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community

Request for Proposal - Marketing Support Services

April 27, 2020

<https://www.joinsourcelink.com>

## Summary and Background

SourceLink is currently accepting requests for proposals for a four-month engagement to support marketing and outreach efforts resulting in increased visibility and lead generation through those marketing efforts.

## About SourceLink

The University of Missouri-Kansas City Innovation Center through its SourceLink program works with economic developers in cities and regions across the United States. SourceLink helps identify communities' entrepreneurial resources and strengths to improve their value, impact and visibility. The goal is to help communities improve entrepreneurs' access to the vital, just-in-time, on-the-ground resources they need to accelerate their ideas and turn those into sustainable businesses that create jobs.

Founded in 2003, SourceLink works across the country to turn fragmented small business resources into cohesive and vibrant entrepreneurial ecosystems that attract startups, accelerate business growth, create jobs, and develop sustainable partnerships. SourceLink provides ready access to national best practices. The SourceLink team speaks widely at national and international conferences on the subject and has recently released "*Beyond Collisions: How to Build Your Entrepreneurial Infrastructure*," a book that lays the basis for an understanding of building entrepreneur support environments.

# Proposal Guidelines

SourceLink seeks a vendor who can support our organization with flexible expertise to deliver at least the following core deliverables for a four- month period. Contract may be extended upon available funds, and successful performance of the vendor.

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5:00 p.m. CST Friday, May 8, 2020. Proposals received after this date and time will not be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal.

## Project Outcomes

- Kick-off meeting
- Bi-monthly Email Newsletter
- Social Media Accounts - 2 posts per week on each of SourceLink's LinkedIn, Facebook and Twitter accounts
- Blog Article Creation - 4 articles a month 800-1200 words; SourceLink can provide content ideas and referrals to our network of affiliates for quotes, stories, and/or interviews
- Special Projects as Designated (may be scoped independently as projects come online)
- Standing calls to review deliverables and upcoming content

## Budget

All proposals must include proposed costs - not to exceed \$3,750/month - to complete the tasks described in the project scope. Costs included in proposals must be all-inclusive and include any outsourced or contracted work.. NOTE: All costs and fees must be clearly described in the proposal.

## Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in successfully completing similar projects
- Description of experience in entrepreneurship
- Examples of 2 or more similar projects implemented by your organization
- Testimonials from past clients
- Anticipated resources you will assign to this project (total number, role, title, experience)

# Evaluation Criteria

University Center Program staff will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal. Your proposal should be complete and

include the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their proposal based on the work to be performed in accordance with the scope of this project
- Expertise and experience: Bidders must provide descriptions of staff technical expertise and experience

# Submissions

Each bidder must submit an electronic copy of the proposal by 5:00 pm CST May 8, 2020 to [hello@joinsourcelink.com](mailto:hello@joinsourcelink.com).