

**Title:** Marketing Specific, Targeted Campaigns

**Submittals Due:** June 6, 2023 at 2:00PM

**Project Contact:** City of Sumner, Communications Department, 1104 Maple Street – Suite 260, Sumner, WA 98390, (253) 299-5503, contact Carmen Palmer, Communications Director.

**Submit to:** carmenp@sumnerwa.gov

**Scope:** The City of Sumner invites marketing firms to submit qualifications for professional services focused on creating targeted marketing campaigns, primarily for police officer recruitment and Sumner Alert sign-ups. Starting in Summer 2023, campaigns will last 2-3 months each. The hired firm will collaborate with the City’s Communications Division to develop target audiences and strategies, primarily utilizing geotargeted advertising. Services will leverage existing resources and generate new, quality content, aiming to optimize limited public funds for prompt, specific results. The City reserves the right to amend this request and retain the services of selected firms for subsequent phases.

Note: The City does not seek a long-term contract but may consider results-based charges.

**URL:** [www.sumnerwa.gov](http://www.sumnerwa.gov)

**Americans with Disabilities Act (ADA) Information**

The City of Sumner in accordance with Section 504 of the Rehabilitation Act (Section 504) and the Americans with Disabilities Act (ADA), commits to nondiscrimination on the basis of disability, in all of its programs and activities. This material can be made available in an alternate format by emailing Joseph McKinney at josephm@sumnerwa.gov or by calling 253-299-5504.

**Title VI Statement**

The City of Sumner in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.”

Dates of publication: