

**Request for Proposals (RFP):
Comprehensive Marketing & Awareness Campaign**

Release Date: April 2, 2026

Proposal Due Date: April 16, 2026

Project Term: April 23, 2026 – June 30, 2026

Estimated Budget: \$200,000 to \$240,000

1. Project Overview

The Fresno County Economic Development Corporation (EDC) seeks a qualified firm or partnership to develop and execute a high-impact, multi-channel campaign. This initiative aims to bolster the **New Employment Opportunities (NEO) program** while simultaneously positioning Fresno County as a premier destination for business growth and location.

The NEO Program, a partnership with Fresno County Department of Social Services, is designed to support CalWORKs Welfare-to-Work (WTW) participants in transitioning to long-term, unsubsidized employment by partnering with local businesses to provide job opportunities, training, and hands-on work experience. Employers benefit from this program by receiving partial wage reimbursements for eligible WTW participants alongside EDC's and DSS's assistance with job placement and retention.

The selected partner(s) will provide a turn-key solution encompassing strategy, creative production, and aggressive media placement to engage three primary audiences:

1. **Local Employers:** To drive recruitment and highlight the value of hiring through the NEO Program.
 2. **Job Seekers & Community Agencies / Organizations:** To increase program awareness and participation. Organizations in this context may include community partners, agencies, community-based organizations, etc.
 3. **Prospective External Businesses:** To market Fresno County's workforce incentives as a competitive regional advantage.
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2. Scope of Work & Deliverables

The selected partner(s) will be responsible for the following core pillars:

A. Strategy, Research & Messaging

- Conduct rapid market research to refine messaging for the Central Valley business community.

- Develop a cohesive brand narrative that bridges NEO program benefits with regional economic development goals.

B. Content & Asset Creation

- **Graphic Design:** Development of digital, print, and social media assets.
- **Employer/Participant Vignettes:** Production of high-quality success stories.
- **Web Integration:** Execute necessary edits to existing web platforms to optimize for campaign landing pages (pending accessibility/permissions).
- **Videography Coordination:** Manage production for in-person filming in collaboration with existing partners.
 - *Example Deliverables:* 3x :60s (Social), 3x :30s, and 3x :15s edited spots.

C. Media Buy & Execution (3-Month Flight)

Execution of a saturated media blitz across the following channels:

- **Broadcast TV:** Including secured/sponsored news coverage.
 - **Streaming & Digital:** Comprehensive SEM and programmatic display.
 - **Radio & Print:** Targeted regional placements.
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3. Project Timeline & Budget

The performance period is compressed to maximize impact before the close of the fiscal period.

- **Campaign Launch:** May 2026
- **Campaign Conclusion:** July 2026
- **Payment Milestone:** All content creation, editing, pre-pays, and bulk media orders must be finalized and invoiced no later than **June 7, 2026**.

Budget Allocation: \$200,000 to \$240,000

4. Proposal Requirements

Interested firms must submit a proposal (maximum 8 pages) including:

1. **Firm Qualifications:** Experience in workforce development or economic development marketing.
2. **Strategic Approach:** A brief outline of how the firm will manage the 3-month timeline and the "vignette" storytelling component.

3. **Media Plan:** A preliminary breakdown of the proposed budget across the requested channels (TV, Digital, Radio, Print, etc.).
 4. **Cost Proposal:** Detailed breakdown of management fees vs. direct media spend.
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5. Evaluation Criteria for Submitted Proposals

Proposals will be evaluated based on:

- Demonstrated ability to meet the June 7 production and pre-payment deadline for bulk orders.
 - Creative portfolio and experience with video-led storytelling.
 - Strength of the media buying strategy to reach Fresno County target audiences.
 - Cost-effectiveness and value-add through "bulk-buy" savings.
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6. Evaluation Criteria for Project Success

Respondents should include anticipated engagement and awareness outcomes for their proposals, which may include but are not limited to the following examples:

- **Qualified Lead Generation:** Number of high-intent "Contact Us" or "Request Info" forms completed by local business owners and HR managers.
- **Website Traffic & Behavior:** Growth in unique visitors to the NEO landing page(s), with a specific focus on "Time on Page" and "Bounce Rate" as indicators of messaging resonance.
- **Multi-Channel Reach:** Total impressions and frequency across Broadcast TV, Radio, and Digital, ensuring a saturated presence in the Fresno County market.

Respondents should include related reporting referencing their engagement and awareness outcomes, such as the following examples:

- **Monthly Impact Reports:** Detailed dashboards showing digital performance (CTR, CPC, impressions) and traditional media reach.
- **Lead Tracking:** A weekly log of employer/participant inquiries generated through campaign-specific channels (QR codes, tracking phone numbers, or dedicated URLs).
- **Final Campaign Audit:** A comprehensive post-campaign analysis submitted by June 30, 2026, comparing final outcomes against the initial benchmarks established in April.

To assist the respondents in further understanding the goals and objectives of Fresno County EDC in issuing this RFP, the following outcomes supportive of the NEO Program will be monitored by the EDC program team during and after this project:

- **Employer Enrollments:** Increase in new employer applications to the NEO program during the campaign period compared to previous data.
 - **Participant Pipeline:** Increase in job seeker inquiries and program enrollments.
 - **Direct Job Placements:** Tracking the conversion rate of campaign-driven business leads into active job placements.
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7. Submission Instructions

To be considered for this project, firms must adhere to the following submission guidelines. Failure to comply with these requirements may result in disqualification.

- **Submission Deadline:** All proposals must be received by **5:00 PM PST on April 16, 2026**.
 - **Format:** Proposals must be submitted as a single PDF document. The main body of the proposal should not exceed 8 pages (appendices for case studies or bios are permitted).
 - **Method of Delivery:** Electronic submission is required.
 - Please email your proposal to Jackie Cuevas: jcuevas@fresnoedc.com and Christopher Zeitz czeit@fresnoedc.com
 - Use the subject line: "**RFP Submission: NEO Marketing & Awareness Campaign [Firm Name]**".
 - **Inquiries:** All technical or procedural questions regarding this RFP must be submitted via email by **April 5, 2026**. Submit these questions to the email addresses indicated above.
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8. Scoring Rubric for Submitted Proposals

A selection committee will review all responsive proposals based on a 100-point scale. The EDC reserves the right to interview top-scoring firms before final selection and issue any requests for clarification that it deems necessary at its sole discretion. Due to limited availability of time, no appeal process will be available.

Criteria	Weight	Evaluation Focus
Technical Expertise & Experience	30 pts	Proven track record in economic/workforce development or B2B marketing; quality of previous video and creative assets.
Strategic Campaign Approach	25 pts	Clear plan for narrative development across the three target audiences; ability to manage the "vignette" storytelling component.
Media Placement & Value	20 pts	Effectiveness of the proposed 3-month media mix (TV, Digital, Radio, Print) and strategy for securing "bulk-buy" savings.
Operational Readiness & Timeline	15 pts	Demonstrated capacity to execute the full scope within the April–June window and meet the June 7 billing deadline .
Cost Proposal	10 pts	Overall value and transparency of fee structures versus direct media pass-through costs.

9. Terms and Conditions

- **Fiscal Deadline:** Due to the funding structure of this initiative, all content development, bulk orders and pre-pays **must be invoiced and processed by June 7, 2026**. Firms must demonstrate the financial and administrative capability to meet this hard deadline.
- **Right to Reject:** The Fresno County EDC reserves the right to reject any or all proposals, to waive any informality or irregularity in any proposal, and to negotiate with any qualified firm.
- **Ownership of Assets:** All creative assets, raw footage, and campaign data produced under this contract shall become the sole property of the Fresno County EDC upon final payment.

10. Sample Cost Proposal Table

To ensure a standardized review process, all respondents are encouraged to present their budget using the following format. This table should reflect the total budget, including all sub-caps.

Budget Category	Description of Services	Proposed Cost
Strategy & Research	Messaging development, audience research, and campaign planning.	\$
Creative Development	Graphic design for digital/print/social and website edits.	\$
Employer/Participant Vignettes	Production of high-quality success story videos.	\$
Videography Management	Oversight of production and multi-format editing.	\$
Marketing Contract Management	Account oversight, reporting, and campaign management.	\$
Media Placement (Broadcast TV)	Includes 3-month flight and sponsored news coverage.	\$
Media Placement (Radio/Print)	Comprehensive regional buys for 3 months.	\$
Media Placement (Digital/SEM)	3 months of streaming and targeted search engine marketing.	\$
TOTAL PROPOSED COST	All-inclusive fee for the 3-month campaign.	\$

11. Pre-Pay and Bulk Order Schedule

Given the fiscal requirements of the EDC, **please provide a brief statement confirming your firm's ability to meet the following billing schedule:**

1. **Advance/Bulk Media Orders:** Invoiced by **June 7, 2026.**
2. **Final Campaign Closeout:** Invoiced by **June 7, 2026.**

Note to Proposers: Respondents are encouraged to highlight "bulk-buy" value savings or added value (e.g., additional social media impressions or bonus print placements) secured through early payment.