produced by the HBA and member businesses, to promote the neighborhood of “Fabulous Hillcrest” and member businesses as appropriate.

Radio media buy

1 year campaign, assets broken down per month:

- On Air
 - At least 10 live mentions by radio personality and integrated into ‘news segment’ style updates as a morning show or news show exclusive sponsor
 - Prize or ticket giveaways integrated up to 10 times monthly and mentioned on air
 - At least 20 creative live mentions (in ad space or on air time)
- Online
 - Unlimited event listings to calendar notices or pages on radio station web site with active URL to Hillcrest web sites
 - Creative promotions for events and the larger neighborhood
 - Photos accessible on radio station web site from coverage at previous Hillcrest events
- On Site
 - Radio station promotional team to be on site with Hillcrest events or happenings (at least 4 times a year) and broadcasting live on site at least 2 times a year (optional events to include: CityFest, Hoedown, The Amazing High Heel Race, Pride Block Party, Hillcrest Fat Tuesday, Taste of Hillcrest and Taste N Tinis, Fridays on Fifth)
 - Hillcrest members and activation teams invited to join radio station at their events (at least 4 times a year)

Additional notes

Additional ideas and promotional concepts will be considered. Please include them in the RFP as relevant attachments.



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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 9am on July 1, 2014

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 Megan Gamwell at (619) 299-3330, Megan@hillcrestbia.org