



## / Opportunities

Charlotte Mecklenburg Police Department / General Services

### Recruiting Advertising

This solicitation is needed to select a qualified consultant to assist with brand development, marketing, graphic design, website development and other marketing related services to implement recruitment campaigns for the CMPD. *Selected vendor* shall provide brand development, marketing strategy, development, graphic design, website design and development, and other related services for developing and implementing a recruitment campaign for the Charlotte Mecklenburg Police Department (CMPD). *Selected vendor* shall be able to manage all campaign services in-house, and provide a comprehensive plan to include media buying, creative development, strategic advisement, etc.

### Details

Posting Number	2024-Q2(Apr-Jun)-CMPD-12017
Anticipated Posting Date	2024-05-31
Commodity Code(s):	90735, 91501, 91522, 91548, 91596, 91807, 91876

### Requirements

Last Updated: 04/10/24

#### Insurance Requirements

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

- Automobile-For automobile operations liability
- Errors & Omissions / Professional Liability-For negligence or failure to perform in a professional capacity
- 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

## Utilization

The City anticipates setting goals for the following types of subcontractor utilization:

SBE-Small Business Enterprise

## Contract Term

The term of the project is anticipated to be:

Multi-Year

 Multi-year

## For Questions, Contact:

**Nitaysha Greene**

City Contact

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