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Advertisement for
**Branding, Marketing & Creative Services for
Richland Library Friends and Foundation**
Request for Proposals

The Richland Library Friends and Foundation (Friends and Foundation) is requesting proposals for the development of a brand strategy document and supporting marketing collateral, as outlined in the following Request for Proposal (RFP).

The chosen vendor will work collaboratively with Richland Library's Marketing and Digital Strategy and Development teams to deliver a brand strategy document and supporting collateral (including print and video) that complements Richland Library's primary branding while also supporting the strategic goals and mission of the Friends and Foundation.

Proposal documents may be obtained from the Development Office, 1431 Assembly Street, Columbia, SC, 29201 from 10:00am – 5:00pm by emailing give@richlandlibrary.com, or by visiting www.Richlandlibrary.com.

Sealed (if print) or secure (if digital) proposals must be received on or before 12:00 pm on **April 15, 2019**. Proposals received after the stated time will not be accepted. If providing print proposals, there must be 3 copies submitted in a sealed envelope that is clearly marked "**Branding, Marketing & Creative Services for Richland Library Friends and Foundation.**" If providing digital proposals, submit by email to give@richlandlibrary.com with the subject line of "**RFP Response - Branding, Marketing & Creative Services for Richland Library Friends and Foundation.**"

The Friends and Foundation is an affirmative action and equal opportunity organization.



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DATE: March 7, 2019

REQUEST FOR PROPOSALS: Branding, Marketing & Creative Services for
Richland Library Friends and Foundation

ISSUING DATE AND TIME: March 11, 2019 at 12:00 noon

Interested parties are invited to submit sealed/secure proposals in accordance with the requirements of the solicitation contained herein.

Proposals must be submitted to the Main Library Development Office, 1431 Assembly Street, no later than 12:00 noon, **April 15, 2019**. Proposals will be opened in the Development Office Conference Room located on the Third Level at 1431 Assembly Street, at which time respondents to this request will be publicly identified. Proposals received after the stated time will not be accepted. Proposal modifications will not be accepted prior to opening. Due to the possibility of negotiations with any offeror that may be eligible for contract award, prices will not be divulged at time of opening.

A proposal **must** be signed by an official authorized to bind the offeror and must contain a statement to the effect that the proposal price is firm for a period of ninety days beginning **April 15, 2019**.

Proposals must be marked "**Branding, Marketing & Creative Services for Richland Library Friends and Foundation.**"

This Solicitation does not commit Friends and Foundation to award a contract, to pay any costs incurred in the preparation of proposals, or to procure or contract for the services solicited. Friends and Foundation has the right to reject any or all proposals, to waive any minor irregularities, to cancel in part or whole this solicitation if it is in the best interests of the Friends and Foundation, and to award a contract that will be most advantageous for the Friends and Foundation.

Friends and Foundation is an affirmative action and equal opportunity agency.

KEY EVENT DATES

1. Advertised in SCBO and Richland Library Website March 11, 2019
2. Issuance of Request for Proposals March 11, 2019
3. Deadline for Questions April 10, 2019
4. Deadline for RFP Submissions On or before April 15, 2019 at 12:00 noon

Send Questions To: Richland Library
Main Library Development Office
1431 Assembly Street
Columbia, SC 29201-3101
E-mail: give@richlandlibrary.com

**Mail Printed Proposals To: Richland Library Friends and Foundation
Main Library Development Office
1431 Assembly Street
Columbia, SC 29201-3101

Send Electronic Proposals To: E-mail: give@richlandlibrary.com

Hand-Carry Proposals To: Richland Library
Main Library Development Office
1431 Assembly Street
Columbia, SC 29201-3101

Mark Envelopes: **"RFP - Branding, Marketing & Creative Services for Richland Library Friends and Foundation"**

**Offerors mailing proposals should allow a sufficient mail delivery period to insure timely receipt of their proposals.

PART I. REQUEST FOR PROPOSALS

A. GENERAL INFORMATION AND CONDITIONS

1. **Purpose:** This Request for Proposals is issued so that the Friends and Foundation may receive proposals from parties interested in developing a branding strategy document and marketing assets (including video) for the Friends and Foundation. The Friends and Foundation invites all interested and qualified vendors to submit a sealed, written proposal for the services described in the Scope of Services.
2. **Issuing Office:** This RFP is issued for Richland Library Friends and Foundation, 1431 Assembly Street, Columbia, SC 29201, by the Library Development Office. This issuing office is the sole point of contact for this RFP.
3. **Nature of Service:** The Friends and Foundation anticipates, but does not guarantee, that the Nature of Services will remain as outlined in Part III. Negotiations may be required with the successful vendor if the requested services are altered.
4. **Outside Discussions Prohibited:** By submission of a response to the Request for Proposals, a vendor agrees that during the period following issuance of Request and prior to an award, vendor shall not discuss this procurement with other vendors or any outside party except officials of Richland Library Friends and Foundation.
5. **Offeror Responsibility:** Each offeror shall fully acquaint itself with conditions and restrictions attending the performance of the contract solicited. Offerors shall state a price that includes all costs reasonably expected to be incurred by the Friends and Foundation if the proposal is accepted. Offerors are fully responsible for any costs of proposal submissions.
6. **Proposal Constitutes Offer:** By submitting a proposal, the offeror agrees to be bound by all the terms and conditions set forth in this document. A proposal containing variations from the terms and conditions set forth herein may, in the sole discretion of the Friends and Foundation, be declared not responsive. The requirements and conditions set forth in this document will become part of the successful offeror's contractual obligations upon award of the contract.
7. **Approval of Board of Trustees:** Award of this contract shall not become effective unless and until approved by the Board of Trustees of Richland Library Friends and Foundation.

8. Preparation of Proposals: All proposals should be complete and clearly and carefully worded. Proposals must convey all the information requested by the Friends and Foundation. If a proposal contains less than the required information or if the proposal fails to conform to the essential requirements of the Request for Proposals, the Friends and Foundation, in its sole discretion, may declare the proposal, in whole or part, not responsive.

Offeror must submit either (1) electronic copy of the proposal (Hosted, Flash drive, CD, or DVD) or no fewer than three (3) paper copies along with (1) electronic copy.

9. Inspection of Proposals/Confidential Information: Proposals shall be open for public inspection after contract award except that proprietary or confidential information in any proposal that is clearly marked "confidential" by the offering vendor shall not be disclosed without the written consent of the offering vendor.

10. Questions: Every effort has been made to ensure that all information needed by offerors is included herein. If an offeror finds that they cannot complete a proposal without additional information, they must submit written questions to the office designated in the Key Event Dates section. No questions will be accepted by the Friends and Foundation after the stated deadline. All questions and replies will be in writing and distributed to all offerors.

11. Proposals signed: All proposals must be signed by a representative of the company authorized to commit to the provisions of the proposal (Part II). Unsigned proposals will be rejected unless an authorized representative is present at the proposal opening and provides the needed signature.

12. Offeror Qualifications: In addition to the information required by this Request for Proposals, the apparent successful offeror must, upon request of the Library, furnish any and all information requested by the Friends and Foundation to determine offeror's ability to perform the contract.

13. Clarifications: The Friends and Foundation reserves the right, at any time after opening and prior to award, to request from any offeror clarification regarding information contained in the offeror's proposal.

14. Negotiations: In accordance with its Procurement Procedures, the Friends and Foundation may negotiate with offerors regarding the evaluation criteria contained in the Request for Proposals. All apparently eligible offerors will be accorded an opportunity to submit best and final proposals if negotiations with any other offeror has resulted in a material alteration to the RFP and such alteration has resulted in a cost consequence which may affect the order of ranking to the proposals. In conducting negotiations, no information derived from competing proposals will be disclosed.

15. Award: Award will be made to the responsive offeror(s) whose proposal(s) is/are determined to be the most advantageous to the Friends and Foundation, its donors, prospective donors, its Board of Trustees, and Richland Library staff. The evaluation factors are set forth herein. Factors are included in Part I(C). Only the factors listed will be used to evaluate proposals. The Friends and Foundation reserves the right to reject any or all proposals, in whole or part, to waive any minor irregularities, and to cancel in part or whole this solicitation if it is in the best interest of the Friends and Foundation.

16. Indemnification: Contractor agrees to hold the Friends and Foundation, its officers and agents harmless from liability from any claims, damages, and actions of any nature arising from the use of any materials furnished or services performed by the contractor, provided that such liability is not attributable to negligence on the part of the Friends and Foundation, its officers or agents.

17. Contractor Responsibility: The contractor alone will be held solely responsible for the performance of any and all obligations under the contract resulting from its proposal.

18. Nondiscrimination: Contractor agrees that, during the performance of all obligations under its contract with the Friends and Foundation, the contractor will not discriminate against any employee or applicant for employment because of race, color, orientation, religion, gender or national origin; that it will take affirmative action to insure that applicants are employed and employees are treated fairly during employment without regard to race, color, orientation, religion, gender, national origin; that all solicitations or advertisements for employees placed by or on behalf of the contractor shall state that all qualified applicants will receive consideration for employment without regard to race, color, orientation, religion, gender or national origin.

19. Right to Protest: Contractors who have submitted a response to a Request for Proposals and believe that award has been improperly made may protest such award by submitting a protest, in writing, to the Development Director, Richland Library, 1431 Assembly Street, Columbia, SC 29201-3101, within ten (10) days after the award or intent to award notice.

B. PROPOSAL REQUIREMENTS

Offeror must respond fully to each requirement stated below and indicate its compliance and understanding:

1. Offeror should state its understanding of the purpose described in this Request for Proposals.
2. Offeror must agree in its proposal that if it is the successful contractor, it will indemnify and hold the Friends and Foundation harmless for claims and damages as required in this Request for Proposals, Part I, A, 16.
3. The offeror must state in its proposal **three other business references** where offeror has, within the past three years, supplied services similar to the one outlined within this solicitation. The offeror must also summarize in its proposal its **work history and experience** in performing contracts similar to the one solicited herein.
4. Offeror must state in its proposal the complete name of its company, its address, and its principal place of business. Indicate whether the business is operated by an individual, partnership, or corporation. If applicable, offeror must state in its proposal the name of any subordinate entity that will be performing all or a portion of the service.
5. Offeror must complete and sign the Certification of Cost.
6. Offeror must sign and have notarized the attached Affidavit of Noncollusion.
7. Offeror must sign and have notarized the attached Affidavit of Nondiscrimination.
8. Offeror must sign and complete the Cost Form.
9. Offeror must sign the attached Certification of Timely Delivery.
10. Offeror must sign the Minority Participation Form.
11. Offeror must state in its proposal that it agrees to bill the Friends and Foundation (invoice to include PO numbers) for services rendered:

Richland Library, Development Office, 1431 Assembly Street, Columbia, SC 29201-3101.

C. EVALUATION CRITERIA

Proposals will be reviewed to determine compliance with all of the requirements of the Request for Proposals. Any proposal failing to meet all essential requirements of the RFP may be rejected.

Each proposal that meets all of the essential requirements of the RFP will be evaluated based on the criteria listed below in relative order of importance.

1. Similar experience, work history, and past performance.
2. Ability to satisfy requirements including timeline.
3. The proposed plan of performance, understanding of required services, compliance with general conditions.
4. Cost.

PART II. ATTACHMENTS

ATTACHMENT A

CERTIFICATION OF COST

The following certification must be submitted with the offer in the cost section:

I hereby certify that the price included in this proposal is accurate and binding for ninety days, beginning from the proposal due date and that all charges and estimates are, to the best of my knowledge, accurate and complete.

OFFEROR

Firm Name

Signature

F.E.I.N. _____

OR

SOCIAL SECURITY NO. _____

Failure to furnish your F.E.I.N. or Social Security Number will result in the delay of contract.

ATTACHMENT B

AFFIDAVIT OF NONCOLLUSION

INSTRUCTIONS: Each offeror submitting a proposal must complete this Affidavit of Noncollusion. This sworn statement will be considered part of the offeror's proposal.

PROJECT NAME: "Branding, Marketing & Creative Services for Richland Library Friends and Foundation"

SOLICITATION DOCUMENTS DATED: March 11, 2019

OPENING DATE: On or before April 15, 2019

STATE OF:

COUNTY OF:

Personally appeared before me _____, who being duly sworn, says that he is a member of the firm of _____, and that his firm, association, or corporation, has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with the submission of a proposal on the above-named project.

OFFEROR

Firm Name

Signature

SWORN and subscribed to before me
this ___ day of _____, 20__

_____(L.S.)
Notary Public for
My commission expires:

ATTACHMENT C

AFFIDAVIT OF NONDISCRIMINATION

Offeror certifies that, during the performance of all obligations under its contract with the Friends and Foundation, the offeror will not discriminate against any employee or applicant for employment because of race, color, orientation, religion, sex or national origin; that it will take affirmative action to insure that applicants are employed and employees are treated during employment without regard to race, color, orientation, religion, sex, national origin; that all solicitations or advertisements for employees placed by or on behalf of the offeror shall state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin.

Offeror

SWORN and subscribed to before me
this ___ day of _____, 20__

_____ (L.S.)

Notary Public for

My commission expires:

ATTACHMENT D

COST FORM

_____ (Offeror's Name) agrees to perform the services as outlined in this Request for Proposals for the following cost:

Branding, Marketing & Creative Services for Richland Library Friends and Foundation"

\$ _____

The cost above does _____ does not _____ include South Carolina Sales Tax. **If South Carolina Sales/Use Tax is charged, it must also be itemized on all invoices.**

Offeror's / Authorized Signature

Date

ATTACHMENT E

CERTIFICATION OF TIMELY DELIVERY

_____ (Offeror's Name) agrees to deliver all branding and marketing assets outlined in this Request for Proposals within 30 calendar days of issuance and delivery of the final Purchase Order from Richland Library Friends and Foundation.

Offeror's / Authorized Signature

Date

ATTACHMENT F

MINORITY PARTICIPATION FORM

Greater participation of minority businesses in contracts with the Richland Library Friends and Foundation for construction, materials, commodities, equipment and rendering of services shall be encouraged.

Is the bidder a South Carolina Certified Minority Business? 0 Yes 0 No

Is the bidder a Minority Business certified by another governmental entity? 0 Yes 0 No

If so, please list the certifying governmental entity: _____

Will any of the work under this contract be performed by a SC certified Minority Business as a subcontractor? 0 Yes 0 No

If so, what percentage of the total value of the contract will be performed by a SC certified Minority Business as a subcontractor? _____

Will any of the work under this contract be performed by a minority business certified by another governmental entity as a subcontractor? 0 Yes 0 No

If so, what percentage of the total value of the contract will be performed by a minority business certified by another governmental entity as a subcontractor? _____

If a certified Minority Business is participating in this contract, please indicate all categories for which the Business is certified:

- Traditional minority
- Traditional minority, but female
- Women (Caucasian females)
- Hispanic minorities
- DOT referral (Traditional minority)
- DOT referral (Caucasian female)
- Temporary certification
- SBA 8 (a) certification referral
- Other minorities (Native American, Asian, etc.)

(If more than one minority contractor will be utilized in the performance of this contract, please provide the information above for each minority business.)

PART III. SCOPE OF SERVICES

Branding, Marketing & Creative Services for Richland Library Friends and Foundation

General Information

The Richland Library Friends and Foundation is a 501(c)(3) nonprofit organization dedicated to supporting Richland Library's evolution and innovation by raising awareness and financial support.

Formed in 2017 when the efforts of two previously separate library support organizations – the Richland Library Friends and the Richland Library Foundation – were realigned, the Richland Library Friends and Foundation works to further the library's nationally recognized efforts to provide access to state-of-the-art technology, literary and cultural programs and more that enhance the quality of life for both residents and visitors of Richland County.

As part of that realignment, Richland Library's Marketing and Digital Strategy Department developed and implemented new visual branding guidelines for the organization, which complement the visual brand guidelines for the library system.

Key Objectives

The selected vendor will work with Richland Library's Marketing and Digital Strategy and Development teams to build on the already established visual identity of the Richland Library Friends and Foundation and develop a branding strategy and specific marketing collateral in support of the Richland Library Friends and Foundation's strategic plan.

This project includes the following primary objectives:

1. Conduct market research and donor/customer surveys (working in conjunction with the Marketing and Digital Strategy Department) to develop a visionary, easy reference **brand strategy document** in support of the organization's strategic planning goals.
2. Using the brand's pre-existing visual elements and existing collateral as a starting point, deliver what we are referring to as the "**Innovation Portfolio**" - a key piece of marketing collateral consisting of a folio folder and various brochures/one-sheets that can be used to customize the folio for various audiences. This "Innovation Portfolio" will serve as the key piece of collateral in support of the aforementioned brand strategy.

3. Produce **an intro video** for the Friends and Foundation highlighting impactful stories for use as a general overview to the organization's mission and the impact (outcomes) the organization has within our community.

Scope of Work

The chosen vendor(s) must be willing and ready to work with both the Richland Library Marketing and Digital Strategy and Development teams. An open and exposed line of communication and involvement is expected and required.

Our goal is to work together to develop a data-driven strategy and supporting collateral that will serve to grow awareness of the brand and increase market penetration in potential donor groups. The Friends and Foundation have a new Strategic Plan and are working toward new mission and vision statements that these following deliverables will be in direct support of.

In your response to this RFP, please provide estimated costs for each of the deliverables outlined in the scope of work below:

The three deliverables for this project are:

1. A Brand Strategy Document

- An easy-to-understand reference document that will serve as a useful guide when planning future events and marketing campaigns.
- Document must include:
 - The brand's goals and objectives
 - Supporting market research (what is the landscape and where do we fit?)
 - Results of a brand audit of past and potential donors/customers (how are we currently perceived?)
 - The brand persona (the personality and the story)
 - Competitive positioning statements
 - Target 'buyers' (or, in this case, donor) personas with supporting research (the aforementioned brand audit and market research)
 - Brand messaging strategies in support of the positioning statements and identified target audiences.

2. Marketing Collateral – Introduction Video

- For use on multiple platforms.
- Reinforces brand positioning and persona.
- Targeted toward current and future donors, leveraging the emotional benefits derived from the brand audit.
- Focused on telling authentic stories of customers whose lives have been positively impacted by Richland Library's innovative programming/services made possible by philanthropic support.

3. Marketing Collateral – The Innovation Portfolio

- Using the buyer's (donor's) journey as an example, this piece would be considered a top-of-the-funnel asset.
- For use on multiple platforms (not just print).
- Our vision includes a customizable folio folder which could hold multiple brochures, one-sheets and other stand-alone collateral for use when presenting to potential donors.
- Primary purpose would be attracting a large pool of relevant leads (prospective donors) with a primary focus on educating and/or raising awareness.

PART IV. Planned Timeline

The following is a general timeline.

Vendor Hired – No later than 2nd Quarter 2019

Discovery and Development (including customer surveys, market research & brand audit work) Begins – 3rd Quarter 2019

Final Brand Strategy Document & Innovation Portfolio Delivered – 3rd Quarter 2019

Final Edit of Intro Video Delivered – 4th Quarter 2019

PART V. Available Resources

The following resources are provided as links in order to give potential vendors further information about the Friends and Foundation and the Richland Library's Marketing and Digital Strategy team.

- Friends and Foundation Style Guide: https://richlandlibrary-my.sharepoint.com/:b:/p/phiggins/EZ_iarMW5kpOscAgglucYiIBuY5k3_zYCyITHFeMw6HzEQ?e=G1sVp3
- Richland Library Friends and Foundation Strategic Plan: https://richlandlibrary-my.sharepoint.com/:w:/p/phiggins/EUFUrJpZHQ9Ks3Q_Brh2hjkBCRjZmaCcr-OLLHrTlf7r1A?e=iqasa6
- Recent Friends and Foundation print collateral (by the Marketing and Digital Strategy Department):
https://www.dropbox.com/sh/1gob14ni7mlmur6/AAC_9aTe3zRoTtJg54Dgj86-a?dl=0
- Friends and Foundation presence on RichlandLibrary.com:
<https://www.richlandlibrary.com/meet-friends-and-foundation>
- Literary Vine – Signature event hosted by the Richland Library Friends and Foundation. <https://www.richlandlibrary.com/attend-literary-vine>
- Richland Library print publications for background:
<https://issuu.com/richlandlibrary>
- BuildingYourLibrary.com – Built by the Marketing and Digital Strategy team in 2015, this site details many of the innovative library spaces made possible or supported by the Richland Library Friends and Foundation.

PART VI. Terms and Conditions

Friends and Foundation reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.

Friends and Foundation reserves the right to request clarification of information submitted, and to request additional information on any proposal.

Friends and Foundation shall not be responsible for any costs incurred by the agency in preparing, submitting or presenting its response to the RFP.

Any payment for services will be made on a schedule mutually agreed upon by the agency and the Friends and Foundation.

PART VII. Evaluation Process

Proposals will be evaluated by a committee of Richland Library Marketing and Development staff and members of the Richland Library Friends and Foundation Board of Trustees. Evaluations will be based on criteria outlined herein which may be weighted by the Committee in a manner it deems appropriate. All proposals will be evaluated using the same criteria. The criteria used will be:

Responsiveness to the RFP: The Committee will consider all the material submitted to determine whether the agency's offering is in compliance with the RFP documents.

Ability to Perform Required Services: The Committee will consider all the relevant material submitted by each agency, and other relevant material it may otherwise obtain, to determine whether the agency or organization is capable of providing services of the type and scope specific to the RFP. The following elements may be given consideration by the Committee in determining whether an agency is capable:

1. The **ability and capacity** of the vendor and the skills, experience, and availability of the specific individuals to be assigned to the Friends and Foundation to perform the services required;
2. The **quality of performance** by the vendor on previous and similar work and such other information as may be secured and considered relevant by the Committee, including information obtained from references provided;
3. The **ability of the vendor to present professional and innovative work;** the skill of the agency as demonstrated by samples of similar work and/or references from similar organizations.

Interviews and Site Visits: The Committee may conduct interviews and site visits as part of the final selection process.