

Town of Thompson Branding Implementation Committee

Request for Proposals

Municipal Brand Marketing Plan

Introduction

The Town of Thompson Branding Implementation Committee, a sub-committee of the Economic Development Commission, is requesting proposals for a comprehensive marketing strategy to fully develop the recently adopted municipal brand “Thompson – A Green and Growing Community”

We seek a qualified marketing professional, or marketing team, to provide a proposal including a plan, timeline with deliverables, and cost break-out for plan components.

Objectives

The objective of the brand marketing plan will be to

- Build general awareness of the Town of Thompson via strategic marketing using digital, print and other means
- Build specific awareness of the “Green and Growing Community” brand by incorporating it more fully into existing materials, and also developing new strategies for brand development
- Develop a logo and other aesthetic components to support the brand identity
- Using the information provided in the Thompson Branding strategy compiled by NECCOG and the results of subsequent civic planning/brand building public events, develop a series of well defined “next steps” to further strengthen the “Green and Growing Community” identity

Scope of Work

The selected vendor will be required to provide the following services:

- Evaluate organizational existing marketing, public relations and social media plans for the Town of Thompson, identifying deficits in current use and proposing specific improvements
- Develop a complete brand package including logo, color schemes, and layout options for digital & print marketing materials
- Provide citizen engagement opportunities around the brand package described above
- Consult closely with members of the Branding Implementation Committee, Economic Development Commission and their advisory staff members throughout the design & development process
- Produce a final strategic document, including both the Brand package and a robust and detailed plan for short-term and long-term implementation. The final document shall include clear recommended action items for committee follow-up.

Budget

The total budget must incorporate all elements of the scope of work described above, with cost break-outs shown for each discrete item (e.g. cost of logo development, cost of final document). The maximum available budget for this project is \$5000. Bids are not to exceed this maximum, although a list of optional services over the requested scope of work may be included as a separate attachment.

Proposal Content

Provide the following information in your proposal to better provide us with insight into the capabilities, capacity and philosophy of you/your team

Describe your qualifications:

- Provide resumes for each individual who will be working on the project
- If more than one person will be working on the project, describe the role of each team member
- Briefly describe your marketing/branding philosophy

Describe your approach to communication and evaluation:

- How do you solicit input from the client?
- Describe how you manage client communication?
- Describe how you evaluate the success of a campaign.
- What tools do you use to track performance? How is that relayed to the client?

Propose a timeframe and pricing:

Indicate all phases of work in a timeline. Provide the overall total cost for all services provided and specific breakdowns per phase or deliverable. Outline your specific billing structure, including any pro-bono work or concessions that you are willing to provide.

REFERENCES

- Include a relevant client list related to brand development and marketing, and the number of years you have worked with them.
- Provide three relevant references that can speak comprehensively about your professional services

Proposal Submissions

Send proposals via email to Tyra Penn-Gesek, Director of Planning & Development:

planner@thompsonct.org; and Renee Waldron, Branding Implementation Committee Chair: townclerk@thompsonct.org on or before 2:00 p.m. on Friday 12 June, 2020. All eligible proposals will be reviewed by the members of the Branding Implementation Committee and Economic Development Commission and finalized by the Committee Chair. All vendors submitting proposals will be notified via email regarding the final selection. The committee reserves the right to an in-person or virtual interview with any candidate(s).

EVALUATION OF PROPOSALS

Proposals will be evaluated on the following criteria:

- Insight and approach to developing a strategic brand marketing plan
- Aesthetic appeal of prior branding/marketing campaigns
- Clarity and comprehensiveness of the proposed time line and phases
- Cost structure