



Request for Proposal (RFP) – Creative Media Services

Issued by: Community Action Program Committee, Inc. (CAPC)

Issue Date: September 10, 2025

Proposal Deadline: **NO LATER THAN** Thursday, September 25, 2025 at 4:30 p.m.

Contact for Questions: Doug Brown (850) 438-4021 Ext. 114

Submission: Request for Proposal packets can be delivered, mailed, or emailed.

Please make Attention To: Michelle Malden

- **Delivery / Mail - Office Address:** 2501 W. Wright St., Pensacola, FL 32505
 - **Email:** m.malden@capc-pensacola.org
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Introductory Statement

Community Action Program Committee, Inc. (CAPC) invites qualified agencies to submit proposals for Creative Media Services. We are seeking a partner to help elevate our brand through engaging visual content, dynamic web support, compelling graphic design, and strategic communications that resonate with our audiences.

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1. Introduction & Organization Overview

Provide a brief overview of CAPC, its programs, mission, and the populations served. Include context on how creative media services support CAPC's communications strategy and goals.

2. Project Description & Scope of Services

CAPC seeks a full-service creative media partner. Services may include, but are not limited to:

1. Visual Content Creation & Media Production

- Monthly photography, video, and social media content in collaboration with CAPC
- On-location filming and photography for programs, events, and promotional campaigns

2. Website Support & Maintenance

- Backend functionality, plug-ins, and feature development
- Content publishing, updates to graphics, calendars, and program pages

3. Graphic Design & Print Materials

- Annual Report design and print preparation
- Head Start newsletter design
- Parent/Teacher handbook updates
- Marketing collateral (flyers, brochures, signage, etc.)

4. Strategic Marketing & Communications

- Media strategy, consulting, and campaign planning
- Advisory services to align communications with CAPC's brand

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5. Special Projects (As Needed)

- Project-based work outside regular scope, with negotiated fees

Vendors are encouraged to provide work samples, case studies, or portfolio links that demonstrate creativity and results for similar projects.

3. Proposal Submission Instructions

- **Proposal Copies:** Four (4) sealed copies; faxed or emailed proposals will not be accepted. Late submissions will be rejected.
 - **Proposal Preparation Costs:** Costs are the responsibility of the respondent.
 - **Withdrawal of Proposal:** May be withdrawn prior to the deadline via written request. Modifications after the deadline will not be considered.
 - **Ambiguity / Errors:** Notify CAPC immediately if any discrepancies, omissions, or errors are found in the RFP.
 - **Format & Order:** Follow the checklist in *What to Include in Your Proposal* (Section 9).
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4. Proposal Preparation Costs & Limitations

- CAPC is not obligated to award a contract or pay proposal preparation costs.
 - All proposals become the property of CAPC and will not be returned.
 - CAPC may negotiate minor deviations or cancel the RFP if necessary.
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5. Agency Requirements & Contractor Qualifications

- Agencies must be experienced, licensed, insured, and competent in providing creative media services.
- Evidence of Liability Insurance, Workers Compensation, and Errors & Omissions coverage may be requested.

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- CAPC reserves the right to negotiate minor deviations in proposals with the selected firm.

6. Evaluation Criteria & Selection Process

Proposals will be scored by a selection committee using the following point-based system (maximum 100 points):

Criteria	Points
Understanding of Scope of Work	15
Qualifications (meeting minimum standards)	15
Written Proposal: Clarity, Completeness, Compliance	15
Willingness to provide continuing support	10
Reference Checks	5
Information from other sources	5
Background & Experience (staff capabilities, reputation)	5
First-time vendors with CAPC	5
Litigation & References	5
Certifications / Licenses	5
Targeted small / minority / women-owned business participation	5
Optional: Presentations / Interviews	10

Selection Process:

- Committee review → optional interview / presentation → formal recommendation to Board → Board approval → contract award.
- Contract is expected to be one-year fixed price with option to renew.

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7. CAPC Discretion & Award Notification

- CAPC may accept any proposal, make counterproposals, waive minor irregularities, or cancel the award.
- Both successful and unsuccessful respondents will be notified in writing.

8. Head Start and Program Sites

BRIGADIER	401 Brigadier Street	Pensacola, FL 32507
CANTONMENT	470 South Highway 29	Cantonment, FL 32533
DAVIS HIGHWAY	8570 North Davis Highway	Pensacola, FL 32514
LINCOLN PARK	7600 Kershaw Street	Pensacola, FL 32534
MOLINO	6460 North Highway 95A	Molino, FL 32577
MYRTLE GROVE	5400 Lillian Highway	Pensacola, FL 32506
O. J. SEMMES	1801 North 34th Street	Pensacola, FL 32503

9. What to Include in Your Proposal

Proposals must include:

1. Project Title
2. Address and telephone number of firm's office in/near Pensacola
3. Contact person designated to CAPC
4. Firm background and experience providing creative/media services
5. Statement of ability to maintain staffing to complete engagement
6. Names of key individuals assigned to project
7. Policy regarding personnel changes
8. Ability to meet timelines and guarantee if infractions occur
9. Estimated CAPC staff support required
10. Other relevant information

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11. Subcontracting details, if applicable

12. Proposal format following the above order

Vendors are encouraged to attach work samples or links that demonstrate creativity and prior results.

10. Appendices

- A.** Litigation Involvement
- B.** Assurance & Certification
- C.** W-9 Form

Attachment A – Litigation Involvement

Involvement in Litigation

Organization Name and Address

Check YES or NO to the following questions. If a YES answer is checked, please explain fully the circumstances and include discussion of the type of program involved as well as the potential impact on this program, if awarded contract (use extra pages as needed).

	YES	NO
1. Firm or principles involved in litigation in last two years	_____	_____
2. Firm or Project Director cited for improper management	_____	_____
3. Firm or Project Director had public agency funds withheld	_____	_____

Completed by: _____
Name Title Date

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Attachment B – Assurance & Certification

Assurance and Certification

I, (We), the undersigned, as duly authorized representative(s) of the respondent agency, affirm that the information and statements contained within this proposal to the best of my (our) knowledge, are truthful and accurate, and further, that I (we) am (are) duly authorized to submit this proposal from the respondent agency to deliver services.

Completed by: _____
Name Title Date

Completed by: _____
Name Title Date

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Attachment C – W-9 Form

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**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give form to the
requester. Do not
send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions <input type="checkbox"/>	
	5 Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)
	6 City, state, and ZIP code	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number											
				-				-			
or											
Employer identification number											
					-						

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person	Date
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they