

Concord Chamber Orchestra

Marketing & Communications RFP

Background/Introduction

Since 1975, the [Concord Chamber Orchestra](#) has offered talented, volunteer musicians the opportunity to create stimulating musical experiences for the enjoyment and inspiration of Milwaukee area audiences. Concord is an all-volunteer, non-paid group of approximately 50 musicians from a variety of professions and backgrounds.

The paid Concord staff consists of a part-time Music Director and part-time General Manager. There is a volunteer board of directors that includes President, Vice President, Treasurer, Secretary, and four directors-at-large.

Concord audiences enjoy smaller, more intimate settings than with most orchestras our size, and an affordable ticket price. The repertoire is carefully chosen for each concert with the goal of offering selections the audience will recognize as well as introducing them to unfamiliar and engaging works.

Concord is committed to supporting the work of emerging artists. We often include young performers in our concerts throughout the season. Additionally, through our annual concerto competition, Concord gives one outstanding young musician the opportunity to perform a concerto of his or her choice with the orchestra.

After most concerts, audience members have the opportunity to mingle with our musicians and music director at a post-concert reception. It's a very special chance to ask questions and give feedback directly to the orchestra members.

Project Goals and Scope of Services

The CCO seeks the services of a communications and marketing professional to develop – and possibly assist in executing – a comprehensive integrated marketing plan that improves our visibility and social media presence, with the goal of increased audience size.

Tasks include but may not be limited to the following:

- Stakeholder research
- Paid media strategy
- Online marketing campaign
- Website enhancement
- Search engine optimization
- Social media recommendations
- Other communications and/or marketing-related assistance as required

Proposal Process

Proposals will be accepted through April 22, 2019 and the final decision will be made by May 20, 2019. Interested parties should submit proposals to manager@concordorchestra.org with “RFP-Marketing Services” in the subject line. We will send a response confirming that your email has been received. Questions may be submitted to the same address.

A submission must, at a minimum, include the following elements:

- Description of the individual(s) who will be responsible for the work, including a general overview of skills, credentials, etc.
- A one-page narrative outlining the firm’s strengths and distinguishing skills or capabilities as they might relate to Concord Chamber Orchestra. This should include – but not be limited to – any prior experience working with arts organizations or other small non-profits.
- A representative selection of deliverables and outcomes for current and past clients.

Timeline

The scope of work will be generally completed during the period of June 1, 2019 to September 30, 2019. Important production dates to note include:

- Season brochures are printed in mid- to late-June.
- Approx. four free concerts will be held in area parks in June through August.
- The new season begins with the October 12th concert.

Evaluation Criteria

The successful respondent will:

- Have been operating continuously as a marketing professional for a minimum of 3 years and possess in-house capabilities for marketing, media planning and placement, social media, and research.
- Possess the education, experience, knowledge, skills, and qualifications to provide these services.
- Be competitive in cost of services.
- Have expertise in working with similar customers.

Project Considerations

As the CCO is a mostly-volunteer organization, and our staff’s available time is limited, recommendations cannot require large time investments to execute.

Budget

This effort is grant-funded. As such, budget is negotiable within the limits of the funding.