

Bid Opportunities Current Request for Proposals (RFPs)

RFP Number: HT2023-002

New Jersey Historic Trust

AGENCY REQUEST FOR PROPOSAL

NJHT is seeking a marketing and advertising consultant/firm to develop and implement a promotional campaign for NJHT's heritage tourism website, Journey Through Jersey. www.journeythroughjersey.com

Introduction: The New Jersey Historic Trust is in but not of the Department of Community Affairs. Its mission is to advance historic preservation through education, stewardship and financial investment programs that save our heritage and strengthen our communities. In addition to its role as the primary provider of bricks and mortar grants to NJ's historic properties, the Trust also administers the heritage tourism grant program and heritage tourism website Journey Through Jersey. [Home | Journey Through Jersey.](#)

Summary: The Historic Trust seeks to promote www.journeythroughjersey.com through a targeted marketing campaign across multiple forms of media (digital, print, social media, web articles etc.) in order to reach a broad audience and promote heritage tourism in the state of New Jersey. The Historic Trust seeks a marketing/advertising consultant with five or more years of demonstrated expertise in content development, creative marketing, and managing a strategic advertising campaign with proven results of a significantly increased return on marketing investment. The successful consultant/team will propose a Statement of Work (SOW) that outlines your digital strategy, including research and analytics, pre- and post-launch data analytics, design approach, project milestones, performance strategy, account management plan, as well as a plan for long term performance monitoring. Please note that the campaign does not require re-branding.

Deadline: November 11, 2023, by 3pm

For more information, please contact: Dorothy Guzzo, Executive Director
dorothy.guzzo@dca.nj.gov
(609) 913-4436

All bid submissions must include completed mandatory compliance forms.

Ctrl + click on the links below for mandatory compliance documents:

[NJ Standard Terms and Conditions](#)

[Waiver and DPA Contract Checklist](#)

Ctrl + click on this link for the NJSTART Vendor Portal

<https://www.njstart.gov/bsol/>