



/ Opportunities

Charlotte Area Transit System / General Services

Integrated Marketing and Communications Agency of Record

The Charlotte Area Transit System (CATS) is seeking the assistance of a full-service marketing and public relations firm or firms that can assist with general marketing, communications, public relations, crisis communications and/or special events. Some of the tasks or projects will require time commitments that cannot be accommodated quickly in-house due to day-to-day responsibilities, limited resources, and other pressing deadlines. Other tasks or projects may require more specialized services, which the in-house team cannot provide. CATS anticipates that a variety of Marketing & Communications services will be required during the given contract timeframe. Attendance at CATS staff and board meetings, public/stakeholder group meetings, and other planning support services meetings may be required. The Consultant(s) should have experience and be prepared to assist in disciplines to include but not limited to: strategic and targeted marketing, graphic design, website design and/or management, photography, social media, public relations and affairs, crisis communications, copywriting, script development for radio or television promotional commercials, media placement, branding, printing, and/or special events.
PSR # 1842

Details

Posting Number	2025-Q2(Apr-Jun)-CATS-17428
Anticipated Posting Date	2025-04-18
Commodity Code(s):	91826, 91876

Requirements

Last Updated: 02/19/25

Insurance Requirements

The City requires the awarded vendor(s) to obtain and maintain the following insurance coverage types:

- Automobile-For automobile operations liability
- General Liability-For bodily injury or property damage, arising from products, premises, completed work, personal & advertising injury
- Workers Compensation-For lost wages and medical expenses of injured workers

Estimated Total Value

The total project value is anticipated to be:

- \$1,000,000 -4,999,999

Contract Term

The term of the project is anticipated to be:

- Multi-Year

For Questions, Contact:

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Procurement Officer

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