

Request for Proposals: Youth Ambassadors Media Campaign

Issued March 1, 2024

Proposals due by March 25, 2024

Summary

Global Ties U.S. is soliciting proposals for the strategy design and implementation of a targeted digital media campaign in support of the U.S. Pavilion at Expo 2025 Youth Ambassador Program. The campaign should be designed to target young people ages 20-26 from throughout the United States and to guide them to the Youth Ambassador application. The overall target for the campaign will be a minimum of 1,000 completed applications. Please note that graphic design will be handled by a separate vendor.

Please note that this contract is contingent upon funding.

Background

Global Ties U.S. has applied to the U.S. Department of State to implement the Youth Ambassador Program in support of the U.S. Pavilion at Expo 2025 in Osaka, Japan. If we are awarded funding, our role will be to recruit, train, deploy, and support a total 88 Youth Ambassadors. Youth Ambassadors must be ages 20-26, with an interest in international affairs and/or East Asia. Ideal candidates will be fluent in one or more key languages (Japanese, Mandarin Chinese, Cantonese, Korean, Vietnamese, and Portuguese) and have experience in the hospitality sector. The Youth Ambassador experience is defined as a combination of work and cultural exchange.

In anticipation of receiving funding, Global Ties U.S. is requesting proposals from communications firms to develop and implement a digital media advertising campaign to attract candidates for the Youth Ambassador role. The advertising campaign should be designed to yield a minimum of 1,000 completed applications. Depending on the award's timing, we expect the campaign to run for about three months, from June 1 through August 31, 2024.

Scope of Work

The project scope of work includes two discrete components: campaign strategy design and campaign implementation.

Campaign Strategy Design

The campaign should be designed to place digital assets on a variety of platforms – including LinkedIn, Facebook, and Instagram, but **not** including TikTok – to reach the target audience of young people ages 20-26 with an interest in international affairs and/or East Asia. Ideal candidates will be fluent in one or more key languages (Japanese, Mandarin Chinese, Cantonese, Korean, Vietnamese, and Portuguese) and have experience in the hospitality sector. Applicants should reflect the diversity of the United States including race, color, sex, age, religion, geographic origins, socio-economic status, disability, sexual orientation, or gender identity.

Our target number of completed applications is 1,000.

Graphics and digital assets will be created by a separate vendor, though the media campaign contractor may be asked to provide guidance to Global Ties U.S. and/or directly to the graphic designer.

The campaign strategy should include a timeline for ad placement per platform and interim performance targets. We anticipate that the Youth Ambassador recruitment campaign will run for approximately three months: June 1 through August 31, 2024.

Campaign Implementation

Ads should be placed in accordance with the agreed-upon campaign strategy. The vendor will be expected to work with Global Ties U.S. to adjust volume and/or cadence of ad buys if the campaign is falling short of established metrics.

Timeline (approximate)

April 15 – Contract execution and project kick-off

April 30 – Vendor submits detailed campaign strategy, including interim targets for completed applications

May 15 – Campaign strategy finalized

June 1 – Advertising campaign launches

June 1 to August 31 – Advertising campaign in progress. Biweekly meetings between vendor and Global Ties U.S. to discuss progress and any necessary adjustments

August 31 – Campaign closes

Submission Guidelines, Eligibility, and Key Dates

Guidelines

Proposals must include the following components:

1. A draft breakdown of your digital campaign design and advertising strategy, including a plan to measure campaign performance.
2. A summary of your company's background and experience with digital campaign strategy design and implementation, particularly with nonprofits
3. At least three (3) examples of past work on similar projects and three (3) references
4. A detailed proposal budget, including your rate card, one-time fees, fees charged on a per-transaction or hourly basis, and fees for needs that may arise beyond this initial scope of work. If you have an additional cost for revisions, or your company has a policy on providing any pro bono services, please indicate this in your proposal Your budget must not exceed \$90,000.
5. Method of billing to Global Ties U.S. and payment terms
6. Describe the level of support and / or periodic consultation with Global Ties U.S. during, before, during, and after the campaign.

Global Ties U.S. can provide examples of ads upon request.

Completed proposals should be submitted to Marc Weinstein, Director of Exchange Programs, at mweinstein@globaltiesus.org.

Eligibility

Vendors must be incorporated in the United States. Vendors with a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov are preferred.

Deadlines

Deadline for questions is 5:00 p.m. ET on Tuesday, March 12.

Deadline for completed proposals is 5:00 p.m. ET on Monday, March 25.

Questions and completed proposals should both be submitted to Marc Weinstein, Director of Exchange Programs, at mweinstein@globaltiesus.org.