



## **REQUEST FOR PROPOSALS**

### **MARKETING SERVICES FOR New Hampshire Home Builders Association**

**Date: June 8, 2018**

The New Hampshire Home Builders Association (NHHBA) seeks initial proposals from qualified marketing firms for the development of public relations and marketing.

Proposals from existing members of the NHHBA shall be given preference.

Individuals or firms with interest should forward their proposals and basis for qualifications, via email, to Sharon Wayman, [swayman@nhhba.com](mailto:swayman@nhhba.com) by close of business, Friday, June 22, 2018.

### **ABOUT US**

The NHHBA is a state-wide trade association consisting of approximately 600 builder and associate members. Builder members provide building, development, and remodeling services. Associate members are home building industry's suppliers, service providers and product manufacturers supporting the industry in many different capacities and are a vital component of the association.

NHHBA was founded in 1952 and represents residential building, remodeling, and development interests in New Hampshire. The association advocates for all housing related issues so that Granite State citizens can enjoy high quality, energy efficient, and affordable home ownership.

The New Hampshire Home Builders Association is comprised of six "Local" associations throughout New Hampshire. NHHBA is an affiliate of the National Association of Home Builders (NAHB), Washington, DC.

### **OBJECTIVE**

Increase public awareness of NHHBA, to include, but not limited to the, NH State Home Show, Cornerstone Awards, Membership, and Educational Programs.

Services to include, but not limited to: Monthly E-Newsletter, Press Releases, Ad Creation and Execution, Graphic Design, Social Media Executive and Management.



## **SOCIAL MEDIA AWARENESS**

Establish presence with the following social media and multi-media platforms to include, but not limited to, Facebook, Instagram, Twitter, Pinterest. Create unique online promotions through social media to drive traffic to the website.

**Project Budget: \$6800.00**

## **GRANITE STATE BUILDER MAGAZINE**

The source for building and construction professionals in New Hampshire the Granite State Builder (GSB) magazine is the official magazine of the New Hampshire Home Builders Association. GSB Magazine provides home building professionals and consumers with relevant news and information about important legislative issues, environmental concerns, finance, technology, business operation “best” practices, and market trends.

GSB is written for and by industry professionals and is produced as **a leading marketing tool for NHHBA members** and non-members alike. NHHBA members receive preferred advertising rates in GSB magazine as one of the many benefits of their membership.

The Granite State Builder magazine is published 4 times per year. Bidders should also include a proposed media kit. Contact [swayman@nhhba.com](mailto:swayman@nhhba.com) to request copy of current media kit.

### **Proposal to include:**

1. Ad Sales. Agency to receive 20% commission for ads sold in GSB.
2. Must participate in content development with GSB Editorial Board.

## **NH STATE HOME SHOW**

The 52<sup>nd</sup> NH State Home Show will take place March 8, 9, 10, 2019 at The Manchester Downtown Hotel, Manchester, NH.

The **New Hampshire State Home Show** is the largest and oldest consumer show of its type in the state.

The home show features over 300 booths representing all facets of buying, building, remodeling, decorating, landscaping, furnishing, and operating a home.

The goal of the **New Hampshire State Home Show** is to attract the buying public to attend the show to meet with vendors and learn about their products and services.



The **NHHBA** seeks proposals from qualified firms to develop a marketing plan to boost attendance of the public with a demographic profile that vendors are seeking as customers.

**Proposal to include**

Working within the **NHHBA** approved budget for home show promotion.

Make recommendations concerning how best to use the budget for the following, non-exclusive, list.

1. Television
2. Newspaper
3. Radio
4. Billboards
5. Social media
6. Direct marketing
7. Press releases
8. Graphic design

**The marketing company will be required to:**

1. Manage +/- \$55,000 media buy budget
2. Attend the NHHBA Home Show Committee monthly meetings.
3. Work with NHHBA staff in the months prior to the show to coordinate social media posts, press releases, etc.
4. Negotiate and place media buys on behalf of the NHHBA to include, but not limited to radio, newspaper, television.
5. Ad creations
6. Assist NHHBA staff with management of home show website: [www.nhstatehomeshow.net](http://www.nhstatehomeshow.net)
7. Be onsite at the show for live Tweeting and Facebook posting, and for taking professional photos of vendors, seminars, opening ceremonies, etc.

**Home Show Project Budget: \$5000.00**



## WEBSITE

Proposal to include NHHBA website that is for the benefit of members and to be used to recruit new members.

Create content and manage pages for all NHHBA sites to include, but not limited to the, NHHBA [www.nhhba.com](http://www.nhhba.com), NH State Home Show [www.nhstatehomeshow.net](http://www.nhstatehomeshow.net), and Cornerstone Awards [www.nhcornerstoneawards.com](http://www.nhcornerstoneawards.com).

Vendors are urged to study the existing NHHBA website ([www.nhhba.com](http://www.nhhba.com)) as well as those of other home builder associations around the country to determine best practices and layout.

### **Proposal shall include, but not limited to, the following:**

1. Password protected (members only) section.
2. Incorporation of sections for all NHHBA major programs and events.
3. Incorporation of existing association calendar of events and directory that are part of the NHHBA association management system (GowthZone).
4. Incorporation of a Blog and other social media.
5. Proposed platform will include the ability for NHHBA staff to update site, add/delete pages, and otherwise maintain the site on a regular basis.
6. Microsites for other NHHBA Local associations.

### **Proposal should include, but not limited to, the following:**

1. Site development timeline and direct costs.
2. Annual hosting fees.
3. Proposals shall detail any work vendor would be subcontracting.
4. Site is to be wholly owned by NHHBA who shall complete approval of all content and messaging that is included.

**Website Development Project Budget: \$7500.00**

**Website Management Budget: \$3300.00**

**TOTAL BUDGET: \$22,600.00**

The NHHBA retains the right to reject any, and all proposals at its sole discretion. It is expected that any vendor chosen initially will be met with the to discuss the association's needs in more detail before any final contract for services is agreed upon. For additional information call (603) 228-0351, or email [swayman@nhhab.com](mailto:swayman@nhhab.com)

### **Proposals shall be submitted by close of business, Friday, June 22, 2018 to:**

Sharon Wayman, New Hampshire Home Builders Association, 119 Airport Road, Concord, NH 03301

Email: [swayman@nhhba.com](mailto:swayman@nhhba.com) Tel: 603-228-0351 Fax: 603-228-1877

New Hampshire Home Builders Association  
119 Airport Road, Concord NH 03301  
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