

## Request for Proposals for Branding Services

Proposal Deadline: 4 p.m., Friday, July 21

Great Parks Foundation, a 501(c)(3) non-profit organization, requests proposals for Branding Services to be completed and presented to Great Parks Foundation by 4 p.m. on Friday, July 21, 2017. Please provide notice of your intention to submit a proposal by 4 p.m. on Wednesday, June 28, 2017.

Questions regarding this RFP should be directed to the Foundation's Communications and Special Events Manager, Tess Burns at [tburns@greatparksfoundation.org](mailto:tburns@greatparksfoundation.org), no later than July 7, 2017. Responses to all questions will be posted to the Foundation's website ([www.greatparksfoundation.org](http://www.greatparksfoundation.org).)

Electronic submissions of the proposals are preferred and should be submitted to [tburns@greatparksfoundation.org](mailto:tburns@greatparksfoundation.org) with "Proposal for Branding Services" in the subject line. If submitting a hardcopy proposal, 2 copies must be delivered by the proposal deadline to: Tess Burns, Communications and Special Events Manager, Great Parks Foundation, 10245 Winton Road, Cincinnati, OH, 45231.

Great Parks Foundation requests proposals to provide branding services. The selected organization will be asked to work in close collaboration with and in support of Great Parks Foundation and Great Parks of Hamilton County's marketing department in the development of the Great Parks Foundation brand.

As a nonprofit organization that receives public funding, Great Parks Foundation is committed to the effective and efficient use of its limited marketing budget. The proposed contract period for services is through the end of year.

### Background on Great Parks Foundation

- Great Parks Foundation's mission is to inspire a community of Great Parks supporters to create a meaningful personal legacy.
- Great Parks Foundation was founded in 2007 with the sole purpose of supporting Great Parks of Hamilton County in its mission to preserve and protect natural resources and to provide outdoor recreation and education in order to enhance the quality of life for present and future generations. Supporting Great Parks Foundation helps to build, expand, and maintain our county parks for the enjoyment of the more than one million people who live in proximity to Great Parks.

- Great Parks of Hamilton County was created in 1930 with the mission to protect local natural resources and to provide outdoor recreation and education for area residents. Great Parks' 21 parks and preserves cover more than 17,000 acres of land, 80% of which is set aside as wild and natural areas for native habits, plants and wildlife.

For additional information, please see: [www.greatparksfoundation.org](http://www.greatparksfoundation.org), [www.greatparks.org](http://www.greatparks.org).

## Background on the Great Parks Foundation Brand

- There has never been a formal brand exploration done.
- Great Parks Foundation works with Great Parks' Marketing Department, see Memorandum of Understanding, Section B [http://greatparksfoundation.org/uploads/pdfs/MOU\\_GPF%20and%20GPHC\\_2016.pdf](http://greatparksfoundation.org/uploads/pdfs/MOU_GPF%20and%20GPHC_2016.pdf)
- In 2006, the Foundation was named Hamilton County Park District Foundation after Hamilton County Park District.
- In 2015, the Foundation hired their first paid employee.
- In 2012, the Foundation's name changed to *Great Parks Foundation* after *Hamilton County Park District* changed to *Great Parks of Hamilton County*.
- A Great Parks Foundation logo was developed in 2013 and a website relaunched with that brand in 2014.
- In 2017, a Communications and Special Events manager position was added to the Foundation.
- Brand Awareness is 1 of the 3 objectives in the 2017-2020 Great Parks Foundation Strategic Plan.
- We believe the Great Parks name is well-known and highly regarded in Hamilton County, but suspect that the Great Parks Foundation's brand, and value propositions are not articulated nor understood in the marketplace.
- Differentiation from other local Park Foundations is suspected as a current issue with the brand.

## Scope of Work

We seek a partner with a proven track record for creative excellence in brand development and execution to help us:

### Phase I

- Evaluate whether our name, Great Parks Foundation, is an effective name for the organization's purpose.
- Develop a brand platform for Great Parks Foundation, including positioning, personality, promise, differentiation, and value proposition.
- Evaluate whether the current logo best represents the organization.

### Phase II

- Create the brand identity including naming, logo design, brand identity standards/guidelines/systems.

### Proposal Requirements

- Provide a brief description of your company's structure and capabilities.
- List all services provided in-house and services provided by any outside consultants.
- If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.
- Describe in detail your approach and process for brand development.
- Introduce your proposed project team, including consultants. Identify and define their individual roles.
- Provide case studies of your firm providing similar services to firms our size. These case studies should include a brief description of the brand identity services provided and a discussion of the outcome.
- Submit a detailed schedule with your proposal for the project which includes critical milestones, assuming a start date of August 28, 2017.
- Provide a detailed fee proposal which outlines the specific activities that will be performed during the brand process.
- References: Supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.

### Anticipated Schedule

RFP issued	June 14
Notice of Intent to Submit due to Great Parks Foundation	June 28
Questions due to Great Parks Foundation	July 7
Answers to questions posted to Great Parks Foundation website	Within 5 days of questions
Proposals due to Great Parks Foundation	July 21
Invitation to present issued by Great Parks Foundation	July 28
Finalist presentations	Week of August 14
Decision	August 18
Project start date	August 28

### Proposal Evaluation

Proposals are due to Great Parks Foundation by 4 p.m. on Friday, July 21. Selection criteria are outlined below and will be used to evaluate proposals. Great Parks Foundation will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, Great Parks Foundation would intend to then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements. This RFP does not commit Great Parks Foundation to award a contract or to pay any costs incurred in the preparations or submission of proposals. Great Parks Foundation reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of Great Parks Foundation.

Selection of the successful proposal will be made by Great Parks Foundation based upon the bidder's:

- Responsiveness to work scope and project needs (35%)
- Demonstrated experience and expertise in similar projects (35%)
- Cost effectiveness (20%)
- Personnel assigned (10%)

### **Contract Terms**

The proposed contract period for services is through the end of year.

All material produced, data collected, and reports generated by the subcontractor on behalf of Great Parks Foundation are confidential and become the exclusive property of Great Parks Foundation. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by Great Parks Foundation to do so.

This RFP does not commit Great Parks Foundation to pay any costs incurred in the preparation of a proposal or to procure or contract for services. Great Parks Foundation reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and to cancel the RFP, in part or in its entirety at its sole discretion.

### **Contact Information**

Questions regarding this RFP should be submitted to: Communications and Special Events Manager, Tess Burns at [tburns@greatparksfoundation.org](mailto:tburns@greatparksfoundation.org). Responses to all questions will be posted to the Foundation's website ([www.greatparksfoundation.org](http://www.greatparksfoundation.org)) within five business days.