

## **Intent and Purpose**

The New Jersey Department of State (“NJDOS”) is seeking proposals to award a grant for \$6,250,000 to develop and execute a business marketing and events initiative to highlight the benefits of doing business in the state of New Jersey and to encourage national and international business entities to relocate and expand in State, including through assisting in the recruitment of successful business leaders and entrepreneurs. The amount awarded will be used to pay for the business marketing initiative and the costs of developing, implementing, planning and marketing events within the State.

The NJDOS is seeking these proposals from qualified New Jersey non-profit 501c3 entities specializing in state or international based economic development marketing, with demonstrated prior experience in working with other governmental or public entities for the purposes of business marketing and with recruitment of business leaders and entrepreneurs for this purpose.

The selected entity will create, develop and implement a new business marketing and events initiative and messaging for the State of New Jersey. The initiative will be crafted to attract business to New Jersey by utilizing various types of media, as deemed appropriate, and by planning and implementing related events to highlight and market the State.

The entity should have proven prior extensive experience in marketing, collateral development, media placement and with the planning and implementation of events.

The entity should also have the ability to provide research through a comprehensive library of databases and reference material at their disposal, along with a large, experienced support team of employees with the adequate work experience to handle the types of research, contacts and knowledge to create and implement the awareness marketing plan and events needed to support it.

## **Goals of the Business Marketing and Events Initiative**

- Spread awareness among businesses nationally and internationally of the State of New Jersey’s value which are its range of strategic assets, which include, strategic location, talented workforce, outstanding colleges and universities, global connection, infrastructure, and exceptional quality of life.
- Communicate the State’s overarching goal and ongoing efforts to foster long-term, resilient, inclusive economic growth in alignment with Governor Phil Murphy’s comprehensive economic plan for building a stronger and fairer economy in New Jersey
- Develop messaging and strategies for reaching specific sectors that are of long-term strategic priority to the State as determined by Governor Phil Murphy’s comprehensive economic plan for building a stronger and fairer economy in New Jersey.
- Build awareness among New Jerseyans and businesses of workforce development resources available through the State of New Jersey, including apprenticeships, internships, fellowships, on the job training, customized training programs.

- Help attract, retain, and strengthen New Jersey's diverse workforce and incentivize businesses to consider, moving, hiring and growing in NJ.
- Develop, implement, plan and market events that showcase the State of New Jersey and all of its goals mentioned above.

## **Marketing Services Required**

In support of the goals outlined in this grant proposal, the selected entity will create, develop and implement a new business marketing and events initiative for the State of New Jersey. This initiative will be crafted to attract business by utilizing various types of media, as deemed appropriate. It will also plan, develop, implement, and market events to support the marketing strategy and goals.

## **Performance Deliverables**

1. Recommend and develop objectives and strategies targeted to designated markets.
2. The selected firm shall propose to create, produce and distribute, as part of the media mix deemed appropriate and specified:
  - Television Advertisements
  - Radio Spots
  - Podcasts/Webcasts
  - Print Advertisements
  - Internet Advertisements
  - Search Engine Marketing
  - E-Blasts
  - Other Channels (must specify)
3. Submit a media plan with associated timelines that provides details of the media mix, recommended media outlets as well as a media schedule. The plan must describe:
  - The target audience they are trying to reach
  - Specific media outlets to be used
  - Timing, frequency, penetration and length of placement.
4. Provide justification as to how recommended outlets match the target audience.
5. Provide justification as to how the various elements of the plan are to be integrated for maximum impact, cost effectiveness and return on investment.
6. Provide measurement metrics of the effectiveness of the marketing efforts.
7. Develop a public relations and social media plan that extends or exceeds its media plan.
8. Develop, implement and market events for the State to coordinate with the strategy and goals.

## **Target Audiences**

The campaign is to extend in-state, nationally and internationally in order to reach all desired demographics. The primary audiences of the campaign include entrepreneurs, workforce talent, c-suite executives, and corporate real estate site selectors.

## **Key Industries of New Jersey**

- Life Sciences and Healthcare
- Information and High Technology
- Clean Energy
- Advanced Manufacturing
- Advanced Transportation and Logistics
- Finance and Insurance
- Food and Beverage
- Film and Digital Media

## **Eligibility Criteria**

To be eligible to receive funding from the Department of State, an applicant must:

1. Have a clearly articulated mission for promoting Business activity in New Jersey and focus for the organization and its program.

Primary consideration for funding will be provided to Non-profit entities based in New Jersey that have state-wide, national and international outreach and whose staff, board and clientele mirrors the business community it will serve.

Their mission will be centered on encouraging and nurturing economic growth throughout New Jersey through marketing, business attraction and lead generation activities.

2. At the time of application, applicants must have been in existence and actively providing public programs or services for at least the past five years.

3. Must have a valid NJ Business Registration and Certificate of Incorporation, and Standing Certificate. Standing Certificates may be obtained from the NJ Department of Treasury, Division of Revenue and Enterprise Services within the Department of Treasury.

<https://www.nj.gov/treasury/purchase/vendor.shtml>.

4. Must be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501 (c) 3 for at least five years prior to submission of application. Also be registered with the NJ Charities Registration Bureau, a bureau within the New Jersey Department of Law and Public Safety at: <https://www.njconsumeraffairs.gov/>

5. Have organizational bylaws and a board of directors empowered to formulate policies and be responsible for the governance and administration of the organization, its programs and finances.

6. Comply with all pertinent state and federal regulations including, but not necessarily limited to fair labor standards (regarding the payment of fair wages and the maintenance of safe and healthy working conditions), the civil rights act of 1964; section 504 of the rehabilitation act of 1973, as amended; title 9 of the education amendments 1972; the age discrimination act of 1975; the Americans with disabilities act of 1990 (all barring discrimination on, among other things, the basis of race, color, national origin, disability, age or sex); the drug free work place act of 1988 (guaranteeing the maintenance of same); and section 913 of 18 U.S.C. Section 319 of P.L. 101-121) barring lobbying when in the receipt of federal and state funds). Grantees are prohibited from hiring lobbying firms with state funded grants.

7. Must be in good standing with State, Federal, or other Grantor entities program and financial reports.

**Forms to be Completed and Submitted with Proposal:**

- 1. Request for Funding – Proposed Budget**
- 2. Organization Profile Information**

**NJ DEPARTMENT OF STATE  
BUSINESS MARKETING AND EVENTS INITIATIVE  
REQUEST FOR FUNDING  
PROPOSED BUDGET**

**APPLICANT ORGANIZATION:**

<b>Budget Categories</b>	<b><u>Total DOS funds</u></b>
Salaries (list each employee)*	
Supplies	
Printing	
Advertising - Media TV; Radio	
Advertising - Print	
Advertising - Internet/Search/E-blasts	
Social Media	
Data/Metrics	
Telephone & Postage	
Contractual/Consultants (list each)**	
Rental	
Information technology/equipment	
Events, Miscellaneous (describe)	
Event Planning	
Event Production	
Event Marketing	
Event Other	
<b>TOTAL</b>	

**SALARIES\***

<b><u>Employee name/function</u></b>	<b><u>Salary</u></b>
-	-
-	-
-	-
-	-

<b>Total Salaries*</b>	

**CONTRACTUAL/CONSULTANT \*\***

<u><b>Contractor Name/description</b></u>	<u><b>Contract Amount</b></u>
<b>Total Consultants**</b>	

**NJ DEPARTMENT OF STATE ORGANIZATION PROFILE INFORMATION**

Organization Name: \_\_\_\_\_

Federal Tax I.D. Number (9-digit EIN): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

County: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**NJ Charities Registration #:** \_\_\_\_\_ (Copy Attached)

*Example: CH 1234567 (enter -0- if other Governmental Agency, County, Municipality or School Board)*

Organization Exempt: EX or EXE#: \_\_\_\_\_

**NJ Division of Revenue Registration Certificate #:** \_\_\_\_\_ (Copy Attached)

*Example: Certificate Number 1234567 (enter -0- if other Governmental Agency, County, Municipality or School Board)*

**Completed vendor registration in NJSTART system? Yes \_\_\_\_ / No**

**<https://www.nj.gov/treasury/purchase/vendor.shtml>**

**Executive Director of Organization:**

Prefix	First Name	Last Name	Title
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**Project Director (or Contact for this Application):**

Prefix	First Name	Last Name	Title
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**Board President or Chairperson:**

Prefix	First Name	Last Name	Title
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Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Congressional District of Applicant: \_\_\_\_\_ State Legislative District of Applicant: \_\_\_\_\_

Date of Incorporation (MM/DD/YYYY): \_\_\_\_\_ Fiscal Year End (MM/DD): \_\_\_\_\_

☐ *By checking this box you confirm that all information shown above is accurate to the best of your knowledge.*

*Person completing form:* \_\_\_\_\_