

BID BOMA

BOMA Oakland/East Bay's "BID BOMA " marketing campaign is designed to promote our Professional and Associate Members. See Logo Use Policy for logo and it's use.

Foster a better understanding and awareness of our Professional and Allied Members' credentials, qualifications, and overall value to BOMA OEB. Encourage BOMA OEB Building Members to "Bid " a job or project to only BOMA OEB Associate Members or at a minimum include the members in the process with any other vendor you may allow to compete.

Four key goals:

Facilitate: the Association can and should play an active role in facilitating the process of members bidding to other members, primarily by ensuring that it is easy and convenient for member companies to find and interact with each other.

Incentivize: a tangible incentive program is needed in order to motivate Principal members to bid and ultimately award their projects to BOMA Associate members.

Market: a marketing component to promote the Bid BOMA "mindset" is critical to its success. Members should always have Bid BOMA at the forefront of their minds.

Educate: Educating the principal membership about the importance of awarding work to BOMA member companies is crucial to Bid BOMA's success.