



Request for Proposal (RFP)

Columbia Premier Soccer Club (CPSC)
Marketing & Communications Services

Issue Date: April 3, 2025

Submission Deadline: April 18, 2025

Point of Contact: Sean Janson, Executive Director: sean.janson@columbiapremier.com

Introduction

Columbia Premier Soccer Club (CPSC) is seeking proposals from marketing agencies and freelancers to manage and enhance our marketing, public relations, communications and digital communication efforts. The selected agency or freelancer will be responsible for growing our brand presence, increasing community engagement, and promoting club events & fundraising efforts for CPSC and Vancouver Victory FC.

Scope of Work

Social Media & Digital Content

- Manage and grow CPSC & Victory's social media accounts (Facebook, Instagram, TikTok, etc.)
- Develop and schedule regular content, including graphics, videos, announcements, and highlights
- Engage with the audience by responding to comments/messages and interacting with community posts
- Run paid ad campaigns for sponsorship promotions, event marketing, tryouts, and special programs

Website & Email Communication

- Maintain and update the website with news, schedules, registration information, and sponsorship pages
- Develop and distribute email newsletters with club updates, event information, and fundraising campaigns

Event & Program Promotion

- Create promotional materials for tryouts, camps, fundraising events, and tournaments
- Coordinate signage, flyers, and digital ads for key events
- Manage photography/videography for events and special moments
- Ensure brand consistency across all marketing materials

Sponsorship & Fundraising Support

- Develop marketing materials for sponsorship outreach
- Promote sponsors through club channels, including social media, website, and email

Miscellaneous Projects

- Monitor analytics, provide reports on marketing performance, and make improvements to current strategy/plan based on those metrics
- Maintain a content plan and calendar to ensure consistent messaging and engagement
- Handle additional marketing projects as needed

Proposal Requirements

Interested parties should submit a proposal that includes the following:

1. **Professional Information & History** – Name, address, key personnel, and a brief history
2. **Relevant Experience** – Examples of past work, particularly with sports organizations or nonprofits
3. **Approach & Strategy** – How you plan to execute the scope of work effectively
4. **Proposed Budget** – A breakdown of costs, including pricing models and payment structures
5. **References** – At least two client references

Proposal Timeline & Budget

- **Deadline for Submission:** May 9, 2025
- **Selection & Notification:** May 16, 2025
- **Expected Start Date:** June 1, 2025
- **Approved Budget:** \$2,500/month

Submit proposals via email to sean.janson@columbiapremier.com.