September 18, 2023

# Palm Beach County Supervisor of Elections

# Request for Proposals

# Creative Marketing and Public Relations Firm for Elections

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| Department: | Communications |
| RFP Number: | RFP #C20232024 |

## Creative Marketing and Public Relations Services

The Palm Beach County Supervisor of Elections office seeks proposals from creative marketing and public relations firms with knowledge and experience in elections. The firm will develop and implement a comprehensive marketing and public relations campaign for the 2024 Election Cycle. The primary objective is to increase voter turnout and awareness of the three ways to vote.

The Palm Beach County Supervisor of Elections office is a non-partisan Constitutional Office dedicated to promoting voter participation and civic engagement. Part of our mission is to ensure that every eligible resident is registered to vote and has the opportunity to cast their vote and have their voice heard.

The selected firm will be responsible for developing a comprehensive marketing and public relations campaign that includes, but is not limited to, the following elements:

* Development of a voter education campaign strategy and messaging that resonates with the target audience
* Creation of educational materials to inform voters, including print, digital, and social media assets
* Implementation of a digital ad strategy to engage voters
* Coordination of voter education events, including but not limited to speaking engagements and voter registration drives
* Coordination of media outreach and press releases to promote the voter education campaign and generate high-impact media coverage
* Develop strategies and processes for crisis communications

### Requirements

The firm should have the following qualifications:

* Experience in developing and implementing successful marketing and public relations campaigns for elections
* Knowledge of the administration of elections, local political landscape, and issues
* Strong relationship with local media outlets
* Creativity in developing campaign messaging and materials
* Demonstrated success in increasing voter awareness, turnout, and engagement
* Ability to work collaboratively with the Supervisor of Elections and Staff
* Be available 24/7 for 365 days a year and immediately respond to short notice requests
* Relationships with local and or national influencers
* Solutions and contacts for mass direct mailing and media buys across all platforms
* Ability to provide status reports on performance and make adjustments to optimize results

### Proposal Submission

Interested firms should submit a proposal that includes the following components:

* Overview of the firm and its qualifications
* Proposed campaign strategy and messaging
* Description and examples of the proposed materials
* Outline of the media outreach plan
* Proposed timeline for campaign implementation
* Budget and fee structure

Proposals must be submitted electronically to marktatoul@votepalmbeach.gov by 5:00 p.m. on November 15, 2023. Proposals received after the deadline will not be considered.

The Palm Beach County Supervisor of Elections office reserves the right to waive any informalities or irregularities in the proposals received.

If you have any questions regarding the submission process, please contact Mark Tatoul using the contact information below. Thank you for your anticipated interest, and we look forward to receiving your proposal.

Mark Tatoul, Contracts

Email: marktatoul@votepalmbeach.gov

Telephone (office): 561-656-6275