

Marketing and Communications

Scope of Work:

The Subcontractor will provide one or more of the following services under the DCSEU's Marketing and Communications Scope of Work:

1. Public Relations Strategy and Planning
The Subcontractor will provide professional and experienced public relations strategy, planning and consulting services that serve to highlight the customer value offered by the DCSEU and further generate awareness of the DCSEU's programs and services available to District residents, businesses and institutions.
2. Graphic Design and Illustration
The Subcontractor will provide professional and experienced graphic design, illustration, and creative asset design and editing services to the DCSEU.
3. Media Planning and Buying
The Subcontractor will provide professional and experienced media planning and buying services to the DCSEU. Media planning and buying services may include and not be limited to print, broadcast, and digital media.
4. Search Engine Marketing (SEM) / Search Engine Optimization
The Subcontractor will provide professional and experienced digital media planning and buying services to develop and execute SEM and SEO strategies that complement and support the goals of existing DCSEU marketing and communication initiatives.
5. Photography
The Subcontractor will provide professional and experienced photography services for the DCSEU. Photography may occur at the DCSEU's primary office or at area locations identified by the DCSEU.
6. Translation
The Subcontractor will provide professional, experienced and accurate translation services for the DCSEU. Translation services will include translating existing English-language copy into Spanish, Amharic, Mandarin, and other languages identified by the DCSEU.
7. Video and Audio / Sound Production
The Subcontractor will provide professional and experienced video and audio recording, editing and production services for the DCSEU.
8. Event Planning and Management
The Subcontractor will provide professional and experienced event planning and management services for the DCSEU. The services may include and not be limited to site

selection, theme development, event planning and execution, staffing, registration, and event budgeting.

9. Media Training

The Subcontractor will provide professional and experienced media training services for DCSEU staff members and other key stakeholders as requested by the DCSEU.

Pricing:

Please submit pricing for the following via email to proposals@dcseu.com:

- Any applicable rates for one or more of the above services

Minimum Insurance Requirements

- Final insurance requirements will be determined by the DCSEU and ORM if Service Provider is selected to become a DCSEU service provider. The expected insurance requirements are as follows for the above scope of work, however they are subject to change.

Commercial General Liability Insurance	Worker's Compensation Insurance	Employer's Liability Insurance	Umbrella or Excess Liability Insurance
\$1,000,000 per occurrence/\$2,000,000 aggregate (Subcontracts under \$100,000 may instead provide \$1,000,000 umbrella)	Required	\$500,000 per accident/\$500,000 per disease/\$500,000 policy disease limit	\$3,000,000 per occurrence (Subcontracts under \$100,000 - \$1,000,000 per occurrence)