

**BEECHWOOD INDEPENDENT SCHOOLS**

50 Beechwood Road Fort Mitchell, Kentucky 41017

**REQUEST FOR BIDS**

**PUBLIC RELATIONS AND MARKETING SERVICES**

**Bid Deadline:** August 10, 2023 at 1:00pm, local time, Beechwood Independent Schools  
250 Grandview Drive, Suite 50, Fort Mitchell, Kentucky 41017

**Contact:** Lori Reed Phone: 859.331.3250 Email: lori.reed@beechwood.kyschools.us  
\*Reference "Bid for Public Relations/Marketing Services" in subject line.

**BID DESCRIPTION:** The Beechwood Board of Education (herein after called The Board of Education) will receive sealed bids to provide publishing services to develop and implement a public relations/marketing plan.

You are invited to submit a sealed bid, subject to the specifications, terms and conditions of this solicitation. Please read the instructions and specifications carefully. Failure to comply with these instructions and specifications will disqualify your bid.

Copies of this solicitation and any issued Addenda may be obtained in the Office of the Superintendent at 250 Grandview Drive, Suite 50, Fort Mitchell, Kentucky, between 9am and 4pm, Monday through Friday, prior to the time and date specified for bid deadline.

All bids must be received by 1:00pm, local time, August 10, 2023, and none will be considered thereafter. Receipt of a bid after the 1:00pm deadline will automatically disqualify that bid and it will be returned unopened. We do not accept FAX bids. The Board of Education cannot assume responsibility for any delay as a result of failure of the US mail, UPS, FedEx to deliver bids on time.

**Notice To Bidders**

Sealed bids will be received by Beechwood Independent Schools, 250 Grandview Drive, Suite 50, Fort Mitchell, KY 41017, at the office of the Superintendent, during normal business hours until 1:00pm, local time, August 10, 2023, for publishing services. Specifications, if not received, may be obtained at the Office of the Superintendent of Beechwood Independent Schools.

Bids shall be sealed and addressed to Beechwood Independent Schools, to Lori Reed, 250 Grandview Drive, Fort Mitchell, KY 41017. Envelopes shall be clearly marked in the lower left hand corner "Bid for Public Relations/Communication Services". Bids shall be opened and acknowledged immediately after the time for filing such bid has expired.

All questions concerning specifications are to be submitted in writing to Lori Reed, 250 Grandview Drive, Suite 50, Fort Mitchell, KY 41017 or lori.reed@beechwood.kyschools.us

No bidder may withdraw his bid within sixty (60) days after the actual date of the opening thereof, unless mutually agreed to by the owner and vendor.

The owner reserves the right to reject any and all bids and to waive any informality or irregularity in any bid received.

By order of the Board of Education, Beechwood Independent Schools.

### **Description of Products and Services**

1. **Consultation/Strategic Planning** – Media company will initially consult with District personnel in order to develop an overall strategic plan and then throughout the year to determine short term communication goals and content topics.
2. **Project Management** – Media company will coordinate with District/School personnel to ensure that important events/topics are covered through the appropriate publication venues.
3. **Content Development/Writing** – Press Releases should be written by the company. Press Releases must be written following the District’s style and voice as identified in the District’s Communication Style Guide. All Press Releases are to be approved by the District prior to publication. Social media content will be developed and published by the Publisher, as well as by representatives of the District.
4. **Social Media** – The public relations company will increase the District’s social media presence by utilizing a variety of platforms included, but not necessarily limited to, Facebook, Twitter, Instagram, Snapchat, and YouTube. The public relations company will create and share content.
5. **Videos** – The public relations company will promote the District’s mission and vision through the production and sharing of videos on a regular basis. These videos will be shared on the District website and via a variety of social media platforms.
6. **Period of Contract** – The period of the contract will be until June 30, 2024. If agreed upon by both parties in June of each year, this agreement may be extended.