



## REQUEST FOR PROPOSALS

### MARKETING/OUTREACH, BRANDING, AND WEB DESIGN SERVICES

Posting Date: July 31, 2024

Responses Due: 4:00PM (EST) **August 27, 2024**

#### Request for Proposals/Bids Summary

BAWAC, Inc., a private non-profit organization, is seeking to partner with one (1) experienced individual or firm (as a contracted services provider) to support and elevate the organization's marketing/outreach activities as detailed in the *Scope of Work* section of this document. Respondents *must* be based out of the [Greater Cincinnati MSA region](#) and be able to complete the **entire** scope of work (outlined on pages 2-3). Respondents are permitted to utilize subcontractors/partners to meet the requirements of this project as long as one (1) company is designated as the lead entity and point of contact in the proposal.

#### The ideal results of these services will include the following:

- **Outreach-** increase and expand the awareness of BAWAC, Inc. by capitalizing on opportunities to showcase our programmatic work and community impact to the community through brand reinvigoration, enhanced tools/ collateral/materials, and other resources
- **Engage-** provide opportunities to better connect with and engage potential clients, business partners, funders/potential funders, and the community at-large through effective utilization of newly created tools/collateral, website, media, and more
- **Elevate-** resulting work will support an increase in website traffic, social media/digital activity statistics, utilization of services from current and new clients, increased donor engagement, and expansion of program revenue streams

#### Overview of BAWAC, Inc.

BAWAC transforms barriers into opportunities for people with disabilities, or other challenges, by empowering them with services to live, learn, work and thrive in the community. We accomplish this mission through the provision of job and life skills training, community & supported employment services, transportation, production & industrial services, education, and therapeutic recreation.

The organization serves hundreds of clients each day, across six counties in Northern Kentucky, and potential plans for future program expansion.

As a private, non-profit 501(c)(3) corporation, BAWAC's policies and goals are determined by a board of directors. An active cross section of the community sits on the board. The organization is powered by a dedicated staff of nearly 100.



BAWAC was founded in March 1973, with assistance and start-up funding from disability advocacy groups across Northern Kentucky. The organization was originally established to serve people with disabilities, or other barriers to employment, through rehabilitation and employment opportunities. BAWAC also serves the business and industrial community by providing a skilled workforce, along with production and manufacturing services.

Our organization believes everyone deserves a chance to maximize their potential and achieve their goals, and we are here to offer personalized guidance and support to those facing barriers to employment, helping to create life-changing opportunities. We offer a variety of customizable options to meet individual needs, wherever they are on their journey. Visit [Bawac.org](http://Bawac.org) to learn more.

### **Scope of Work**

The scope of work in this RFP focuses on updating, expanding, and reinforcing BAWAC's brand externally and reinforcing the brand through refined messaging; engaging audiences through digital/online and analog sources; development of collateral/publications/toolkits; and other projects as requested. The following are the core services requested:

- Branding, Web Design, and Toolkits (one-time project)
  - Update the BAWAC logo/branding
  - Design and launch a new website with enhanced features, tools, resources, media, and aesthetics; hosted on a mobile-friendly platform. Inspired examples include, but are not limited to, the following: [Zoom Group](#) and [Disability:IN](#)
  - Design a new annual report template to help showcase BAWAC accomplishments, highlights, client stories, key performance indicators, employee and board member recognition, data, and other relevant content, complete with media, graphics, and other features
  - Create and provide new publication toolkit (digital and analog), including the following:
    - Brochures highlighting services across different departments/divisions
    - Informational/ Fact sheets
    - Business cards
    - Impact Report
    - Flow chart visuals to showcase programs & services continuums and referral processes
    - Event and fundraising flyer templates
    - Social media tools and templates
    - Board Report/Scorecard
    - Image/photo library
  - Produce five high-quality video shorts to showcase the key programs/departments within BAWAC



- Retool/redesign the BAWAC digital newsletters to better interface with social media, expand audience reach, and further elevate program accomplishments, customer stories, and collective impact
- Align branding, web design, and tool kits with the organization's new strategic plan (currently in development)
- Marketing, Communication, and Engagement (ongoing project)
  - Assess and evaluate existing communication efforts through a communication and marketing audit;
  - Expand BAWAC's social media activities, including but not limited to X / Twitter, Facebook, LinkedIn, Instagram, TikTok, etc.
  - Collect and manage BAWAC event activity content, such as photos, narratives, and other relevant information (Annual Dinner, Golf Outing, Other events)
  - In consultation with BAWAC leadership, develop press releases, and help coordinate website and social media maintenance needs with the contracted BAWAC Webmaster, as needed
  - Lead outreach to garner media placements with interviews and op-eds;
  - Work in coordination with BAWAC leadership, contractors, and/or partners on advocacy initiatives and telling the BAWAC story and/or stories of clients served
  - Provide support to BAWAC's Social Media/Fundraising & Events Manager
  - Recommend campaign strategies from conception to design, development, production and evaluation, as needed, to meet BAWAC goals and priorities;
  - Other support
    - Provide editing input for consistent style and grammatical correctness for all BAWAC materials, including website communications
    - Podcasts and white papers to highlight relevant workforce, employer, and/or industry topics

### **Proposal Submission Instructions**

This RFP does not constitute an offer or willingness to cover the cost of proposal preparation, interview time, or expenses prior to an actual contract offer. BAWAC will negotiate an Agreement/Contract with the selected Contractor/Firm.

**Deadline:** Proposals must be received no later than 4:00PM (ET) on **August 27, 2024**, via email, with the subject "*RFP Marketing and Outreach*", to: [mindy.nemoff@bawac.org](mailto:mindy.nemoff@bawac.org).

The proposal must include, at minimum, the following information:

- Detailed description of how the Scope of Work will be completed
- Summary of the Contractor/Firm's background, past experiences similar to the services expected, and reasons why the Contractor/Firm should be selected
- Overview of the Contractor/Firm's business organization structure, including the following:
  - Name and short bio of each individual who will be involved with BAWAC and their role(s)



- Proposed costs/fees (itemized with individual and grand totals, along with proposed timelines) for the following scopes of services:
  - **Branding, Web Design, and Tool Kits** (one-time services and costs); *and*
  - **Marketing, Communication, and Engagement** (ongoing services/costs)
- List of at least three (3) similar/relevant projects/clients the Contractor/Firm has undertaken, including results achieved and references from those projects/client.
- Certification of Bid Quotation (located on page 5 of this RFP)
- *If applicable*, the name(s) and contact information of all subcontractors/partners supporting the proposal with (1) company designated as the lead entity and point of contact in the proposal
- Evidence of the business/firm's geographic location in the Greater Cincinnati Metropolitan Area

### **Proposal Evaluation**

BAWAC, Inc. reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that meets the needs and interests of BAWAC, while offering optimal value for the delivery of services.

### **Acknowledgements**

The terms of the Agreement will be for one (1) year from the execution date, with the potential of up annual renewals, based on performance, cost, and available funding. BAWAC reserves the right to extend or terminate the contract.

Once the Contractor/Firm is selected, BAWAC and the selected Contractor/Firm must finalize an Agreement prior to the selected Contractor/Firm commencing services. Should the BAWAC and the selected contractor/firm be unable to agree on the terms of an Agreement within a reasonable time (at BAWAC's sole discretion) and reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another Contractor/Firm. Any suspension or termination of negotiations shall be without liability to BAWAC or the selected Contractor/Firm(s).

Each Contractor/Firm shall assume all fees and costs related to the preparation for and/or response to this RFP along with contract negotiations (if applicable). If contract negotiations are not successful, BAWAC may terminate this process (in its sole discretion) and issue a new RFP for the requested services.

### **Questions (by August 20, 2024)**

Potential respondents to this RFP may submit questions via email, with subject line "*RFP Question*", to [mindy.nemoff@bawac.org](mailto:mindy.nemoff@bawac.org) (no phone calls, please).

Questions will be accepted until 4:00PM on **August 20, 2024**.



**CERTIFICATION OF BID QUOTATION AND/OR VENDOR**

I certify this bid/quotation is not made in connection with any other bidder submitting a bid for the same commodity(s) and this bid is in all other respects fair and without collusion, fraud or conflict of interest.

I additionally certify, by affixing my signature below and submission of this bid/quotation, or proposal, that neither I nor my principals are presently disbarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal or State department or agency.

I hereby certify and verify that the establishment/facility/individual/business making this bid/quotation does not discriminate on the basis of sex, race, color, religion, ancestry, national origin, or disability as defined by the [EEOC](#).

Concerning the certifications above, if you are unable to certify to any of the statements in this certification, an explanation must be attached to your bid/quotation, proposal or vendor application.

Company Name: _____
Company Address (Main): _____
Company Website: _____
<b>Quotation Amounts by Requested Service:</b>
1. <b>Branding, Web Design, and Tool Kits</b> (one-time costs): \$ _____
2. <b>Marketing, Communication, and Engagement Services</b> (annual amount, billed monthly, renewable upon positive performance and available funding)
Year 1 Amount: \$ _____ Year 2 Amount: \$ _____
Year 3 Amount: \$ _____ Year 4 Amount: \$ _____
Other costs/fees (please describe): \$ _____

Signature: \_\_\_\_\_

Printed Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_