



Gateway Interactive Marketing Association
(GIMA)
Website RFP

Purpose:

The Gateway Interactive Marketing Association is initiating a yearly partnership request among interactive agencies to create a new website. Our goal is to pick a partner (based almost entirely on creativity) and have a new website launched by April 15th, 2009. We believe there is a ton of local talent and the purpose of this RFP is to garner interest of St. Louis Interactive agencies. The winning agency will have the ability to showcase their local interactive talent. Other than some minor required functionality and use of the logo, the creativity of the interactive experience is completely up to the agency.

About Us:

Gateway Interactive Marketing Association (GIMA) is a dedicated group of interactive marketing professionals focused on providing the Greater St. Louis Interactive Marketing Community a place to network, share, and most importantly learn about proven leading-edge interactive marketing strategies, tactics, and creative executions. GIMA is also advocating for the local St. Louis Digital agencies, and strives to bring visibility, attention, and opportunity to its members. Approximately each month GIMA has local events which showcase education and networking.

Why do it?

To showcase your agency as the premiere interactive agency in St. Louis! GIMA is going to be working very closely in 2009 with the media to get the word out about us and the partner chosen. Your agency will benefit from this. In addition to the stated, being the premier partner shows that they agency is connected in the community and is a leader in the digital marketing field. It also provides the partner agency an opportunity for their creative talents to have an outlet away from the constraints of every day client work. The final reason to participate in the GIMA RFP is to allow your creative interactive team to finally branch out and truly show what they can do with a open canvas.

Award

Award of the RFP will be based and weighted on the following:

1. Creative (50%),
2. Responsiveness to the organization (30%)
3. Functional aptitude (20%)

Term:

12 months – April 2009 to April 2010



RFP Responses

Please send your responses to me by February 13th, 2009. Winning agency will be judged by the entire board and announced at the GIMA meeting on February 18th, 2009.

Please send responses to:

Chris Torbit
chris.torbit@blastcompanies.com

RFP Basic Requirements

- Tell us about your agency
- About the team you can dedicate to the project (who) and how much time they could dedicate
- Technical discussion on how to achieve the goals of the site as outlined in this RFP
- Additional ideas, or other ways to achieve the stated goals
- Creative ideas for additional functionality
- Visual creative ideas

RFP Functional Requirements

Membership & Subscriptions

- This year, GIMA will be migrating to a membership model. The site will need to be able to display marketing content specific to our segments (Agency, Corporate, Individual) and the initiation of the buy-flow should be evident from this page.
- The site will include to include the ability to accept payment once a membership option has been chosen.
- Under our membership model, an Agency or Corporation will be able to assign "designees" (limited to a # set by the membership level chosen) that will be granted free access to our events. The site should allow this designation of people to a membership.

Job Board

- As part of our membership model, Agency's or Corporations that have paid at a certain level will have the ability to post jobs on a job board.



Advertisement Capability

- As part of our membership model, Agency's that have paid at a certain level will have the option of including a banner at appropriate pages.
- Will have banner placements
- Accept yearly subscriptions & subscription reminders

Event Registration

- The site will allow individuals to register for events. During the registration process, the site should check for current paid membership in the subscriptions category. If membership is not current, the user should be presented put into the buy flow. In addition to the subscription options, an additional payment option for an "this event only" should be provided.

Event Marketing

- The site should allow us to provide marketing copy for our next event. The registration process should be easily accessible from this page. This page will most likely be our landing page for email marketing to our events.

Please let me know if your agency is interested in participating in this RFP either way. We hope this RFP provides a creative showcase of the interactive talent St. Louis has to offer.

If you have any questions, please do not hesitate to email at the address listed above.

Sincerely,
Chris Torbit
GIMA Communication Chairman