



Digital Media Campaign in The Pacific Island Region 2025

Funding Opportunity Overview

[National Marine Sanctuary Foundation](#), in cooperation with the National Oceanic and Atmospheric Administration (NOAA) Office of National Marine Sanctuaries (ONMS), is excited to offer funding in support of sharing information the Pacific Island Region.

Total Funding Availability

Not to exceed \$125,000

Period of Performance

June 1, 2025 - May 31, 2026

Application Package Due

April 30, 2025

11:59 PM Eastern Standard Time

PROJECT OVERVIEW

Summary: The purpose of this Statement of Work is to support the Office of National Marine Sanctuaries in sharing information about sanctuary programs and the impact that the system has in the Pacific Islands Region and its associated communities in a creative way that strengthens the Region's presence and connection to the communities who call these places home. There is a need to be able to tell the stories of these places and resources in an innovative way in order to have a far-reaching impact on the many individuals that call the Pacific home and that depend on its health for a multitude of reasons.

SCOPE OF WORK

The Digital Media Campaign requires an individual(s) that is able to work independently and provide creative solutions to amplifying the Office of National Marine Sanctuaries programs and stories. The contractor will have extensive experience in digital media, including but not limited to photo, video, audio, graphic and web design, and community engagement. The contractor will also have excellent project management skills in order



to maintain the deadlines agreed upon and meet the necessary review and clearance timelines and requirements. The contractor will need to maintain regular contact with the Pacific Islands Region Communications Team to share and receive information that informs digital media campaigns and products.

The contractor will be expected to travel up to 20% of the time, with locations including Hawai'i, American Samoa, and possibly CNMI and Guam. The contractor is expected to have their own media gear, including but not limited to cameras, microphones, laptop for editing and processing media, etc. The contractor should also be familiar with music licensing, purchasing stock images and b-roll, and all necessary software to process and edit media products.

The following are a baseline of skill and knowledge requirements that the contractor should possess:

- Education: Bachelor's degree in marketing, communications, or a related field is preferred.
- Experience: 5-10 years of experience in digital marketing, social media management, and content creation.
- Technical Skills: Proficiency in social media management tools, content management systems (CMS), and graphic design software (e.g., Adobe Creative Suite).
- Soft Skills: Strong communication, interpersonal, and organizational skills.
- Analytical Skills: Ability to analyze data, identify trends, and make data-driven decisions.
- Creativity: Ability to develop engaging and innovative content.

Deliverables:

Phase 1 Deliverables: Planning

- Meet and conduct ideation with NMSF/ONMS/Community partners to be included in the campaign
- Coordinate story treatments for all digital media productions in collaboration with NMSF/ONMS
- Develop production timelines for digital media products that encompasses understanding of ONMS review and clearance processes and protocols

Phase 2 Deliverables: Development



- PIR Digital Media Campaign
 - a. PIR Digital Media Product - e.g. PVS partnership
 - b. HIIWNMS Digital Media Product - e.g. Entanglement
 - c. NMSAS Digital Media Product - e.g. Cultural heritage
 - d. PNMS Digital Media product - e.g. RAMP cruise

- Conduct filming and interviews with all designated interviewees
- Generate captions, credits, and all branding requirements in coordination with ONMS
- Edit and finalize digital media products; including but not limited to audio, visual, graphics, and other related components
- Coordinate with ONMS/NMSF staff on incorporating feedback and edits into products as necessary

Phase 3 Deliverables: Distribution and evaluation

- Generate reels, youtube capable MP4s, and webstory capable MP4s to be used across social media platforms
- Work with collaborating partners on review, feedback and edits, and timely posting on partner social media accounts
- Work with ONMS/NMSF staff to distribute products across available platforms and coordinate analytics to assess impact and viewership

Partners:

- NOAA's Office of National Marine Sanctuaries
- National Marine Sanctuary Foundation

HOW TO APPLY

Application packages should be submitted by 11:59 PM Eastern Standard Time on April 7, 2025. Please submit your application package to the Foundation through C-STAAR – the Foundation's Collaborative System for Tracking Activities, Awards, and Reporting – using the following link: <https://marinesanctuary.smartsimple.com/>.

Step1:

You will need to register your organization to begin your application. You can find registration steps and instructions [here](#).



Step 2:

Once you have set up your Organization Profile, navigate to the **Applicant Home** page. Scroll down and click “**View Active Contract RFPs**” to find the **Digital Media Campaign in National Marine Sanctuaries 2025** RFP opportunity. Click “**Apply to RFP**” to see the application page. *Be sure to click the blue “**Start Application**” button at the bottom of the page before beginning your application.*

Step 3:

Complete application and submit.

Please direct all questions to support@marinesanctuary.org with the email subject line: RFP QUESTION Digital Media Campaign: [Your/Organization Name].

Application packages should include:

- Completed proposal
- Detailed budget and narrative (budget items should things outlined in the deliverables section)
- Examples of previous related work
- At least two references

Review process may include interviews with applicants. Determinations will be made by May 7, 2025, and applicants notified shortly thereafter.

REVIEW CRITERIA

All proposals will be graded against the following criteria:

- Demonstrates ability to reach a variety of audiences to increase awareness, raise visibility, and enhance connections to national marine sanctuaries and their natural, cultural, and historic resources.
 - Worth a maximum of 30 points out of 100 points
- Demonstrates ability to disseminate and amplify information in creative and innovative digital communication formats and styles.
 - Worth a maximum of 20 points out of 100 points
- Has knowledge of media production including designing, managing, editing, and distribution.
 - Worth a maximum of 20 points out of 100 points
- Has a realistic and competitive budget and timeline to clearly support planning, content creation and deliverables
 - Worth a maximum of 15 out of 100 points
- Demonstrates past experience with and knowledge of Pacific communities and organizations.
 - Worth a maximum of 15 points out of 100 points



ABOUT US

The [National Marine Sanctuary Foundation](#) was founded in 2000 by America's most influential ocean conservation leaders and works with communities and NOAA to conserve and expand these special places for a healthy ocean, coasts, and Great Lakes. Sanctuaries and monuments are our essential network of protected waters, owned by every American and championed by us. Connected by currents, they sustain miraculous species, coastal communities, and our shared heritage. The Foundation is a leading voice for U.S.-protected waters, and our work extends from the ocean floor to the classroom to Capitol Hill. The Foundation supports a growing portfolio of Community Stewardship, Outreach, and Education programs aimed at providing students, educators, and lifelong learners with opportunities to explore and discover connections to the natural world, no matter where they live.

[The Office of National Marine Sanctuaries](#) serves as the trustee for a network of underwater parks encompassing more than 629,000 square miles of marine and Great Lakes waters from Washington state to the Florida Keys, and from Lake Huron to American Samoa. The network includes a system of 18 national marine sanctuaries and Papahānaumokuākea and Rose Atoll marine national monuments.

TERMS & CONDITIONS

This is a Request for Proposals (RFP) only. Issuance of this RFP does not in any way obligate the Foundation to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

- (a) The Foundation may cancel RFP and not award;
- (b) The Foundation may reject any or all responses received;
- (c) Issuance of RFP does not constitute award commitment by The Foundation;
- (d) The Foundation reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
- (e) The Foundation will not compensate offerors for a response to RFP;
- (f) The Foundation reserves the right to issue an award based on an initial evaluation of offers without further discussion;
- (g) The Foundation may negotiate with short-listed offerors for their best and final offer;
- (h) The Foundation reserves the right to order additional quantities or units with the selected offer or;
- (i) The Foundation may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
- (j) The Foundation may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;



- (k) The Foundation may choose to award only part of the activities in the RFP or issue multiple awards based on multiple RFP activities; and
- (l) The Foundation reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition.