

Request for Proposal
Gunnison County Metropolitan Recreation District

The Gunnison County Metropolitan Recreation District (Met Rec) is a small local government that provides over-the-air television service and support for recreational activities and projects within Gunnison County.

Purpose. The Met Rec is interested in development of a media campaign that incorporates informational videos, testimonials and graphic/animation videos, radio and print ads. The purpose of the project is to promote the Met Rec and make the public aware of Met Rec and the services it provides.

Scope of the project. The product should contain the following components:

- Pre-production meetings with Met Rec representatives
- Video production
- Production of print and radio ads
- Development and implementation of a social media marketing plan, including creation and management of on-line video channels and profiles, with reporting and analysis of the results.
- Branding

Timeline. Time is of the essence, with the first production materials to be made available and implemented in August. Production will run through October.

Please provide a concept, timeline and cost for the proposed project no later than August 3rd to:

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