



REQUEST FOR PROPOSALS (RFP)

Social Media & Public Relations Services (2025-001)

RFP Release Date: Friday, October 31, 2025

Proposal Due Date: Wednesday, November 12, 2025, by 5:00 PM (EST)

Submission Email: Purchasing@SarasotaTaxCollector.gov

1. Introduction

The Sarasota County Tax Collector's Office invites qualified firms or individuals to submit proposals to provide ongoing **Social Media and Public Relations services**. The objective is to enhance the agency's public visibility, strengthen community engagement, and maintain a consistent and professional and educational online presence that reflects the organization's values and commitment to customer service.

2. Scope of Services

The selected vendor will be expected to meet or exceed the following goals and deliverables:

- **Social Media Growth and Engagement**
 - Increase Facebook followers by twenty (20) per month
 - Gain two hundred (200) new Google Reviews per month
 - Create and publish three (3) social media posts per week across relevant platforms
- **Content Creation**
 - Produce two (2) informational videos per month for educational or community awareness purposes
- **Public Relations and Media**
 - Participate in bi-weekly update meetings (in person or via video conference)

- Secure one (1) podcast or news story per quarter
 - Draft and submit one (1) Op-Ed per month to media outlets
 - Prepare and distribute a public newsletter quarterly
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3. Proposal Requirements

Proposals should include the following:

1. **Cover Letter** summarizing your firm's interest and understanding of the project.
 2. **Qualifications and Experience** including examples of similar work with government or public agencies.
 3. **Approach and Methodology** for meeting the Scope of Services and performance metrics.
 4. **Project Team** names, titles, and relevant experience of key personnel.
 5. **Timeline and Deliverables** for implementation.
 6. **Pricing Structure** (monthly or project-based).
 7. **References** (minimum of three clients).
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4. Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

- Experience and qualifications – 30%
 - Understanding of scope and methodology – 25%
 - Creativity and innovation – 20%
 - Cost proposal – 15%
 - References and prior performance – 10%
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5. Submission Instructions

All proposals **must** be submitted **electronically**, in PDF format, by **5:00 PM EST on Wednesday, November 12, 2025** to Purchasing@SarasotaTaxCollector.gov.

Responses submitted by any other means will not be considered. Late submissions will not be accepted. Responder shall assume full responsibility for timely delivery of the proposal.

Questions may be directed to the same email address with the subject line:

“RFP Inquiry – Social Media & Public Relations Services”. No questions or requests for clarification received after 5:00 PM EST November 10 will be answered. All questions, and respective answers, will be posted online at www.SarasotaTaxCollector.gov/Procurement.

6. Terms and Conditions

Any Purchase Order or Agreement will be subject to the *Tax Collector General Terms and Conditions of Purchase Orders*.

Additionally, the Sarasota County Tax Collector’s Office reserves the right to:

- Reject any or all proposals, in whole or in part.
- Request additional information from any respondent.
- Negotiate terms and conditions with the selected vendor.
- Terminate the solicitation process at any time.

7. Anticipated Timeline

Event	Date
RFP Issued	October 31, 2025
Question Submission Deadline	November 10, 2025
Proposals Due	November 12, 2025
Review Period	November 13 – 14, 2025
Anticipated Selection	November 17, 2025
Inspection/Dispute Period	November 19 – 26, 2025
Contract Start Date	December 1, 2025