



Request for Proposals for Marketing Services

Proposal Deadline: 3:00pm PST, Thursday, June 25, 2015

Bonneville Environmental Foundation (BEF), an entrepreneurial nonprofit organization located in Portland, Oregon, requests proposals for comprehensive marketing services.

Questions regarding this RFP should be directed to fphillips@b-e-f.org no later than 5:00pm PST on Friday, June 19, 2015. Responses to all questions will be sent via email within 3 days.

Electronic submissions of the proposals are required and must be submitted to fphillips@b-e-f.org with "RFP Submission for Marketing Services" in the subject line.

Summary

With this Request for Proposal (RFP), BEF seeks to acquire the services of a qualified local marketing firm to support its marketing initiatives. BEF invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work to be performed will support BEF's primary revenue generating business lines, which include sales of renewable energy certificates, carbon offsets, and water restoration certificates to our corporate and utility partners; solicitation of funding for custom water flow restoration projects; promotion of BEF's unique Solar 4R Schools program. The contract period will be from August 1, 2015, through July 31, 2016. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

Background

A national nonprofit, BEF empowers businesses to be in balance with the environment through a full suite of environmental products, educational and community engagement programs and custom solutions that help our partners address their unavoidable energy, carbon and water impacts. We align our partners' goals with our extensive industry expertise to achieve immediate results today while helping solve tomorrow's biggest environmental challenges. We thrive on bringing game-changing ideas to market, including: helping to start the voluntary renewable energy credit (REC)

market; creating the first voluntary water restoration product (WRC); helping launch the first community-funded solar project in the nation; co-creating the Change the Course water sustainability campaign; and building the nation's most comprehensive K-12 renewable energy STEM education program.

Learn more at B-E-F.org

BEF Statistics

Year of Incorporation	1998
Number of Employees	19
Annual Revenue	~\$6.5 million

BEF Marketing Goals

Working in collaboration with the Executive Team at BEF, the marketing contractor will work towards and measure efforts against the following goals:

- Drive measurable traffic and leads to BEF both through direct digital channels and through qualified sales lead targeting by using a marketing mix that spans digital, PR, event support and targeted offline communications
- Build greater industry awareness of BEF's products, programs and custom solutions and position BEF as an innovator and thought leader in the space
- Build a direct sales channel for online REC, Offset and WRC purchases
- Create and implement a customer engagement plan that significantly reduces customer churn

Scope of Work

The scope of work will include the following:

Strategy

- Serve as BEF's expert advisor for the development and implementation of marketing strategies for its primary revenue generating business lines
- Develop a marketing plan focused on achieving BEF's Marketing Goals
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget, and accountable to measurement KPIs

Marketing and Public Relations

- Provide graphic design and content development for digital, print, and collateral material, as requested
- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development
- Support BEF's internal marketing needs by providing integrated collateral templates

Digital

- Provide website design, development, and content services, as needed.
- Provide social media strategy development, content, and execution.

Market Research

- Conduct market research to identify target industry segments with the highest revenue generating probability, as needed
- Conduct customer surveys, as needed

Branding

- Advising BEF on maintaining brand consistency
- Making recommendations on brand advancement

Response Requirements (minimum requirements)

For ease and efficiency of review, BEF has specified the numbering protocol below for bidders. Please follow this numbering protocol exactly, and do not re-number, insert numbers, or otherwise modify the sequence. Responses that do not follow this numbering order will not be considered.

1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Special consideration: Describe the experience with and knowledge of the corporate sustainability space among your firm's personnel, in the context of their careers.
- d. Special consideration: Describe the experience with and knowledge of the renewable energy industry among your firm's personnel, in the context of their careers.
- e. Special consideration: Describe the experience with and knowledge of the environmental commodities industry among your firm's personnel, in the context of their careers.
- f. Special consideration: Describe why and how your firm is uniquely positioned to serve as BEF's lead marketing strategist, implementer, and advisor.

3. Experience and ability to perform this work

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work
- b. Provide examples of relevant work and / or case studies.

- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to BEF work, along with their credentials and experience.

4. Pricing

- a. Provide a schedule of fees for all relevant services described in the Scope of Work including cost of Ongoing Consulting, Management, and Strategy Development; Digital Marketing Services; External Collateral; Content Development and Website Maintenance; Public Relations; and, Paid Media.
- b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

Please follow exactly the requirements for the responses noted above. It is the responsibility of the bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Questions

Individual questions regarding this RFP will be responded to only as follows: Questions regarding requirements and scope of work will be accepted up to 5:00pm PST Friday, June 19, 2015 via email only, at fphillips@b-e-f.org. Answers to all questions received by this deadline will be sent via email. Telephone calls, faxes and/or requests for a solicitation will not be accepted or acknowledged.

Award

BEF reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. BEF reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

Anticipated Selection Schedule

- RFP Distributed June 11, 2015
- Question & Answer Period June 11-21, 2015
- **Proposal Due Date June 25, 2015**
- Interviews June 29-July 1, 2015
- Contractor Selection July 2, 2015
- Commencement of Contract August 1, 2015

Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to BEF by **3:00pm PST on Thursday, June 25, 2015**. Responses submitted after 3:00 pm PST will not be accepted. Responses must be submitted electronically via email to: fphillips@b-e-f.org with **“RFP Submission for Marketing Services”** in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested information in the same order as the numbered Response Requirements listed above.