

## **Union Fire Company No. 1**

### **Request for Proposal**

Request for Proposal is open for a period of 7 calendar days from the posting on the Union Fire Company No. 1 website [www.oxfordfire.com](http://www.oxfordfire.com).

The Proposal will be for a comprehensive marketing campaign funded through a SAFER Grant award from the Federal Emergency Management Agency (FEMA). The Proposal will be for a period of (4) four years from the acceptance date. The funding for the grant is not final until a grant award is issued by FEMA. The purpose of the grant is to recruit new volunteer firefighters in the Southern Chester County, Pennsylvania region that encompasses the coverage areas of the Union Fire Company No.1 of Oxford, Penna. & the West Grove Fire Company. Marketing will need to be specific to each company's response district and include separate print materials, social media management, website development, etc. for the respective company. The comprehensive marketing plan shall include:

1. Any and all shipping, handling, assembly and setup of materials, and all training at the Union Fire Company No. 1, 315 Market St , Oxford, Pa 19363 and/or the West Grove Fire Company, 101 Walnut St, West Grove, pa 19390 shall be included in bid;
2. Marketing shall focus on recruiting new volunteer firefighters;
3. Adaption of current websites to focus on recruitment;
4. Steering of social media platforms to focus on recruitment;
5. Press releases to print, radio, TV media, and other outlets;
6. Development of a plan to target local high schools, technical schools and colleges. Include brochures, posters, presentations, and fire department member training on recruitment and presentation strategies and tactics.
7. Design of print material for recruitment purposes;
8. Direct mail campaign. Campaign should include mailing on 2 dates separated by 6 months during the first year, and on 1 date in each subsequent year. Mailing should be to all residential properties in the region. All creation, printing, postage and incidentals shall be included.
9. Yard signs

10. Indoor and Outdoor booths for events Shall include at minimum for each company: a tabletop briefcase display with minimum open dimensions of 64" x 32", case shall be included; a 8' minimum tension fabric or banner stand wall with a minimum height of 80"; 2 14' Feather blade flags and stands; a minimum 10'x10' pop up tent, with 3 sidewalls, 3 skirts, weight kit and associated carrying cases or bags; 2 8' trade show table covers.
11. Street banners up to (4) four banners per company measuring approximately 4' x 24' each.

All Proposals shall be submitted in writing to:

Recruitment & Retention Grant

Union Fire Company No. 1  
315 Market Street  
Oxford, PA 19363

Bids must be received no later than 1700 hours on the 7<sup>th</sup> calendar day following posting.

The Union Fire Company No. 1 reserves the right to reject any and all bids.