SPLASHIFAX

Splashifax Marketing RFP
Request for Proposals

Splashifax is a new outdoor, floating playground and obstacle park in First Lake, Halifax - opening in June 2021. We are seeking a two-part proposal for a firm or individual to:

1. Create a multi-channel marketing and social media strategy for our launch year
2. Deliver on that plan

The Splashifax Marketing Strategy must include:

- Compelling content across all online platforms (social media, web, and other digital communications)
- Social media channels (Facebook, Instagram, Tiktok)
- Social media advertising
- Print and billboard
- Onsite signage

The execution of the plan should include:

- Creation of compelling content across online platforms (social media, web and other digital communications)
- Website updates and analytics
- Maintain our social media channels (Facebook, Instagram, Tiktok etc) and monitor our online presence and engagement
- Create and monitor social media advertising
- Connect to and arrange co-promotional opportunities with other recreational facilities, influencers, and community organizations
- Monitor, report on, and analyze social media analytics to help determine the best strategies for online content

Our goal in our opening year is to:

- Have an average of 20 individuals per hour across (or 200 per day) from the months of mid-June to mid-September

This firm or individual will work closely with the Owners/Operators, David Wolpin and Jon Rasenberg and General Manager Jessica Urquhart.

We are requesting that proposals be submitted to splashifax@gmail.com no later than April 28, 2021. The proposal should include pricing and strategies for each of the two-parts as outlined above.

Please see next page for logo, site drawings, and images of the floating playground and obstacle park.

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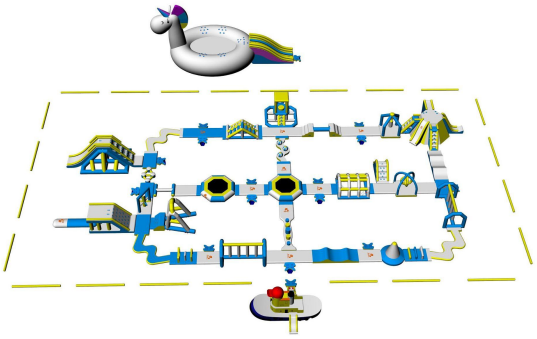
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