



**Request for Proposals (RFP)  
Branding and Marketing Services  
for the City of Coachella Agricultural Summit**

**Issued By:**

City of Coachella

**Event Date:**

Monday, March 31<sup>st</sup>

**Proposal Due Date:**

Friday, April 11<sup>th</sup>, 5:00pm PST

## **I. Introduction**

### **Background**

Agriculture has long been a cornerstone of Coachella's economy and cultural heritage. The city's agricultural sector plays a vital role in sustaining the local food system, providing employment, and contributing to the city's overall economic health. However, the sector faces various challenges, including water management issues, evolving market demands, and the need for innovative agricultural practices.

The City of Coachella previously held an Agricultural Summit in 1999 through the early 2000s at Anthony Vineyards, bringing together farmers, educational institutions, elected officials, and other stakeholders. The new Agricultural Summit will serve as a platform to revive these important discussions and identify actionable solutions to support the agricultural industry's future success. Additionally, in collaboration with Coachella Blue Zone efforts, the Summit will explore the intersection between agriculture and health, highlighting how local food production can contribute to better health outcomes for residents.

The City of Coachella is seeking proposals from qualified full-service advertising agencies to provide branding and marketing services for the City's upcoming Agricultural Summit. The selected agency will be responsible for creating a comprehensive branding, marketing, and promotional strategy to enhance visibility and engagement for this event.

## **II. Scope of Services**



The selected agency will be required to deliver services in the following key areas:

### **1. Branding & Creative Development**

- Develop a unique and compelling event logo and overall branding
- Create a creative concept for marketing materials that aligns with the event's vision and goals

### **2. Digital Marketing & Advertising**

- Design assets for the event landing page
- Manage and execute a digital advertising assets for social media and online promotions

### **3. Event Collateral & Promotional Materials**

- Develop brochures, flyers, and event signage
- Create materials for speakers and sponsors, including banners, name badges, and programs
- Provide presentation templates for use by speakers and panelists

### **4. Sponsorship & Partnership Support**

- Develop sponsorship packages to attract potential sponsors
- Design outreach materials for sponsorship and partnership engagement
- Coordinate branding integration and sponsor benefits to ensure visibility

### **5. Video & Photography**

- Produce a promotional video for pre-event marketing and on-site event coverage
- Provide professional event photography and videography services
- Manage live streaming of key sessions and produce a post-event recap video

## **III. Proposal Requirements**

Proposals should include the following:

- **Company Information:** Name, address, and contact information
- **Experience & Qualifications:** Overview of relevant past projects, particularly for government and event marketing



- **Approach & Methodology:** Description of how the agency will execute the scope of services
- **Team Structure:** Key personnel and their roles
- **Budget Proposal:** Detailed breakdown of costs
- **Timeline:** Projected schedule for deliverables

#### **IV. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in event branding and marketing (30%)
- Creativity and quality of previous work (30%)
- Strategic approach and execution plan (20%)
- Cost-effectiveness of the proposal (20%)

#### **V. Submission Instructions**

Interested agencies must submit their proposals electronically to Risseth Lora, Public Information Officer at [rlora@coachella.org](mailto:rlora@coachella.org) by Friday, April 11<sup>th</sup> at 5:00pm PST. Late submissions will not be considered.

For any questions regarding this RFP, please contact Risseth Lora at [rlora@coachella.org](mailto:rlora@coachella.org), or call 760-398-3502 ext. 117

#### **VI. Terms & Conditions**

- The City of Coachella reserves the right to accept or reject any or all proposals.
- All materials developed under this contract will become the property of the City of Coachella.
- The selected agency must comply with all applicable local, state, and federal regulations.

We look forward to receiving your proposals and working together to make the Agricultural Summit a resounding success.