Request for Proposals - Marketing and Digital Media Support Contractor
Eastern Sierra Business Resource Center (BRC)

Project Overview

The Eastern Sierra Council of Governments (ESCOG) and the Eastern Sierra Business Resource Center (BRC) seek a contractor to provide marketing, website, social media, videography, and content marketing support and training to local small businesses participating in BRC programs. The contractor will help businesses strengthen their online presence, create marketing assets, and improve their ability to promote their products and services.

The contractor should be equally confident in creating and maintaining marketing content and teaching new businesses how to manage their own social and digital presence. (Training workshops will be hosted at the BRC in Bishop. Preference will be given to applicants who can present and/or attend the workshops in person.)

As part of this work, the contractor will also create select content that highlights the BRC's services, trainings, and events, helping increase awareness of available resources and showcase local businesses supported by the BRC.

Scope of Services

The contractor will provide technical assistance and marketing support to participating small businesses and the BRC, which may include:

1. Marketing and Branding Support

- Provide guidance to small businesses on basic marketing strategy and brand messaging.
- Assist businesses in identifying target audiences and appropriate marketing channels.
- Develop, refine, and/or provide guidance on developing and refining marketing materials such as social media graphics, promotional content, or simple digital ads.

2. Website Support

- Provide basic website support for participating businesses, which may include:
    - Website content updates/guidance
    - Basic website setup or improvements/guidance
    - Guidance on website structure, usability, and messaging
- Support businesses in improving the clarity and effectiveness of their online presence.

3. Social Media Support

- Assist businesses in establishing or improving social media accounts and profiles.
- Provide guidance on content planning, posting frequency, and audience engagement.
- Create simple social media content templates or posts businesses can use independently.

4. Videography and Visual Content

- Capture short video clips, interviews, or visual content featuring participating businesses.
- Produce short-form video content suitable for social media platforms.
- Ensure content can be used by both the business and the BRC for outreach and promotional purposes.

5. Content Marketing

- Develop short marketing stories, business spotlights, or promotional content highlighting participating businesses.
- Create content that can be shared on social media, websites, or newsletters.

6. Promotion of BRC Services

- Create select content that promotes BRC programs, trainings, and events.
- Produce short videos, photos, or stories that highlight the impact of BRC services and participating businesses.
- Support BRC outreach efforts by developing content that can be used across multiple marketing channels.

Deliverables

Deliverables may include, but are not limited to:

- Marketing guidance or consultations for participating businesses
- Social media content or templates
- Basic website updates or recommendations
- Short-form video clips or business highlight videos
- Photos or visual assets for digital marketing
- Written business spotlights or marketing content
- Promotional content supporting BRC programs and events
- Develop curriculum and host 3, one-hour, hands-on workshops about online marketing/brand presence for BRC client companies (Examples may include: Set up a Simple Website, Creating Templates and Programming your Social Media Presence, Creating a Marketing Content Calendar for your Business, etc.)
- Provide content for 5 blog posts/recorded workshops as a resource available on the BRC website (May include recorded versions or recaps of the in-person sessions)

While the scope outlines the overall goals of the engagement, specific activities and priorities will be refined collaboratively over time. The contractor should be comfortable co-developing approaches with SBC and BRC staff and adapting to evolving program needs and opportunities.

Coordination and Communication

The contractor will coordinate with BRC staff [including the BRC Director, SBC's Communications Director (remote), and SBC's Marketing Manager (remote)] to:

- Identify businesses participating in the program
- Schedule site visits or virtual consultations
- Align content development with BRC outreach and marketing goals
- Provide periodic updates on completed work and deliverables
- Film, brand, shoot, write, and/or create content that can be used to promote the BRC's events, trainings, and programs, and/or shared with potential or existing funders

Timeline

Work will occur on an ongoing or project basis as coordinated with BRC staff and participating businesses during the contract period.

Payment

The BRC is funded through a grant to ESCOG from Sierra Jobs First, which operates on a reimbursement model from EDD. Invoices will be paid after work is completed and once reimbursement is received by the state. (Reimbursement averages 60 days, but may be as much as 90.)

Ownership and Use of Content

Marketing assets and media created through this work may be used by both the participating businesses and the BRC for promotional, educational, and outreach purposes.

Not to Exceed/ Hourly Rate

The contract will provide the BRC/SBC team with monthly invoices that will include the contractor's agreed upon hourly rate. No more than the agreed upon will be billed each month. See contract for terms.

To Apply

Please provide the following by **May 15, 2026** to mpicard@sierrabusiness.org:

- A scope of work based on the needs outlined above and price quote, including both your overall project estimate (not to exceed $8,000) and hourly rate
- At least three examples of prior video marketing content for social media
- At least three examples of small business or nonprofit organization websites you've created/maintained, along with a brief summary of the project
- At least three examples of educational content (blog posts, videos, recorded webinars) teaching the basics of web and social marketing, appropriate for an entrepreneur/small business/nonprofit audience
- Links to your own website and social media channels, plus a sampling of client websites/social accounts that you've helped manage
- Three references of clients you've guided through similar work