

Request for Proposal for Brand Identity & Marketing Collateral

Newport County Chamber of Commerce

513 Broadway, Suite 218

Newport, RI, 02840

PROJECT OVERVIEW

The Newport County Chamber of Commerce (NCCC) is seeking proposals to develop a new brand identity and suite of marketing materials that represent the innovative, modern and exciting initiatives and growth taking place within the NCCC as an organization and the greater Newport region. The NCCC seeks to evolve its brand identity to connect, innovate, enhance and advocate for the businesses of Greater Newport. It is time to modernize the NCCC brand and ensure that the identity allows the organization to authentically market Greater Newport as the place to be for employers, employees, residents and visitors.

The Chamber underwent an extensive strategic planning process in 2018 to better identify the organization's purpose, mission and vision as it enters its centennial year. The restructuring of the organization to incorporate a regional economic development division and an entrepreneurship and innovation division to diversify the local ecosystem has resulted in a repositioning of the Chamber to offer more than the traditional services offered by a Chamber. Through strategic planning meetings, focus groups and public opinion polls, the Board of Directors has determined that Greater Newport Chamber of Commerce will be the new name for the organization. For the purpose of the proposal, we will utilize the Greater Newport Chamber of Commerce (GNCC) name.

BACKGROUND

Founded in 1920, the Greater Newport Chamber of Commerce is one of Rhode Island's largest business advocacy organizations, whose mission is to connect, innovate, enhance and advocate for the businesses of Greater Newport. As a trusted and reliable institution for nearly 100 years, the Greater Newport Chamber of Commerce is a vibrant collective body of the Greater Newport business community with nearly 1,100 members representing over 50,000 employees. We work to create valuable strategic partnerships, promote strong economic growth, diversity and prosperity to serve its members and the Greater Newport region.

SCOPE OF WORK

Objective

It is now time to introduce the new name to the broader community, update the brand's look and feel to reposition the GNCC as a contemporary organization focused on building and supporting a vibrant and inclusive business community. The GNCC is looking for a brand partner to help accomplish this objective. Establishing brand recognition for the new name of the Chamber, its relevant divisions and initiatives that fall under the umbrella of the Chamber, and the well-established programs and services of the organization is the primary goal of this exercise. In addition, the GNCC has more than 50 events each year and would like to keep marketing materials for events consistent across print and digital platforms.

Deliverables

An updated logo that can include a wordmark, lettermark, brand mark or a recommended combination of these elements. The selected logo design should be delivered with a style manual or brand book that includes, at a minimum, fonts and color schemes.

A logo lock-up that includes a “100 Years” designation that will be utilized in 2020, the Chamber’s 100th year.

Templates for Flyers, Emails, PowerPoint Presentations, Print and digital advertising, social media and other interactive platforms, Signage and other digital collateral.

Editable InDesign templates for creating event marketing pieces.

Infographic one-pager capturing the breadth of the organization.

Proposed taglines.

A strategy for implementation so that no matter where or how someone encounters the GNCC or any of its divisions, initiatives, programs or events, they see a consistent look and message. This could be included as part of the style guide or brand book. The following platforms should be considered:

- Website
- Social Media
- Print ads
- Event materials
- Business materials (Letterhead, folders, business cards, etc.)
- Templates (Print and digital marketing, presentations, etc.)
- Swag (Apparel, gifts, pens, etc.)

EVALUATION CRITERIA AND SELECTION PROCESS

Proposals submitted to the GNCC will be reviewed by a panel of Chamber staff and Committee Members.

Bidders may be asked to present their proposals.

A recommendation will be made to the Board of Directors.

The Board of Directors will hold a vote to award the contract.

All proposals will be kept confidential.

The GNCC reserves the right to:

- Base its decisions solely on the written RFP submissions.
- Not accept any proposals and initiate a new RFP process.
- Terminate or modify the RFP at any time with notification to the participating firms.
- Award the contract to a brand partner that does not provide the lowest cost proposal.

Factors that will be considered in evaluating the RFP response include:

- Preference will be given to members in good standing with the GNCC. Non-members may join the GNCC prior to submitting a proposal if they choose.

- Compliance with this RFP and demonstration of understanding of the project.
 - Experience with similar projects related to Chambers, associations, economic development organizations, etc. a plus.

PROPOSAL FORMAT AND SUBMISSION PROCESS

QUESTIONS CONCERNING THIS RFP SHALL BE DIRECTED TO:

Blakeley Andersen

Newport County Chamber of Commerce

513 Broadway, Suite 218

Newport, RI 02840

FORMAT FOR SUBMISSION

Proposals should be submitted via email to Blakeley@NewportChamber.com in PDF format.

Submissions must be received by 5:00 p.m. Eastern time on May 3, 2019. It is the agency's responsibility to ensure the proposal is received by the GNCC by the specified date and time.

Proposals must include the following elements:

Knowledge capacity – The proposal should address your overall ability to gather and effectively utilize research to assist the branding process. The proposal should include a list of any tasks that may be subcontracted. The ideal candidate will be able to either perform these tasks in-house or operate as the lead contractor and subcontract the individual work items to create a final, comprehensive product. Subcontractors should be identified in the proposal.

Proposed action plan, time frame and expectations – The proposal should include an overview of your approach to developing a new brand for the GNCC, including a detailed summary of the work to be completed, list of deliverables you agree to provide, timeframe for completing each phase, anticipated costs of project management, any terms and conditions you require, and any additional information you feel is important for the GNCC to consider in evaluating your proposal.

Client references – Proposal should include three professional references for similar work which has been performed by your agency. Project profile of other brands the agency has developed are highly recommended.

TERMS OF ENGAGEMENT

This RFP is not an offer, obligation, or agreement to award work to any individual, organization or firm. Once a brand partner is selected, a non-exclusive agreement will be negotiated for the duration of the project.

PROJECT BUDGET

The Chamber has allocated a maximum \$10,000 for this project.

Addendum:

GNCC Mission

To connect, innovate, enhance and advocate for the businesses of Greater Newport.

GNCC Strategic Positioning

Competitive positioning: deliberately choose a different set of activities to deliver a unique mix of value that meets market and customers' needs.

GNCC is a multigenerational, inclusive, modern, innovative, technology enabled, world class, pro-business, vibrant collective body of the greater Newport business community that creates valuable strategic partnerships, and proudly connects its members with the broader stakeholders in the state of RI. GNCC educates, innovates and advocates. It promotes strong economic growth, diversity and prosperity to serve its members and the broader greater Newport community. GNCC provides practical support to strengthen and fast track its' members success, their public standing and business reputation.

Organizational Values

- A forward thinking, future oriented, visionary organization. Keeps up with the times in a relevant way
- Success oriented: enabling the success of our members
- Teachable: committed to continuous learning for our own organization and our members
- Non-discriminatory: welcome all potential members who have a legal right to operate
- Pro-business: we strive to support a healthy business climate for all legal businesses
- Creative and innovative: vibrant, fun, relaxed and professional
- Ethical: 'do the right thing' in how we govern ourselves and how we deal with stakeholders
- People, planets and profits (triple bottom line), good governance and compliance
- Diversity and inclusivity: encourage difference and inclusion
- A generosity of spirit to all committed stakeholders: the connector, the glue for real progress of all
- An abundant mindset for the organization, our stakeholders and the economy
- Respect and dignity: collegial, open to diverse opinions, professional in all dealings
- Unquestionable integrity: we do not over promise and under deliver, authentic and true to our word
- Data integrity: committed to sourcing and sharing data with factual accuracy and reliability
- Transparency: open and honest, generous sharing of information and knowledge