

HALFMOON HILLCREST VOLUNTEER FIRE DEPARTMENT, INC.

**RECRUITMENT AND RETENTION MEDIA MARKETING
CAMPAIGN 2026**

REQUEST FOR PROPOSAL (RFP)

**Marketing Materials, Media Campaign Including Placement and Creative,
Scheduling and Vendor Relationships, Delivery of All Marketing Components**

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**Prepared By: Kylie Ferguson
Date: May 22, 2026**

REQUEST FOR PROPOSAL
HALFMOON HILLCREST VOLUNTEER FIRE
DEPARTMENT, INC - RECRUITMENT AND RETENTION MEDIA MARKETING
CAMPAIGN 2026

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QUESTION SUBMISSION DEADLINE: June 8, 2026 by 5:00pm EST

PROPOSAL SUBMISSION DEADLINE: June 15, 2026 by 5:00pm EST

Questions may be submitted in written form to:

Contact Name: Kylie Ferguson
Telephone Number: (518) 774-8341
Email Address: mantacoreconsulting@gmail.com

INTRODUCTION

The Halfmoon Hillcrest Volunteer Fire Department, Inc. invites and welcomes proposals for their multimedia marketing Recruitment and Retention Campaign 2026 project. Based on your previous work experience and/or peer recommendations, your firm has been selected to receive this RFP and is invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time specified above under the "PROPOSAL SUBMISSION DEADLINE."

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.

PROJECT AND LOCATION

The project associated with this RFP is or shall be located at Halfmoon Hillcrest Volunteer Fire Department, Mechanicville, New York.

PROJECT MANAGER CONTACT INFORMATION

The following individual(s) are the assigned contacts for the following:

For questions or information regarding all questions directed to:

Name: Kylie Ferguson
Title: Owner, Mantacore Consulting LLC
Phone: (518) 774-8341
Email: mantacoreconsulting@gmail.com

PROJECT OBJECTIVE

The objective and goal for this project are to recruit new members for the Halfmoon Hillcrest Volunteer Fire Department via multi-tiered campaign that generates interest through brand promotion, community engagement and general awareness. Secondly, the goal is to support and retain current volunteer members of the Halfmoon Hillcrest Volunteer Fire Department via a community-first marketing campaign. Lastly, this campaign should further increase awareness of the department and interaction with the department throughout the community.

PROJECT SCOPE AND SPECIFICATIONS

The Project Scope and Specifications are as follows:

1. Introduction

The Halfmoon Hillcrest Fire Department (HHFD) is seeking proposals from qualified vendors to provide recruitment marketing services in support of the department's FEMA Staffing for Adequate Fire and Emergency Response (SAFER) Grant.

HHFD is a volunteer fire department serving a growing community within the Town of Halfmoon, New York. As emergency call volume increases and community demands evolve, the department must expand its recruitment efforts to ensure adequate volunteer staffing levels for emergency response.

Through the SAFER grant program, HHFD will implement a comprehensive recruitment initiative designed to increase community awareness, attract qualified volunteer candidates, and strengthen the department's long-term volunteer pipeline.

The selected vendor will support this initiative by providing professional marketing services, campaign strategy, digital outreach, multimedia production, and recruitment marketing materials designed to effectively reach potential volunteer firefighters within the community.

The vendor will coordinate with the department's SAFER Recruitment and Retention Program Manager, who will oversee overall grant implementation and internal recruitment processes.

2. Project Objectives

The objective of this initiative is to develop and implement a strategic, data-driven recruitment marketing campaign that increases awareness of volunteer opportunities and generates interest from qualified individuals within the community.

Primary objectives include:

- Increase community awareness of volunteer firefighter opportunities within HHFD
- Generate recruitment leads and inquiries from prospective volunteers
- Communicate the mission, culture, and impact of serving as a volunteer firefighter
- Reach target audiences through modern marketing channels and media platforms
- Provide marketing tools and assets that support ongoing recruitment efforts

3. Scope of Work

The selected vendor will provide marketing services that support the department's recruitment

initiative through a coordinated communications and outreach campaign.

A. Recruitment Marketing Strategy

The vendor will develop a recruitment marketing strategy designed to increase awareness of volunteer opportunities within the community.

This strategy should include:

- Target audience identification
- Brand Guidelines
- Recruitment messaging tailored to target audiences
- Recommended outreach channels and marketing tactics
- Campaign timeline and implementation approach
- Performance metrics and reporting framework
- Strategic coaching/consulting on a consistent basis
- Annual Audits of marketing efforts for FEMA Reporting

The strategy should reflect best practices in volunteer recruitment and public safety outreach.

B. Digital Marketing and Advertising

The selected vendor will develop and manage digital advertising campaigns designed to reach potential volunteer firefighters through targeted online outreach.

Services include:

- Social media advertising campaign development
- Digital advertising strategy and implementation
- Campaign setup, management, and optimization
- Targeted geographic and demographic outreach
- Performance tracking and analytics reporting
- Department Website Development & Design with Hosting and Support for the 4 years
 - Includes Members Only Website

C. Recruitment Video and Photography

The vendor will produce multimedia content to support recruitment marketing efforts and communicate the experience of serving within the department.

Deliverables include:

- Recruitment video production
- Short-form social media video content (8-10)
- Photography capturing department activities and training
- Video and photo assets optimized for digital marketing

Production services should include planning, filming, editing, and delivery of final media assets.

D. Campaign Performance Reporting

The vendor will provide periodic reporting on campaign performance and marketing effectiveness.

Reports should include:

- Advertising performance metrics
- Engagement and reach data
- Lead generation metrics (if applicable)
- Recommendations for campaign adjustments and improvements

SCHEDULED TIMELINE

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by management.

MILESTONE	DATE
Discovery - clarification of RFP:	June 10, 2026
Receipt of Completed RFPs:	June 15, 2026

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

Mantacore Consulting LLC shall award the contract to the proposal that best accommodates the various project requirements. Mantacore Consulting LLC reserves the right to: (i) award the contract to more than one Bidder, and (ii) refuse any proposal or contract.

DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by Mantacore Consulting LLC no later than **June 15, 2026** by 5:00pm EST for consideration in the project proposal selection process.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

1. Proposals received by the stipulated deadline must be in the correct format.
2. Bidder's alleged performance effectiveness of their proposal's solution.
3. Bidder's performance history and alleged ability to timely deliver proposed services.
4. Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
5. Overall cost effectiveness of the proposal.

Mantacore Consulting LLC reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background

1. Bidder's Name(s)
2. Bidder's Address
3. Bidder's Contact Information (and preferred method of communication)
4. Legal Formation of Bidder (e.g. sole proprietor, partnership, corporation)
5. Date Bidder's Company was Formed
6. Description of Bidder's company in terms of size, range and types of services offered and clientele.
7. Bidder's principal officers (e.g. President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
8. Bidder's Federal Employee Identification Number (FEIN)
9. Evidence of legal authority to conduct business in New York (e.g. business certificate of authority).
10. Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
11. Bidder must have a minimum of ten (10) years of public safety recruitment-related marketing experience and demonstrated success.
12. Organization chart showing key personnel that would provide services to Mantacore Consulting

Financial Information

- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of reorganization under the bankruptcy code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

Project Timeline

- Summary of the timeline of work to be completed.

Cost Proposal Summary and Breakdown

- A detailed list of all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Summary of the total cost of the proposal.
- Bid should be priced for a one-year contract with the flexibility to opt into three additional years with the pricing for the three optional years listed.

Content Ownership & Copyrights

- Work completed under this RFP is considered work for hire. Bidder shall include usual and customary language assigning unrestricted rights to utilize any/all content developed under this RFP with no further expectation of payment, royalties, etc. The bidder is not required, nor expected to copyright any content, however, may be requested to assist in this process at the expense of the organization at their request.
- Bidder shall also include language reflecting the utilization of assets provided to the bidder for this project: Ownership of any photos, video, graphics, or other assets provided to the bidder by the organization will not be transferred to the bidder and is property of the Halfmoon Hillcrest Volunteer Fire Department. By providing any assets to the bidder for use in this project, the organization certifies they have the legal / required rights to transfer and incorporate such assets for use in the project from the owner(s) of such assets.

References

- Provide 3 references

By submitting a proposal, Bidder agrees that Mantacore Consulting LLC may contact all submitted references to obtain any and all information regarding Bidder's performance.

Insurance Requirements

1. Notwithstanding any terms, conditions or provisions, in any other writing between the parties, the consultant hereby agrees to effectuate the naming of the Halfmoon Hillcrest Volunteer Fire Department as an additional insured on the consultant's insurance policies, with the exception of workers' compensation, NY State disability and professional liability. If the policy is written on a claims-made basis, the retroactive date must precede the date of the contract.
2. The policy naming Halfmoon Hillcrest Volunteer Fire Department as an additional insured shall:
 - Be an insurance policy from an A.M. Best rated A- insurer, authorized to conduct business in New York State.
 - State that the consultant's coverage shall be primary coverage for the Halfmoon Hillcrest Volunteer Fire Department, its Board, employees and volunteers.
3. The Halfmoon Hillcrest Volunteer Fire Department shall be listed as an additional insured by using endorsement CG 2026 or equivalent. The certificate must state that this endorsement is being used. If another endorsement is used, a copy shall be included with the certificate of insurance.
4. The consultant agrees to indemnify the Halfmoon Hillcrest Volunteer Fire Department for any applicable deductibles.
5. Required Insurance:
 - **Commercial General Liability Insurance:** \$1,000,000 per occurrence/\$2,000,000 aggregate.
 - **Workers' Compensation and N.Y.S. Disability:** Statutory Workers' Compensation, Employers' Liability and N.Y.S. Disability Benefits Insurance for all employees.
 - **Professional Errors and Omissions Insurance:** \$2,000,000 per occurrence/\$2,000,000 aggregate for the professional acts of the consultant performed under the contract for the Halfmoon Hillcrest Volunteer Fire Department. If written on a "claims-made" basis, the retroactive date must pre-date the inception of the contract or agreement. Coverage shall remain in effect for two years following the completion of work.
 - **Fidelity Bond:** For dishonest acts of the consultant's employees with coverage for computer fraud and fund transfer including client coverage.
 - **Excess Insurance:** On a "Follow-Form" basis, with limits of \$3,000,000 each occurrence and aggregate.
 - **Cyber Security:** \$1,000,000 per occurrence

6. Consultant acknowledges that failure to obtain such insurance on behalf of the Halfmoon Hillcrest Volunteer Fire Department constitutes a material breach of contract. The consultant is to provide the Halfmoon Hillcrest Volunteer Fire Department with a certificate of insurance, evidence that the above requirements have been met, prior to the commencement of work or use of facilities. The failure of the Halfmoon Hillcrest Volunteer Fire Department to object to the contents of the certificate or the absence of same shall not be deemed a waiver of any and all rights held by the Halfmoon Hillcrest Volunteer Fire Department.