

NEIGHBORHOOD NOFA IV – Delmar Main Street

SCOPE OF WORK FOR Marketing & Promotions

This scope of work outlines requested services for Delmar Main Streets (DMS) for marketing and promotions work.

Event Planning and Promotion

- Establish an annual calendar of community events
- Source volunteers and sponsors for each event
- Promote events via website, social media, press releases, and physical materials (flyers, banners, etc.)
- Secure event spaces, permits, licenses, etc.
- Acquire event supplies and infrastructure (food, decorations, furniture, transportation, etc.)
- Manage day-of-event logistics (setup, volunteer management, etc.)

Website Development and Management

- Maintain WordPress multi-site network, web hosting, domains, etc.
- Create and/or source content for blog and other informational pages
- Update calendar of events
- Update resource pages and other informational pages
- Manage communications addressed to general inbox

Social Media Management

- Maintain Facebook, Instagram, Twitter, LinkedIn, and YouTube social media accounts
- Promote Delmar Main Streets events and programs via social media
- Promote efforts of partner organizations along the Delmar Main Street corridor
- Manage communications addressed to social media accounts

Brand Development and Management

- Maintain, update, and implement Delmar Main Street Brand Strategy
- Expand recognition of Delmar Main Street destination brand
- Ensure compliance with Delmar Main Street brand standards

Fundraising

- Maintain donation pages on website and external pages (i.e. Donorbox)
- Develop fundraising campaigns (i.e. Give STL Day)
- Create annual report and sponsor prospectus brochures to attract donors and sponsors
- Contact potential event sponsors

Promotion Committee

- Assist in facilitating as-needed Promotion Committee meetings to address ongoing marketing needs and opportunities
- Collaborate with committee chairs to plan events, content strategies, etc.