



Request for Proposal: Podcast Production Services for NAWBO Columbus

Issue Date: March 3, 2025

Proposal Due Date: March 24, 2025, at 5:00 PM EST

Organization: NAWBO Columbus is the central hub for women business owners across Central Ohio. We're more than just a networking group — we're a dynamic force that's driving legislative change and fostering a tight-knit community of exceptional women dedicated to empowering each other and achieving success together. Our mission is to equip and empower all women business owners to overcome challenges, fully realize their true potential and make their mark on the world!

Objective: NAWBO Columbus is seeking a podcast production company to assist us in creating a podcast that amplifies the voices of its members, features guests, and offers sponsorship opportunities.

Scope of Work: The selected vendor will provide comprehensive podcast production services, including:

- Planning, research, and preparation (market research, keyword identification, technical support, show format development, copywriting).
- Sponsorship acquisition and management (target list development, ad copy creation, commission structure, sponsor packages, promotional assets).
- Pre-production (podcast hosting, show description creation, graphic design, distribution setup, marketing materials, trailer development, guest management, music licensing).
- Recording and production support (virtual studio setup, recording instructions, strategy alignment).
- Marketing asset creation for each episode (episode title graphics, YouTube graphics, quote graphics, audiograms, episode notes).
- Post-production (editing, intro/outro/transitions, ad integration, campaign setup, publishing).



Compensation: NAWBO Columbus is a non-profit organization and encourages proposals that incorporate In-Kind Corporate Partnership, which will provide publicity and exposure to the NAWBO Columbus community.

Selection Criteria: Proposals will be evaluated by the NAWBO Columbus Board and staff the week of March 24th and the selected vendor will be notified by April 4th. NAWBO members and Corporate Partners are encouraged to apply.

Proposal Requirements: Interested parties must submit a detailed proposal including:

- Name, title, and company.
- Contact information (mailing address, work phone, cell phone, fax).
- Updated resume and description of experience.
- Statement of interest in the partnership opportunity (up to one-half page).
- Client list with three professional references.
- Work samples.
- Cost/value estimate for the outlined work.

Submission: Proposal requirements should be submitted to Arien Lawless, NAWBO Columbus Chapter Manager, at arien@nawbocolumbusohio.com.

The deadline to submit is March 24, 2025, at 5:00 PM EST