

SNYDERVILLE BASIN CEMETERY DISTRICT

REQUEST FOR PROPOSALS:

Marketing and Communications Consultant

Organization

The Snyderville Basin Cemetery District is a special district in Summit County, Utah. Activated in 2023, the District is charged with developing and operating a cemetery to serve the residents of the Snyderville Basin area of the county.

Contact

Dan Whitehurst, Vice Chair, Board of Directors: dwhitehurst.sbcd@gmail.com

Purpose

The Board seeks a relationship with an individual or firm which can design and operate a communications effort for the District. Ultimately, there will need to be a sales and marketing effort for the cemetery when it is in operation. In the meantime, the District needs to establish an identity and communicate to the public the steps being taken to establish the cemetery.

Scope of Work

Development of Marketing Strategy:

- Recommendation of how the District should present itself to the community
- Design of logo and graphic style
- Strategy for website, social media, media relations, collateral materials, events

Implementation of Communications Efforts:

- Refresh and maintain website, post on social media
- Manage production of printed materials
- Assist with production of presentation materials and management of events

The Board is looking for an initial strategy/plan to be based on a flat fee. The implementation phase anticipates an ongoing relationship with a fee arrangement tied to the amount of work to be done.

Qualifications

A firm or individual with a proven track record of developing and implementing marketing/communications plans for organizations (business, government, nonprofit) in the Summit County area.

Budget

Under \$25,000 for year 1

Selection Criteria

1. Relevant experience
2. Demonstrated capacity to deliver
3. Creativity
4. Knowledge of local market

Process

- Written proposal submitted by email no later than June 30, 2025 to dwhitehurst.sbcd@gmail.com
- Interviews with finalist candidates: July 1-15
- Selection by July 31