



**Request for Proposal #2025 – 2026 – 4**  
**Social Media Management**  
**June 23, 2025**

Crime Stoppers of Tampa Bay, Inc., a not-for-profit organization, is soliciting proposals to provide social media management services for social media platforms owned by Crime Stoppers of Tampa Bay. The period of performance of any contract awarded as a result of this *Request for Proposal* is tentatively scheduled to begin on or about July 1, 2025, and will be in force through June 30, 2026 the latest.

At this time, it cannot be determined if Crime Stoppers of Tampa Bay, Inc. will anticipate the selected contractors' involvement beyond June 30, 2026.

However, if Crime Stoppers of Tampa Bay, Inc. determines it is necessary to increase or decrease the contractors' involvement, Crime Stoppers of Tampa Bay, Inc. may amend any awarded contract(s) to increase or decrease the contractors' involvement.

Such an amendment, if any, to increase or decrease the dollar value and extend or reduce the period of performance shall be at the sole discretion of Crime Stoppers of Tampa Bay, Inc.

**The bidding is open to individuals or organizations that meet the following minimum criteria:**

- Bidder must be incorporated and licensed (if required) to perform work in the State of Florida.
- Bidder must have a minimum of five (5) years of experience providing social media management services to ensure a high competency level of various platforms.
- Bidder must have at least three (3) non-Bidder owned customer references for whom the Bidder has provided similar services during the past thirty-six (36) months preceding the quote due date.
- Billing must be monthly based on actual services rendered. Pre-payment of services can only be considered if there is a financial benefit to the organization. I.e: 5% discount for payment in full.
- Monthly invoices must be transmitted to the organization either electronically via email or through the US Postal Service.
- Monthly Proof of Performance reports, if not included in the monthly invoices, must be submitted electronically to the organization no later than the 5th of each month after services are rendered. Proof of Performance reports must include the following: dates that each billboard ran during the month, location and periodic photographs.
- The organization must approve and receive a digital version of the artwork being submitted to any platform prior to any graphic appearing available to public view.

Bidders who do not meet these minimum qualifications shall be deemed to be non-responsive and will not be evaluated.

**The proposal is to be brief but should include:**

1. Experience on comparable projects.

2. Names, addresses and telephone numbers of three (3) business references. (Note: This is not necessary if the bidding vendor has contracted with the organization within the past twelve (12) months.
3. Project approach and work plan, to include: Video Production with the ability to produce 5-10 minute educational/awareness videos as needed; Branded Photo Messaging to deliver recognizable branded messaging; Develop Strategy to exploit the value of social media platforms to force-multiply our positive message; Co-Manage Social Media platforms, specifically Facebook to improve upon presence and share approved content therein to include case advertisements, editorial messaging, blog posts, photos, events, and video content and Sharing content you produce for Crime Stoppers on any extended social media platforms.
4. Costs or fees – this should also include all costs for artwork production in applicable and implementation. The logo will be provided by Crime Stoppers of Tampa Bay, Inc. Please note any goods or services that will be discounted/donated to the organization as part of this proposal and the normal value of such items. Only guaranteed donations will be considered as part of the proposal. Additionally, the cost of video creation per month must be included.

Proposals will be evaluated by Crime Stoppers of Tampa Bay, Inc. based on the response to the information requested above. All four items must be addressed for the quote to be considered responsive. **The deadline for submission of response is 12:00 p.m. on Wednesday, July 3, 2025.**

**LATE PROPOSALS WILL NOT BE ACCEPTED AND WILL BE AUTOMATICALLY DISQUALIFIED FROM FURTHER CONSIDERATION.**

Proposals and Requests for Information are to be e-mailed to: Kelly McLaren, Executive Director at [kmclaren@crimestopperstb.com](mailto:kmclaren@crimestopperstb.com).

Crime Stoppers of Tampa Bay, Inc. assumes no responsibility for delays caused by any delivery service or for problems with bidder's email. Crime Stoppers of Tampa Bay, Inc. reserves the right at its sole discretion to reject any or all proposals prior to the execution of a contract. This Request for Proposal does not obligate Crime Stoppers of Tampa Bay, Inc. to contract for the services specified herein. The final selection, if any, will be the proposal that in the opinion of Crime Stoppers of Tampa Bay, Inc. best meets the requirements set forth in the Request for Proposal, is in the best interest of the organization and complies with regulations of the Florida Department of Financial Services. Crime Stoppers of Tampa Bay, Inc. is not obligated to select the lowest price quote. Crime Stoppers of Tampa Bay, Inc. shall not be responsible for any costs associated with a bidder's preparation of a proposal in response to this Request for Proposal. In submitting a proposal in response to this Request for Proposal, the bidder agrees to accept the terms set forth in this Request for Proposal.

Thank you for considering this Request for Proposal.

Sincerely,

*Kelly McLaren*

Kelly McLaren, Executive Director  
Crime Stoppers of Tampa Bay, Inc.