

RONCESVALLES POLISH FESTIVAL

Request for Proposal/Quote: Social Media Contractor for the 16th Annual Roncesvalles Polish Festival

As part of our efforts to enhance our online presence and engagement, and to promote and share all that will be available at the festival, the Roncesvalles Polish Festival committee is seeking the expertise of a skilled and creative social media contractor.

Event Details: Roncesvalles Polish Festival

Website: www.polishfestival.ca

Dates: September 16 & 17, 2023

Location: Roncesvalles Village, Toronto ON

Scope of Work: The selected social media contractor will be responsible for executing a comprehensive social media strategy to promote the festival, increase brand awareness, and drive audience engagement. The contractor will work directly with the event management company, the committee, and the Roncesvalles Village BIA manager to ensure accuracy and representation of activations, BIA members, performers, partners and sponsors as well as required recognition.

The scope of work includes, but is not limited to:

1. Developing a customized social media plan tailored to our festival's goals and target audience.
2. Creating and curating compelling content, including graphics, images, videos, and engaging captions guided by the existing branding and theme of the festival.
3. Managing and updating festival social media channels (Facebook, Instagram) before, during, and the day after the festival.
4. Recommending boosts/advertising campaigns to reach a wider audience and maximize reach.
5. Timely and ongoing engagement with followers, responding to inquiries, comments, and messages in a timely and professional manner and flagging any which require escalation/notifying the appropriate contacts.
6. Collaborating and coordinating directly with the festival event management company, the committee, and the Roncesvalles Village BIA to ensure accurate

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and appropriate messaging and align social media efforts with broader marketing initiatives for the festival and BIA goals.

7. Monitoring social media analytics through the below dates and providing a final report on performance and insights for the duration.

Dates: Content will be required to be posted from August 31 daily through to the festival end.

From August 31 to September 6 a minimum of 1-2 posts/content daily. From September 7 through September 15, minimum of 3-5 posts/content to promote sponsors, vendors, entertainers, and partners as needed. Please note the social media contractor is required to be on site at the festival both Saturday, September 16 and Sunday, September 17 to capture and post video and images of key activations and performances throughout those days, further details and schedule will be established with the selected contractor.

Budget: **\$4000**

Submission Guidelines: Interested contractors are requested to provide the following information in their quote:

1. An overview of experience in managing social media for events or festivals.
2. Details of previous successful campaigns or projects that demonstrate their capabilities.
3. A brief social media strategy outlining their approach to achieving our festival's objectives.
4. A breakdown of costs and fees for the services offered.

Candidates with previous social media festival experience will be given preference.

Fluency in Polish/Polish speaking preferred.

Please submit your proposal to manager@roncesvallesvillage.ca no later than EOD Thursday, August 24, 2023.

UPDATE: Deadline extended to Monday August 28, 2023

Only those selected for interviews will be contacted.

No phone calls please.

Roncesvalles Village BIA
Toronto

www.roncesvallesvillage.ca * <https://polishfestival.ca/>