A Strategic Alliance for Maritime Innovation and a Sustainable Blue Economy

Social Media and Content Support

SUMMARY

Maritime Blue is soliciting proposals from qualified vendors, freelancers, or studios to provide ongoing social media and content production support, with a focus on One Ocean Week Seattle 2026 (October 19–25) and Maritime Blue's broader program and event calendar through Fall 2026.

We are looking for a partner who can build and maintain a consistent content presence across our channels, capture high-quality video and photo assets at our events, and turn that raw material into a steady stream of polished, on-brand content.

BACKGROUND

Maritime Blue is a Seattle-based nonprofit strategic alliance for maritime innovation and sustainability. One Ocean Week Seattle (OOWS) is our flagship annual convening, expected to bring 1,500+ attendees from 20+ countries together for a week of summits, showcases, and programming along Seattle's waterfront. Beyond OOWS, Maritime Blue runs a year-round slate of programming spanning innovation, workforce development, and international partnerships that also needs consistent content support.

SCOPE OF WORK

Content Strategy & Planning

- Build and maintain a monthly content calendar aligned to Maritime Blue's program and event schedule.
- Recommend a platform strategy, with LinkedIn as the primary channel, including guidance on any supporting channels.

Asset Capture & Production

- Provide on-site video and photo capture at Maritime Blue events and program activities.
- Produce edited video content (recaps, highlight reels, short-form social cuts) from captured footage.
- Establish and manage an organized, searchable asset bank for ongoing reuse across campaigns.

Priority Content Areas

- Maritime Blue summer activity content
- One Ocean Week Seattle content (pre-event build-up, live coverage, and post-event recap)
- Distinguished Ocean Leaders program content
- Partner and sponsor spotlights
- International partnership content
- General event recap content across the year

REPORTING

- Deliver monthly performance reporting against agreed KPIs (reach, engagement, follower growth, top-performing content).

DELIVERABLES

- Monthly content calendar
- Organized, Maritime Blue-owned asset bank (raw and edited files)
- Ongoing social content production (video and photo) per the calendar
- Dedicated on-site coverage package for One Ocean Week Seattle week
- Monthly performance report with recommendations

OWNERSHIP, RIGHTS & USAGE

All assets produced under this contract (raw footage, photos, edited video, and any derivative content) are the sole property of Maritime Blue. The selected vendor must deliver full-resolution raw and edited files on a rolling basis (not held back for a final delivery) and may not use Maritime Blue content in the vendor's own portfolio or marketing without written permission.

The vendor is responsible for obtaining appropriate photo/video releases for any identifiable individuals captured on-site, including special care and parental/guardian consent where minors may be present (e.g., youth career programming).

BUDGET AND TIMELINE

- Monthly Retainer: Not to exceed $3,000/month
- Travel: Inclusive in the monthly maximum; no separate travel billing
- Event Parking: Covered separately by Maritime Blue for One Ocean Week Seattle week
- Contract Period: Start date of contract through November 30, 2026, with option to renew based on performance

- Subcontractors: Permitted, provided they are disclosed in the proposal and bound by the same ownership and confidentiality terms

PROPOSAL REQUIREMENTS

- Executive Summary: Brief summary of your proposal, highlighting key strengths and differentiators.
- Company/Team Overview: History, capabilities, and relevant experience, including any diversity in subcontracting participation.
- Portfolio & Samples: Links or files showing prior video/photo content, ideally from nonprofit, conference, or event work.
- Project Approach: Proposed workflow, content calendar cadence, turnaround times for edits, and approach to live event coverage.
- Team Qualifications: Roles, relevant experience, and who will be physically on-site for events.
- Cost Proposal: Monthly retainer breakdown by hours/deliverables, and any event-specific add-on costs.
- References: At least two references from recent, similar content or event-coverage engagements.
- Equipment & Backup: Camera/audio equipment used and your process for backing up raw footage during and after events.

SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

EVALUATION CRITERIA	Points
Overall Experience and Demonstrated ResultsAssessment of company/creator history, portfolio quality, relevant nonprofit or event experience, references, and evidence of past performance.	30
Strategic Approach and Content QualityAssessment of proposed content strategy, creative approach, sample work, and capacity to deliver the scope within the specified timeframe.	30
Budget / Cost EffectivenessEfficient use of resources and delivery of quality services relative to budget. Proposed monthly retainer may not exceed $3,000.	25
Responsiveness and AvailabilityDemonstrated ability to support real-time, on-site coverage during high-profile events (e.g., One Ocean Week Seattle) with fast turnaround.	10

Diversity in Subcontracting ParticipationAdditional points for firms/creators demonstrating certified business enterprise status (WMBE, etc.) or non-certified small (under 20 employees), women-owned, and/or BIPOC-owned or operated status.	5

TERMS AND CONDITIONS

- Maritime Blue will remit payment monthly using Net 30 terms.
- Vendor must adhere to Maritime Blue's brand and style guidelines; all content requires Maritime Blue review and approval within 48 hours of submission unless otherwise agreed in writing.
- Vendor must be eligible to do business in the State of Washington.
- Vendor must maintain confidentiality regarding donor, partner, and internal organizational information encountered during the engagement.
- Vendor should disclose any current or recent work for organizations that could present a conflict of interest.
- Vendor is expected to carry general liability insurance appropriate to on-site event work and must submit a certificate of insurance and a completed W-9 prior to contract execution.
- Vendor is responsible for ensuring all music, stock footage, and third-party audio used in produced content is properly licensed for commercial/nonprofit use; vendor bears responsibility for any licensing claims arising from unlicensed material.
- This contract may be terminated by either party for convenience with 30 days' written notice, or for cause with 10 days' written notice to cure. Maritime Blue will pay for all approved work completed through the termination date.
- If this engagement is funded in whole or in part by federal funds, the selected vendor must comply with all applicable federal rules and regulations, including but not limited to provisions under the Uniform Guidance (2 CFR Part 200). Maritime Blue will confirm funding source and applicable requirements prior to contract execution.
- Standard contract terms and conditions will be attached upon proposal request.

Right to Reject Proposals

Maritime Blue reserves the right to reject any or all proposals received in response to this RFP. Rejection may occur if a proposal does not meet the specified requirements, lacks key information, or if the proposer fails to comply with the terms outlined here.

Maritime Blue also reserves the right to reject any proposal, in whole or in part, if deemed in the best interest of the organization. This decision is final, and Maritime Blue is under no obligation to provide feedback or justification for rejection. Maritime Blue may, at its discretion, enter into negotiations with another vendor or reissue a revised RFP.

PROPOSAL SUBMISSION

- Deadline: July 31, 2026
- Submission address: info@maritimeblue.org
- Point of contact: Daniel Pulse, Chief Growth Officer and CFO - daniel@maritimeblue.org
- Decision timeline: August 14, 2026

Maritime Blue appreciates the effort and resources invested by all participating vendors and will notify each vendor of the outcome of the proposal evaluation process.