

*Towns of*  
**BOLTON ♦ COVENTRY ♦ MANSFIELD ♦ TOLLAND**

**REQUEST FOR PROPOSALS (RFP):  
Logo/Brand – Marketing Plan Development  
March 7, 2022**

**SUBMISSION DEADLINE**

Thursday, April 7 at Noon (EST)

**SUBMISSION CONTACT AND ADDRESS**

Ms. Cynthia van Zelm  
Mansfield Downtown Partnership, Inc.  
860-429-2740  
vanzelmca@mansfieldct.org

*Proposals will be accepted in electronic form only.*

**PURPOSE**

The four towns of Bolton, Coventry, Mansfield and Tolland (“Towns”) have initiated a Request for Proposals (RFP) process to identify a qualified consultant (“Consultant”) to create a Logo/Brand – Marketing Plan to promote the four-town region as envisioned in the Action Plan for Economic Vitality (“Action Plan”).

**ABOUT ACTION PLAN FOR ECONOMIC VITALITY FOR THE TOWNS OF BOLTON, COVENTRY, MANSFIELD, AND TOLLAND**

The Towns of Bolton, Coventry, Mansfield, and Tolland have partnered to create a regional Action Plan for Economic Vitality. This plan explores new opportunities that align with a unified regional vision to better develop and promote key industry areas and to grow strategic partnerships, with the end goal of retention, expansion, and attraction of businesses to and within the region. As these businesses become more successful, the region will see job growth, increased investment, and increased tax revenue at the local level. The following are key focuses of this Action Plan:

- Outdoor recreation
- Agriculture and agri-tourism
- Culture and entertainment
- Entrepreneurs and small businesses
- Visibility and marketing
- Partnering with regional higher education institutions
- Plan administration

To review the Action Plan see <https://www.mansfieldct.gov/DocumentCenter/View/9379/Action-Plan-for-Economic-Vitality---Bolton-Coventry-Mansfield--Tolland?bidId=>

## OBJECTIVES

A Steering Committee comprised of representatives from the Towns of Bolton, Coventry, Mansfield and Tolland have been working for over a year to implement the Action Plan. While much progress has been made including an inventory of primary regional assets, policies for a regional community calendar, increased interaction with the University of Connecticut, and numerous meetings with partners in the region, the Steering Committee has been operating without a true identity.

This identity or brand is needed to be able to clearly and consistently promote Bolton, Coventry, Mansfield, and Tolland. It is a critical missing piece that the Steering Committee believes will help to solidify the goals of the Action Plan.

## SCOPE OF WORK & DELIVERABLES

The project is expected to include the development of a brand identity and plan to market that identity for the Towns. The Consultant will work with the Towns' staff team and provide deliverables to the Towns' Steering Committee at key milestones. A specific plan for working with the staff team and Steering Committee will be laid out in the kick off meeting with the staff team.

Products and services will include:

1. Review of Action Plan for Economic Vitality for the Towns of Bolton, Coventry, Mansfield, and Tolland including the Implementation Matrix
2. Development of logo/brand or tagline for the Towns' region
3. Development of brand guide/communications toolkit including font, colors, graphics, and logo use to promote the Towns' region
4. Marketing strategy to promote the Action Plan initiatives in the region
5. Campaign brochure to promote the Towns' region – *Add Alternate*

## PROPOSAL REQUIREMENTS

The Consultant shall demonstrate a strong understanding of non-profits or municipalities, their general structure and operations, excellent facilitation skills, and proven experience in marketing, graphic design, and promotion activities.

Demonstration of at least five (5) consecutive years of experience in the field of marketing, promotion, and graphic design. Experience working with municipal or quasi-municipal clients is preferred.

Proposals shall include the following, in tabbed/bookmarked sequence:

### 1. General Information

- a. **Contact information:** Name of Consultant/firm, mailing address, phone number, email address and website.
- b. **Interest:** What interests you about this opportunity and what differentiates your creative process and experience from others.

### 2. Narrative, Qualifications, & References

- a. **Opening:** Your approach and methodology to marketing, promotion and graphic design and applying it to the Action Plan.
- b. **Qualifications:** Relevant work activities, knowledge, and experience. Experience should include specific examples of similar related nonprofit work. Please note any prior experience assisting municipal or quasi-municipal clients in the area of work related to the Action Plan. Some key qualifications that will be considered:

- i. Education
  - ii. Experience in successfully developing brands, logos, and marketing plans
  - iii. Knowledge of collaborative processes
  - iv. Strong facilitation skills
  - v. Experience in creating a neutral environment for obtaining input
  - vi. Experience in managing a creative project development process
  - vii. Experience with community engagement and participant-centered practices
  - viii. Familiarity with the core programs within the Action Plan (preferred but not required)
- c. **Your Team:** Information about all team members who will be involved with the project, including names, email addresses, title, experience and education.
  - d. **References:** Three client references (please include each individual's name, address, phone number, email address and relationship to the bidder).
- 3. Project Plan & Budget**
- a. **Work Plan:** Detailed work plan, to include:
    - i. List of meetings and milestones in each phase
    - ii. Specific activities to be conducted in each phase
    - iii. Schedule (duration) of the activities in each phase
    - iv. List of deliverables in each phase
  - b. **Budget:** Detailed project budget (including estimated hours by team member and proposed payment schedule/terms). **The anticipated budget for this effort is \$8,000.**
- 4. Attachments & Supporting Documents**
- a. **Work samples:** At least one sample of a previously completed marketing or branding plan/strategy. Portions may be redacted to protect private information as needed.
  - b. **Supporting documents:** As applicable.

All proposals must be formatted in 8.5" x 11" pages and submitted electronically **by Thursday, April 7 at Noon (EST)** to [vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org) as a single PDF file not exceeding 15 MB in total size. The subject line in the e-mail should say **"Logo/Brand-Marketing Plan Development Proposal."** Faxed or mailed copies of proposals will NOT be accepted.

All proposers are welcome to submit questions regarding this RFP electronically to [vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org) **by Friday, March 25 at Noon EST.** The subject line in the e-mail should say **"Questions: Logo/Brand-Marketing Plan Development Proposal."** Questions received by phone or fax or after this time will not be answered. All questions and answers will be posted to the Town of Mansfield's website ([mansfieldct.gov](http://mansfieldct.gov)) with their corresponding answers by Friday, April 1 at Noon EST.

## EVALUATION, NOTIFICATION & TIMELINE

### Selection Criteria

Proposals will be reviewed and evaluated by the Towns' staff team based upon qualifications, scope of work, work plan, and budget.

### Notification of Selection

Upon evaluation of proposals and contacting professional references, all proposers will receive written notification regarding their proposal and interviews may be scheduled with more than one finalist. A final recommendation will be submitted for approval by the Towns Steering Committee and is not subject to appeal. The selected finalist will be notified of an intent to award.

Additional information may be required from the selected applicant prior to the awarding of the project. The Towns' Steering Committee reserves the right not to select a proposal if it is deemed insufficiently

responsive to the service need. In the event no proposal is selected, the Towns may elect to issue a new RFP.

**Timeline**

Monday, March 7, 2022	Release RFP
Friday, March 25, 2022 by Noon EST	Deadline for Questions
Friday, April 1, 2022 by Noon EST	Questions and Answers Posted
Thursday, April 7, 2022 by Noon EST	Deadline for Receipt of Proposals
Thursday, April 14, 2022	Notifications Sent to Proposers
Week of April 25, 2022	Interviews Scheduled with Finalists, if applicable

*Please see required Standard Terms and Conditions in Appendix A.*

## APPENDIX A: STANDARD TERMS AND CONDITIONS

Consultants shall be aware of the following terms and conditions addressing Requests for Proposals for the Towns:

1. The Towns do not expressly state or imply any obligation to reimburse firms for any expenses incurred in preparing submissions in response to this request.
2. The Towns reserve the right to reject any or all submissions, to select a firm in a manner that is advantageous to the Towns, and to waive any or all formalities in the bidding.
3. The Towns do not and shall not discriminate on the basis of sex, race, color, creed, national origin, age, marital status, sexual orientation, or disability of the Consultant, its employees, or its contractors in the award to the successful Consultant.
4. The selected firm must be able to meet all Towns, state, and federal affirmative action and equal employment opportunity practices and guidelines.
5. The Towns reserve the right to reject any or all proposals, to consider alternatives, to award the contract to a Consultant in part or parts, to waive any informalities and irregularities, and to re-solicit proposals, at its sole discretion.
6. The Towns reserve the right to conduct such investigations of and discussions with those who have submitted proposals ("Consultants") or other persons or entities as deemed necessary to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
7. All proposals submitted must be valid for a minimum period of sixty (60) days after the date of the proposal opening. Each Consultant must submit with the proposal a list of all subcontractors, independent contractors, or sub-consultants employed or proposed to be employed by the Consultant in the performance of the contract.
8. The Towns reserve the right to select the most responsible and responsive proposal that it finds to be within the best interests of the Towns, including the right to select a Consultant for reasons other than lowest price.
9. The Towns make no guarantees to any Consultant. The only obligations to be undertaken by the Towns will be those contained in the negotiated contract with the successful Consultant.
10. All work product generated by Consultant will be the property of the Towns, including without limitation all rights to reproduce, license, assign, sell, and otherwise use the work product in any form, size, format, or medium for any purpose. Consultant will convey and assign all rights of ownership and authorship in the work product to the Towns.
11. The Consultant will agree not to discriminate through the services or activities made possible by or resulting from any future contract on the grounds of sex, race, color, creed, national origin, age (except minimum age and retirement provisions), marital status, sexual orientation, or disability. Any violation of this provision shall be considered to be a violation of a material provision of any future contract and shall be grounds for cancellation, termination, or suspension of said contract. The Consultant shall at all times, both in the proposal and in the contract process, comply with all applicable city, state, and federal anti-discrimination laws, rules, regulations, and requirements thereof.