

Mendocino Winegrape & Wine Commission

REQUEST FOR PROPOSAL

August 10, 2010

The Mendocino Winegrape & Wine Commission (MWWC) based in Ukiah, CA issues this Request for Proposal to solicit bids from qualified social media consultants to help the MWWC staff launch a unified and interactive social media presence on two platforms, Facebook and Twitter. These platforms will be integrated with a new website which is scheduled to launch in the Fall.

Deadline for submissions is August 24, 2010 at 5pm PST.

SITUATION

The current MWWC website (www.truemendocinowine.com) is being replaced by an improved, more functional web design. Specifically, the new site will incorporate many different types of media (video, photos, blogs, etc) with increased ease of sharing on social platforms. In addition to the more robust and technically agile design, the site will host relevant and timely information. This content-rich pool of news/event/resource information is expected to help make it easier to generate varied and interesting content for social media postings. We hope to launch the MWWC social media project as close as possible to the launch of the new website, thus a tight timetable.

ROLE AND DELIVERABLES

This is a consulting role that generates social media presence for MWWC by (1) helping the commission develop a Facebook account/page and a Twitter account/page, and then (2) training staff in both the technical operation and the platform-specific "community" protocols, processes and personalities so that the MWWC staff can ultimately effectively operate the new media independent of the consultant.

Specifically, the consultant will:

1. Guide the inaugural design and functionality of the MWWC Facebook and Twitter home pages. No graphic design is required. However, consultant will provide meaningful professional guidance as to landing page content, placement of elements for optimum effectiveness, tonality and voice. In addition, consultant will help MWWC populate its Twitter and Facebook home pages in a way that encourages cross-platform visitation while increasing numbers and quality of fans/friends/followers.
2. Train MWWC staff to be web 2.0 and 3.0 savvy, ultimately turning over the reigns to the staff to carry on the web conversation independent of the consultant. At that point the consultant's role is complete.

PROPOSAL SUBMISSIONS

Content: Proposals must include the information requested in the section entitled “Bidder Questions” appearing on the last page of this RFP. It is important that we understand your level of expertise, your ability to be present and available to us, your proposed approach to the project, and your ability to deliver against the published timetable. Also important to us is how you propose to invest your time on this project. Both the dollar costs associated with that time, and any other expenses should be clearly identified in your proposal.

Formats and Delivery: In order to qualify, all proposals must be received by electronic or physical delivery to MWWC no later than 5pm (PST) August 16, 2010. Electronic submissions should be emailed to RFP@truemendocinowine.com. Attachments, if any, must be submitted only in Microsoft Office or PDF formats. All physical deliveries must arrive, in duplicate, at 525 South Main Street, Suite B, Ukiah, California 95482 by the deadline.

BIDDING PROCESS

Proposals received by the deadline will be reviewed for qualification and, if necessary or deemed valuable to the search process, MWWC may ask for additional information or clarification of the submitted materials. At MWWC’s discretion, phone or in-person interviews may also be used to further refine the selection. Three finalists will be chosen by MWWC, and the lead proposal will be presented to the MWWC PR & Events committee for approval.

PROPOSAL AND PROJECT TIMING

MWWC reserves the right to adjust the following published timetable in the event that less than three qualifying proposals are received by the due date.

RFP Date:	8/10/10
Proposal Deadline:	8/24/10
Contractor selected:	9/2/10
Contractor Notified:	9/7/10
Initial Meeting:	9/14/10
Launch of Platforms:	10/4/10
Staff Training:	(On-going meetings/consultant access 30 days)
Contract Complete:	11/5/10

IMPORTANT INFORMATION FOR POTENTIAL BIDDERS

The MWWC PR & Event Committee will be responsible for the selection of a qualified contractor, after which time the contractor and project will be managed by MWWC's staff.

The Contractor will bill MWWC directly for services rendered, according to standards of practice in place for similar organizations.

In all cases the contractor will assume responsibility for the performance of all required services, whether or not subcontractors are involved. MWWC will consider the contractor to be the sole point of contact with regard to all matters and will not maintain contacts with any subcontractor. The contractor, however, will identify any significant subcontractors that the contractor intends to use and what their function(s) will be. At its discretion, MWWC can choose an alternate sub-contractor or perform these services under its own auspices.

As part of its role, contractor will train key MWWC staff on the technical operation of the two identified social media platforms and any derivatives, such as linking to YouTube, etc. URL's, chosen names for accounts, and related passwords must be owned by and accessible to MWWC at all times. Further, all materials, ideas, designs, layouts, etc. developed under this contract and paid for by MWWC are the property of MWWC and may not be used for any other purpose without prior written permission of MWWC. All materials must be free of copyright claim. Contractor will not violate any copyright laws in the performance of the roles defined in this RFP. If the contractor uses subcontractors to provide any of the materials and services set forth in this contract, the contractor shall obtain all necessary releases to assure that all materials, ideas, layouts, etc. are property of MWWC.

The purpose of this RFP is to furnish information to prospective organizations. The RFP is not intended to completely define the proposed contractual relationship between MWWC and the successful bidder. MWWC is neither liable nor responsible for any costs incurred by submitter in the preparation, submission or presentation of its proposal. All proposal documents become property of the MWWC.

MWWC BACKGROUND

About the Mendocino Winegrape & Wine Commission – MWWC is an alliance of 84 wineries and 343 winegrape growers based in Mendocino County, California. Founded in 2006, MWWC seeks to raise the profile of the Mendocino County wine industry, both domestically and around the world, through knowledge-sharing, marketing support, and outreach to consumer, trade and media audiences. Mendocino County is known as the nation's "greenest wine region," a stance adopted in 2008 that reflects MWWC membership's commitment to producing superior wine using sustainable and environmentally friendly farming and winemaking techniques.

For further information: www.truemendocinowine.com

BIDDER QUESTIONS

- Business identification and description: name, ownership, complete address/contact information, summary of core business, size of staff if any.
- Name(s) of person(s) in the organization who will work on this project and approximation of how much of his/her time will be spent on the project.
- Demonstrate/describe capability to complete project, including subcontractors, if any, and their qualifications. This should include brief resumes of key staff and subcontractors to be assigned to the project.
- Describe the organization's experience in working on projects of the type and scope outlined in the RFP. Include relevant experience, case studies or examples from past/current clients.
- Discuss your approach to the scope of work defined above. Timing issues, approach to developmental and training phases.
- Identify the bid price and its components. Show what individual elements cost in terms of hours along with an hourly rate, plus any expected expenses. List any other out of pocket expenses that the commission could incur as a result of this project, even if it is not a direct expense to you (e.g., a graphic artist, a web registration fee, a software purchase, etc).
- Three references are required, preferably past or current clients.