



Serving Essex, Manchester-by-the-Sea, Gloucester, and Rockport

May 4, 2021

RE: Request for Marketing Proposals

Greetings,

In partnership with the four Cape Ann communities of Essex, Manchester-by-the-Sea, Gloucester, and Rockport, the Chamber has received a Regional Pilot Program grant from the Commonwealth of MA and is seeking to work with a consultant(s)/company(s) to create and implement a marketing campaign, with video production, to promote Cape Ann businesses.

This campaign will highlight Cape Ann's diverse collection of small businesses, supporting and promoting our downtowns and cultural districts.

There are several key requirements for you to consider in relation to this work:

- We are looking for quick turnaround on all aspects of this project. (see attached)
- When possible, we will ask for the Marketing consultant(s)/firm(s) to work with Cape Ann professionals.
- The project will include: branding, print advertising, videos, as well as a robust social media campaign (including organic and paid).

The partners are looking forward to moving forward with this project and are grateful for your time and efforts to respond to this request. Attached is a more thorough overview of the project scope and services.

Please forward your proposal, identifying your ability to provide overall project management or a specific element of the work requested, along with a budget outline to us as soon as possible or no later than 5:00 PM on Friday, May 14, 2021.

Thank you on behalf of the project partners and the Chamber. We look forward to hearing from you soon.

Sincerely,

Anne Williams  
Cape Ann Comeback Project Manager  
anne@capeannchamber.com

**CAPE ANN CHAMBER OF COMMERCE**  
*Serving Essex, Gloucester, Manchester-by-the-Sea, and Rockport*

24 Harbor Loop, Gloucester, MA 01930 ~ 978-283-1601  
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**Cape Ann Chamber of Commerce**  
**Request for Marketing & Video Production Proposals**

**Project Summary**

In partnership with the four Cape Ann communities of Essex, Manchester, Gloucester, and Rockport, the Chamber has received a Regional Pilot Program grant from the Commonwealth of MA and is seeking to work with a company to create and implement a marketing campaign to help our local businesses make a strong comeback from the impacts of the worldwide pandemic.

We are seeking proposals from marketing and video production and development consultants/companies to strategize, develop, and implement our project marketing campaign.

**Marketing Campaign key items include:**

- New and inclusive (showcasing all types of businesses) project branding, including concept and designs.
- Full range of marketing products, with graphic design, including logos, print ads, social media campaign, printed materials, print and web images.
- New, fresh video production, with b-roll, to promote Cape Ann and each of its four communities.
- Community engagement strategy with rewards program promotion.
- Storytelling concepts, design and content for blogs, emails, etc.

**Project timeframe:**

- Marketing campaign starts in May, with initial project deliverables by June 8.
- Video production to run concurrently with Marketing campaign.
- Our project grant runs through September 2021.

**Target Audiences:** Cape Ann residents, businesses, and drive market.

**Total Allotted Budget:** \$45-55K (grant funding)

**Costs:** Please provide a firm quote covering all phases of this project. Break pricing down by project phases, as appropriate.

**Proposal Submission:** The deadline for submitting your proposal is **Friday, May 14, 2021 by 5 p.m.** Please submit your proposal via email to Cape Ann Comeback Project Manager Anne Williams at [anne@capeannchamber.com](mailto:anne@capeannchamber.com).

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