

CITY OF INKSTER

26215 Trowbridge St.
Inkster, MI 48141
www.cityofinkster.com

REQUEST FOR PROPOSALS BRANDING & MARKETING SERVICES

PROJECT SCOPE & TIMELINE:

The City of Inkster is soliciting proposals from branding and communications professionals to provide a full range internal and external services that include but are not limited to asset assessment, brand assessment and brand strategy. The services should collectively encourage increased “work, play and stay” within the City. These initiatives should also outline effective communication with the public. The objective of this Request for Proposal is to enter into a contract for 12 months with option to renew with anticipated starting time April 1, 2018.

CITY CONTACT:

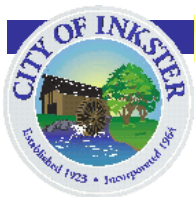
Sharde Fleming – Special Projects, Director
313-563-9764
sfleming@cityofinkster.com

PROPOSAL SUBMITTAL DEADLINE & PROCESS:

An electronic copy of the proposal and samples of work products must be received via email at sfleming@cityofinkster.com no later than **4:00 p.m. EST, on March 9, 2018**. Proposals will be reviewed by an evaluation committee from various City departments.

SCOPE OF SERVICES REQUESTED:

1. Evaluate and audit the effectiveness of City’s existing materials from various departments (letters, memos, website etc.);
2. Evaluate and audit internal practices for organizational effectiveness;
3. Develop a SWOT (strengths, weaknesses, opportunities and threats) analysis for the City’s review;
4. Develop brand identity/platform standards and guidelines for logo, design and signage;
5. Develop a comprehensive brand strategy for multi-faceted relationships between departments, programs and public-private partnerships;
6. Develop pitches for fresh and unique story angles to local, regional and national media;
7. Assist with copywriting and editing of all promotional materials such as fliers, brochures, advertisements, scripts, etc., to maintain brand consistency;
8. Develop a strategy to gain organizational consensus for the brand’s implementation into daily use;
9. Develop a strategy for marketing the new brand via various strategies, including but not limited to public relations activities, marketing strategies, online/social media strategies, advertising, collateral materials, etc.;
10. Create targeted media lists for ongoing initiatives as well as special events;
11. Provide staff support at special events and media interviews and city council meetings as needed;



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QUALIFICATIONS/EXPERIENCE:

A minimum of five years of professional experience in communications is required, with a strong background in media relations, writing (including press materials, marketing pieces, blogs and social media), and government and community relations.

SELECTION CRITERIA:

1. Cost-effectiveness of proposal and a demonstrated effort to be cost-conscious;
2. Experience as related to brand development and media relations;
3. Documented prior experience in handling project(s) of similar size and scope;
4. Business integrity and reputation in the industry relevant to scope of services;
5. Meets qualifications set forth in this RFP.

PROPOSAL REQUIREMENTS:

1. Background of practitioner/agency, including applicable experience, awards and any case studies demonstrating prior campaigns, media results or other successes.
2. Include a description of the types of services to be provided and a budget for a typical month, showing estimated number of hours and hourly billing rate, and an estimate of reimbursable costs, if any
 - a. The proposal should include an hourly cost of service and a rate based on assignments by project;
 - b. The proposal should include emergency public relations assistance costs, as needed;
3. Applicable work samples done by the individual(s) who would be assigned to complete the work under the Agreement;
4. Identification of the method by which progress reports and performance measurements will be provided to the City.
5. A minimum of three references from agencies to whom the firm/individual has provided services comparable to the services identified and described in this RFP.

STANDARD TERMS AND CONDITIONS:

Proposals submitted are offers only, and the decision to accept or reject is a function of quality, reliability, capability, reputation, and expertise of the firms/individuals submitting proposals. Issuance of this RFP does not obligate the City to pay any costs incurred by a respondent in its submission of a proposal or making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFP. The City reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of the City and to the public; to reject the proposal with the lowest consultant fee; to accept any item of any proposal; to reject any and all proposals; and to waive irregularities and informalities in any proposal submitted or in the RFP process; provided, however, that the waiver of any prior defect or informality shall not be considered a waiver of any future or similar defect or informality. Firms should not rely upon, or anticipate, such waivers in submitting their proposal. The City Council has the ultimate authority to approve any proposal and to authorize execution of the Agreement.