

Request for Proposals

MPGA Member Listing

June 2017

Maine Professional Guides Association
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I. Introduction and Background:

Maine Professional Guides Association is a 38-year-old organization with approximately 1200 members, each a small business offering outdoor recreation services. Most of those member businesses are located in the more rural parts of our state. The Association's overall mission is to protect and enhance the profession, incomes, and outdoor heritage of Maine guides, and to maintain the natural resources they and their customers depend upon.

To that end, we seek to improve our members' businesses and to develop membership in the Association into the future. Additionally, we work to develop a consistent base of steady outdoor sportsmen; thus, we wish to reach first-time and new clients so that we can increase awareness and use of the services Maine guides provide. Our clients are primarily nonresidents who seek to have a quality outdoor experience, whether it be hunting, or fishing, or any of a variety of guided outdoor activities.

The Association's marketing plan includes three elements:

- a. Providing easily accessible information to individuals seeking to hire guides
- b. Matching clients with the right guide for a quality experience
- c. Promoting guides' services where possible

To meet these goals, we maintain an Association website with member information; provide online information to potential clients; and handouts at trade shows and events; maintain links to various tourism websites; and place ads in various publications.

To further these marketing goals, we would like to produce a directory listing all current members, the services they offer, and the region in which they work. This would be a resource similar to our Association website, but the directory could be distributed at consumer shows and events, as well as through the Maine Office of Tourism and the Maine Department of Inland Fisheries and Wildlife. By connecting our members with potential clients, such a resource could make our member businesses more successful.

II. Project Description

We are accepting proposals in order to find a qualified source to produce a quality printed member directory, 10,000 copies, 4 color, which would list all current members, the format, size and page amounts determined by the following factors:

- a. Member listings: Approximately 1000 randomly placed (meaning not by zone, type of alphabetized) listings inclusive of Name, Business Name, Phone, email address, web address and physical address. Added to this there will be symbols associated services they offer, their license type and/or what they guide for re: bear, turkey, fish, grouse, deer, moose, saltwater fish, sea kayak, rafting, canoe, hiking, climbing etc. Added to this a description not to exceed 50 words. **Listings to be supplied by the MPGA**, and the regions in which they are based.
- b. Stories: 5 pages of this directory will have **copy to be supplied by the MPGA** to include: What to ask when you hire a guide, About MPGA, MPGA Code of Ethics, How to use the MPGA site, etc.
- c. Advertising: Ad solicitation to be done by a contractor which may or may not be the printer. **Ad layout to be done by bidder**. Sizes will vary, but conform to ¼, half and full page ads. Members will all conform to the same size ad.
- d. 4 color, 10,000 copies for 1st year distribution and a downloadable .pdf file that the association can make available on its website.
- e. Our intent is to produce this piece annually.

To accomplish this, we see three steps to this process in creating this directory. The general timeframe is given, but the MPGA will work with the printer to meet those timeframes to best complete this project by January, 2018.

- a. gathering information from our members
- b. Selling and laying out ads (¼ page ads available to regular members, full and half pages to corporate members and associated businesses) to be completed by November 1, 2017.

- c. Laying out the member listings, ad production in the directory by December 1, 2017
- d. printed and delivered to the association by January 1, 2018.

III. Submission Guidelines

Proposals can be submitted for individual, separate stages in the above listed process, OR for the overall project in its entirety (all three of the above steps.)

A price proposal for each step and/ or the overall project should be submitted. Also describe methods vendor plans use to accomplish each step of the process.

Bidders intent on submitting a proposal should notify the Executive Director no later than July 1, 2017. Bidders must also include references from similar projects.

Proposals must be submitted prior to July 15, 2017 to be considered.