



REQUEST FOR PROPOSAL #15033 Marketing Campaign 2015

Notice is hereby given that the Board of Trustees of the Los Rios Community College District, County of Sacramento, State of California, will receive up to and not later than **2:00 P.M., Friday, March 27, 2015** sealed proposals for the project described as Marketing Campaign 2015 - RFP # 15033. Faxed proposals will not be accepted. Proposals shall be publicly opened at LRCCD General Services, 2100 Northrop Avenue, Suite 200, Sacramento, CA 95825 in the conference room, on the above stated date at the time indicated.

Los Rios is interested in partnering with a marketing firm that is committed to focusing – with success – on the twin objectives of a) enhancing the brand, reputation and value of the District and its colleges, and b) increasing enrollment of new students and retention of existing students.

The District is interested in a multi-media, multi-platform campaign that employs both digital and social media marketing as well as more traditional techniques and elements, too. The mix could include, but is not limited to or required to include: digital marketing and remarketing; Web; geo-targeting for each of the four Los Rios colleges; email; cinema advertising; radio, cable TV and print advertising; English language and Spanish language advertising; partnerships with regional transit providers and/or area sports franchises; streaming audio and video services; and electronic and traditional billboards.

All inquiries regarding this proposal should be directed to Jennifer Alford, Purchasing Supervisor, General Services, (916) 568-3071. To request a copy of the full RFP please send email to alfordj@losrios.edu with subject “15033 Marketing Campaign 2015” and include your contact information.