



RFQ 2122-10

Early Childhood Marketing Services

The Early Learning Coalition of Orange County (ELCOC) seeks the assistance of a qualified consultant to assist with the provision of marketing services to early childhood child care owners, directors, and family child care home providers in our community.

We assume the consultancy will occur between January 25, 2022 and June 30, 2022. Options to continue the consultancy to refine and expand the engagement may extend through June 30, 2023 based on ELCOC need and funding availability.

For more information on ELCOC go to <https://elcoforangecounty.org/>

The specific assistance desired is:

- Provide early childhood business administrators with business development information, support and understanding of how to effectively market their program in light of changing consumer, competition and competitive advantages practices, with emphasis on technology advancements and social media.
- Provide a maximum 75 participants up to 8 hours of marketing support services targeted towards their individual program and market, including identifying key elements of program services, most effective means of marketing outreach and other related marketing strategies to increase programs' capacity, enrollment, and job seekers. Development of marketing plan in support of business plan.
- Identifiable metrics to capture and report legal/business services and common issues, concerns, successes, and relevant needs to further inform ELCOC early childhood business supports.
- One of more contracts may be awarded for this RFQ

The ELCOC collaborates with and supports our diverse and culturally rich early childhood community serving Orange County's young children and their families. Applicants familiar with working with early childhood programs and our community's diverse business community are especially encouraged to apply.

Qualified applicants should submit credentials, a brief description of your approach to the above, and proposed bid not later than 12:00 noon January 21, 2021. Submissions should be sent to:

Cindy Jurie

Director of Research and Special Projects
CJurie@elcoc.org

Jamie Lopez

Procurement and Grants Manager
jlopez@elcoc.org

For more detailed information and additional resources please visit:
<https://elcoforangecounty.org/about/procurement/>

NO PHONE CALLS PLEASE.