

Commerce RI
315 Iron Horse Way, Suite 101
Providence, Rhode Island 02908

REQUEST FOR PROPOSAL (RFP)
Commerce RI Marketing and Branding Plan

- **ISSUE DATE: June 30, 2014**
- **BIDS DUE: July 8 by 4:30 p.m.**
- **DECISION: July 14, 2014**

REPLY TO:
Communications Department
✉ commteam@commerceri.com
☎ 401-278-9100

REQUEST FOR PROPOSAL

I. Description of Proposal

This document constitutes a Request for Proposal (RFP) from qualified individuals and organizations to help create a marketing and branding plan that integrates several existing marketing products into a cohesive and strategic messaging platform. This request is an offer by the Rhode Island Commerce Corporation (Commerce RI) to purchase, in accordance with the terms and conditions of this RFP, the services proposed by the successful offeror(s), by contract, as needed.

1.1 The offeror shall provide a proposal, in accordance with the terms and conditions set forth herein, to provide services to Commerce RI as follows:

- Develop marketing and branding plan that integrates several existing marketing products into a cohesive and strategic messaging platform
- Over the past year, Commerce RI has developed several pieces of marketing collateral. As we begin Fiscal Year 2015, we plan to integrate each piece into a comprehensive marketing plan.
- Commerce RI is seeking to engage a marketing agency to develop the marketing and branding plan that will bring all of these pieces together and provide strategic direction for integrated messaging going forward.
- Commerce RI is looking to receive a short brief that will include information about your business, your experience in developing marketing plans, timing to complete development of such a plan and the cost associated.

- Existing marketing materials to be integrated include:
 - Commerce RI business **marketing video** (<http://www.greaterri.com/Home.aspx>)
 - A **pitch book** that will provide business leaders with the messaging tools to speak with one voice when marketing Rhode Island.
 - **GreaterRI.com** – a joint venture that CommerceRI is invested in to provide businesses, site selectors and decision makers with the tools needed to make Rhode Island an option for businesses looking to grow in New England.
 - The **Fact Book** is a compilation of the most pertinent data points from the Greaterri.com website that highlight Rhode Island’s positive position in New England.
 - **Actions for Economic Development in Rhode Island report.** Recently released this report lays the ground work for the economy to move forward. (<http://www.commerceri.com/RIPlan2014.php>)
- Commerce RI is looking to achieve this quickly and cost effectively.

1.2 All questions concerning this procurement should be in writing and directed to the Communications Department at commteam@commerceri.com.

II. Background

Commerce RI's mission is to work with public, private and non-profit partners to create the conditions for businesses in all sectors to thrive and to improve the quality of life for our citizens by promoting the State's long-term economic health and prosperity. www.commerceri.com.

III. Scope of Services

3.1 Offeror will provide Commerce RI with consulting services as mutually agreed upon and described in a proposal statement of work which will govern any particular assignment that is engaged under this RFP.

3.2 The Statement of Work shall be drafted as an engagement letter between the parties setting forth the following:

- a. a complete and detailed description of the type(s) of services to be rendered by the Offeror;
- b. the applicable billing rates for the services to be rendered (“Service Fees”);
- c. any additional terms and conditions to which the parties may agree.

IV. Process and Requirements

4.1 Offerors will submit their proposals within the timeframe indicated. Commerce RI is committed to selecting the most competitive offer. Our evaluation will be geared to identify those proposals which offer the best combination of expertise and value. Commerce RI will not, however, base its evaluation solely on price and reserves the right to make an award to an Offeror who may not necessarily be the lowest bidder.

4.2 No extension in the submittal date will be granted on an individual basis. If Commerce RI determines that the timeframe it has established for this RFP is inadequate, it may, at its option, extend the submission deadline for all Offerors.

4.3 Offerors agree that their proposals are a firm agreement to provide services at a stipulated rate to Commerce RI. Those rates will be reflected in the Statement of Work engagement letter. All pricing schedules quoted in response to this RFP, however, must remain in effect for the duration of the contract if awarded.

4.4 Offeror may withdraw their proposal at any time by notifying the Communications Department in writing of their intention to do so.

V. Awards

5.1 Subsequent Contract Terms and Conditions

- a. Commerce RI reserves the right to award all, partial or none of this solicitation.
- b. This contract does not create an employment relationship. Individuals performing services required by the contract are not employees of the State nor the requesting Department or Agency. Vendor's employees shall not be considered employees of the State or the requesting Department or Agency for any purpose and as such shall not be eligible for benefits accruing to state employees.
- c. Travel and travel reimbursement is not authorized for this acquisition.
- d. This purchase is not subject to any sales tax or Federal excise tax. An exemption certificate will be furnished upon request.
- e. The vendor shall be paid upon submission of proper invoices to the ordering agency at the prices stipulated on the contract. Invoices shall contain the contract number and purchase order number. Failure to follow these instructions may result in delay of processing invoices for payment.
- f. All billing and subsequent payments must be in arrears.
- g. No oral statement, online click wrap amendments, facsimile, mail or other notification issued by vendor shall modify or otherwise effect the terms, conditions, or specifications stated in this purchase order unless accepted in writing by Commerce RI.

Offeror shall have the capability, experience, and expertise to provide the Commerce RI with services in accordance with the requirements set forth herein and consistent with the representations made in the submission under this RFP.

5.2 Selection of the approved vendor will be substantially based on the criteria delineated in section VII.

VI. Proposal Format

6.1 Five copies of each proposal shall be submitted to the Commerce RI.

6.2 Commerce RI will not provide any reimbursement for any cost associated with the development or presentation of a proposal.

6.3 Failure to include any of the following information may have an adverse impact on the evaluation of a proposal:

a. Offeror should complete all of Section VII. The Offeror should respond to the main themes of each of the outlined areas in Section VII in a comprehensive, yet succinct, narrative that addresses Commerce RI's core needs as outlined above. The Offeror should provide corresponding examples, sample work products or references where asked to do so. The Selection Committee may request additional detailed responses to individual questions during the oral presentation phase.

b. Inclusion of client information or references that reflect upon the Offeror's consulting expertise or experience is desirable.

c. Proposal should be prepared in a standard 8 ½ x 11 format and adequately bound.

d. Table of contents and an executive summary of the proposal should be included.

e. A fee schedule for work proposed under the RFP should be included.

VII. Questionnaire/Evaluation and Selection Criteria

COMPANY DETAILS

- Company name and parent company name
- Ownership structure
- Years in operation
- Mailing address (headquarters)
- Other office location(s)
- Primary phone
- Fax number
- Website and blog URL
- Primary point of contact (name, title, phone and email address)
- Bios of primary team members who would be engaged in this project
- Total number of employees
- Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP should you be selected as a service provider

REFERENCES

- Three references for marketing/branding plan development work including; company name, primary client name, contact details and brief explanation of services provided
- Any potential conflicts with existing vendor client base and this RFP

CAPABILITIES & EXPERIENCE

- List all capabilities
- Please list any experience you have with marketing/branding plan development
- Is there a specific industry or type of work your firm specializes in?
- Please provide three case studies of your strategy work that resulted in a successfully implemented marketing/branding campaign and the business results achieved using the categories below to guide your case study:

MARKETING/BRANDING PLAN DEVELOPMENT

Tell us the process that you would use to develop the marketing/branding plan:

- Provide a description of your planning process
- Provide numbers of revisions that are included
- Please detail the technical needs and systematic implementation that would be needed
- Detail project management from your agency
- Provide a detailed cost outline
- Outline analytical metrics that will be integrated into measuring the success of the plan

RFP Deadline

Completed proposals relating to this RFP must be received by Commerce RI on or before **July 8 at 4:30 p.m.** All proposals with the appropriate required information must be submitted in a sealed package. The outside of the package must contain the name of the submitting vendor, the due date, and the appropriate solicitation number.

Please submit **four (4) copies** of the proposal materials to:

Commerce RI
Marketing/Branding Plan Development RFP
315 Iron Horse Way, Suite 101
Providence, RI 02908

Please forward any questions about this RFP in writing via e-mail to: commteam@commerceri.com. Questions will not be considered unless submitted in writing as directed. Telephone calls or personal visits to Commerce RI are prohibited during the solicitation and evaluation process.

Vendor questions and subsequent agency responses will be posted on the Commerce RI website at www.commerceri.com/rfp

Proposals submitted after the due date and time will not be considered, no exceptions.

Schedule of RFP Process and Project Timeline

- **ISSUE DATE: June 30, 2014**
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- **FINALIZE CONTRACT: July 2014**