

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

[nitaysha.greene@charlottenc.gov](mailto:nitaysha.greene@charlottenc.gov)