



Graphic Design Branding Services

Request for Proposal

Town of New Market, VA

Purpose:

The Town of New Market (Town) is accepting applications through this Request for Proposal (RFP) from qualified firms to develop a unique and memorable brand as specified herein. The campaign will ultimately position New Market as a premier place to live and visit in Shenandoah County and strengthen community pride.

The firm selected will assist the Town in branding and other aspects of marketing for economic development and tourism purposes. The services will result in new graphically-designed images and key phrases (for example a new tag line) to be used for business cards, letterhead, website, wayfinding signage, vehicle decals, and other marketing materials.

Community Overview:

New Market is nestled at the foot of the Massanutten Mountain, in the southern end of Shenandoah County and was established in 1796. The first settlers were Germans of the Mennonite and Lutheran faith, later to be joined by Scots and Irish. In 1864, one of the most iconic battles of the Civil War occurred in New Market, in which an Emmy-winning film “Field of Lost Shoes” was made. Currently, New Market is a community of 2,300 citizens. The community is comprised of many proud citizens that originated here, and those of whom relocated here.

The town has a unique architectural heritage, boasting a number of buildings that reflect the simplicity and craftsmanship of its early German settlers, while blending with newer structures and renovations with the town’s growth. New Market is home to the Virginia Museum of the Civil War, which is Virginia’s only state-owned Civil War museum. They host the annual reenactment of the 1864 Battle of New Market. There is also the New Market Battlefield Military Museum. Not only is the town known for its museums and reenactment, it is known for its recreational attributes. There are two multi-use parks, state of the art exercise equipment, a pool, golf resort within town limits. There are nearby hiking/biking trails, river access, sky diving, vineyards, breweries and camping destinations.

The town and local organizations host a number of community events that feature music, local food & art and activities for all ages. There is a diverse selection of restaurants featuring Southern, American, and Ethnic Cuisine. Our unique businesses and family owned stores feature antiques, local arts and crafts, music and more.

Scope of Services:

Services will include, but not limited to, the following:

- Development of a brand concept, to include a message, tagline, and logo that are adaptable for use in visitor attraction and retention. The brand shall be easily recognizable, marketable and memorable.
- Concepts and design will be used, and not limited to, the following ways:
 - Business cards
 - Letterhead
 - Light pole banners
 - Vehicle decals
 - Wayfinding signage
 - Website design
 - Social media

The Town reserves the right to extend the contract for additional branding and marketing needs beyond this initial contract.

Anticipated Completion Time:

The branding process is anticipated to last approximately six (6) months.

Project Budget:

Upon negotiations with finalist the contract shall not exceed \$20,000.

Entry Procedures:

Proposals should be thorough so that the Town may properly evaluate the capabilities of respective firms to provide the required services. All proposals should concisely convey the following information by order and headings given:

- A. Firm History and Organization
- B. Experience: Provide a description of the firm's background in branding, marketing and graphic design projects. This information should include:
 - a. Work samples, with project name and address
 - b. Description of services provided, firm's strengths and distinguishing skills or capabilities as they might relate to this project, and
 - c. Owner's name, address, contact person and telephone number
- C. Personnel
 - a. Identify and provide resumes, including references, for key project staff
 - b. List outside firms, if any, that will be part of the team
- D. Approach to Providing Services: Please outline your firm's proposed approach to providing the services and a proposed project timeline.
- E. Fee Schedule

Review and Award:

To be considered for selection, respondents must submit a complete response to this Request for Proposal. Failure to submit all information requested may result in the rejection of the proposal.

An authorized representative of the company must sign the proposal. One proposal must be electronically submitted and two (2) physical copy mailed or delivered to the Town of New Market office.

The following criteria may be used in evaluation the responses to this RFP:

- Work samples and experience
- References
- Credentials of project team proposed to perform work
- Understanding of problems and tasks as depicted in the proposal
- Project approach and timeline
- An interview with the selected pool of applicants

Terms of Contract:

The Town reserves the right to divide the branding/marketing services sought in this proposal into phases or campaigns. The Town also reserves the right to extend this contract for related service, upon mutual agreement between the Town and the chosen applicant.

The Town reserves the right to negotiate terms with the chosen firm for items/services other than those specifically stated in this RFP in the best interest of the Town and agreed to by the applicant.

Applicants are encouraged to provide additional information not specifically identified as a requirement if that additional information enables the proposal to better suit the needs of the Town.

All work produced by the selected firm shall be the property of the Town and shall be deemed to have assigned and any copyright rights and any other rights exclusively to the Town.

This RFP does not commit the Town to enter into an agreement with any organization and is not an offer for contract. At its sole discretion The Town may reject any and all proposals, may modify or terminate the application or selection processes without prior notice. The applicant certifies that the information contained in the application is true and correct to the best of his or her knowledge. The Town is not responsible for damage or loss of materials submitted. Failure to comply with all the requirement of this RFP will result in a rejected proposal.

RFP Timeline is as follows:

Proposal due: **August 9, 2019 at 4:00 pm EST**

Deadline for Bidders to Submit Questions: **August 2, 2019**

Interviews of selected bidders: **Completed by September 13, 2019**

Start Negotiations: **September 20, 2019**

Contract Award Notification: **October 4, 2019**

Proposal Submission:

Completed RFP's must be submitted to (Three physical copies mailed or hand delivered, and one electronic copy)

Amber Smoot

Town of New Market

PO Box 58

New Market, Virginia 22844

a.smoot@newmarketvirginia.com