

# ROCKVILLE CHAMBER OF COMMERCE

## Marketing Request for Proposal

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Submission Date: 11/15/2017  
Project: Brand Message (Phase I)

RFP Close Date: December 5<sup>th</sup> 2017  
Selection Date: December 12<sup>th</sup> 2017

Prepared By: Shevy Shafie  
Title: Chair, RCC Marketing Committee

### RFP RELATED QUESTIONS / CLARIFICATIONS / SUBMISSION

- All questions related to this RFP should be directed to:
  - **Amy Laczek, Administrative Coordinator**
  - **amy@rockvillechamber.com**
- Vendors must ensure a duplicate hardcopy and digital proposal is delivered at the following addresses:
  - **amy@rockvillechamber.com**
  - **Rockville Chamber of Commerce**  
**1 Research Court, Suite 450**  
**Rockville, MD 20850**
- Before the tender closing date:
  - **December 5<sup>th</sup> 2017**
- Any notices with respect to this RFP should also be mailed to the above Contact and Address.

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## CLIENT & PROJECT SUMMARY

### **Rockville Chamber of Commerce:**

The Rockville Chamber of Commerce is an integral part of the Rockville area's past and is helping to shape its future. We serve as the voice of the thousands of businesses that proudly call Rockville their home.

Our Vision statement says it all very simply: ***A Thriving Rockville.***

### **Project Intro:**

Rockville Chamber of Commerce is interested in developing an overall brand message that can leverage our existing tagline and resonate with our identified target audience.

## I. BACKGROUND AND CURRENT STATUS

### ● **Project Background**

- Historically Rockville Chamber of Commerce has not identified specific target audiences in order to develop targeted messaging for their operating business market. This effort aims to change that and start a robust messaging initiative that would help RCC have better market penetration and active local business participation in its membership programs and events.

### ● **Project Status**

- Currently RCC does not have any focused messaging (and collateral) outreach initiatives that can generate high interest in their membership programs and events.

## II. SCOPE OF WORK

### ● **Deliverables**

- Identifying RCC's ideal target demographic and business profile (e.g. 4 quadrants)
- Develop specific brand messaging that would resonate with the identified audience
- Create content guidelines that would allow RCC to develop its own content based on the new brand messaging parameters

### ● **Project Timeline**

- Project is to be completed by the end of calendar year 2018
- The selected partner will provide at least the following information to Chamber as part of a strategic rebranding effort:•
  - i. Provide messaging questionnaire to RCC for current messaging platform
  - ii. Conduct a kickoff meeting with RCC stakeholders to discuss information gathered and brainstorm ideas for new messaging initiative
  - iii. Deliver an outline for what the level of effort would look like
  - iv. Deliver a timeline for deliverables and all associated brand messaging collateral
  - v. Provide all identified messaging collateral in formats requested by RCC

### ● **Project Objectives**

- Provide the foundation for a new brand strategy to guide RCC's vision for the new image:

- i. Develop a sound methodology for the messaging that RCC can augment and use to create further effective marketing messages and content
  - ii. The approach to the brand message formation
  - iii. The methodology by which the brand messaging is being developed
  - iv. The process of collecting pertinent market and target audience information and how the new brand message is going to resonate with them
  - v. Ideal timing/schedule for a brand rollout
- Ongoing Support as needed.
- **Project Goals**
  - To create a new brand messaging that would resonate with our core target demographic and entice them to become active members of the RCC and find what the organization has to offer invaluable to their businesses and community.
- **Project Management**
  - Project Management Method
  - The selected partner will provide at least the following information to Chamber:
    - i. Project management platform
    - ii. Project management contacts
- **Budget\*** (RFP Terms and Conditions below apply)
  - Phase I Budget - \$1000 fixed + equal value (\$1,000) Pro Bono.
- **Final Delivery Dates**
  - Due Dates
- **Other basic information about the project**
  - All content and files produced to be the property of Rockville Chamber of Commerce

### III. OTHER REQUIREMENTS

- **Collaboration**
  - Selected vendor must be willing to collaborate with the Rockville Chamber of Commerce and its local marketing Partners (and marketing committee members).

### V. RFP TERMS AND CONDITIONS

- **Non-Profit Rate**
  - Vendor shall extend any not for profit rates to RCCC.
- **Fixed Fee Budget**
  - Vendor must agree to a Phase I fixed fee budget of \$1,000.00.
- **Chamber Non-profit Partnership Program (CNPP)**
  - Vendor may provide Pro Bono Resources up to the Project Budget Value. Creating a total value of \$2000.00.

## **IV. Award Criteria**

<b>Description</b>	<b>Points</b>
Knowledge and experience of firm and staff to be assigned relevant to the tasks involved	25
Proposed Budget	25
Demonstrated creativity of approach	35
Planning, scheduling, and staffing approach that is realistic and in line with implementing and completing the required tasks by the specified deadlines	15
Total	100

- **When scoring, the chamber’s committee will consider the following:**
  1. Does the response meet the chamber’s needs?
  2. If applicable, does it consider any possible additional services or expertise needed to complete the project?
  3. Does it consider any of the vendor’s inability to meet any specified requirements?
  4. If applicable, can the vendor provide services, staffing, and resources for the required period of time?
  5. Do they have a history of providing such services to other Chambers or similar organizations?
  6. Does the response reflect a full understanding of the scope of work?
  7. If applicable, what support service “guarantee/warranty” period is provided, if any?
  8. Are they bidding solo or in partnership with one or more other Rockville Businesses?
  9. Are they willing to meet the chambers FIXED budget cost requirement?
  10. Is the Vendor freely willing to participate in the hour-for-hour (matching resources) Chamber non-profit partnership program?

### **DEADLINE AND RELATED SCHEDULE INFORMATION**

Phase I Project Deadline is December 31<sup>st</sup> 2018.

### **LIABILITIES**

This RFP is only an invitation for proposal and no contractual obligation on behalf of chamber whatsoever shall arise from the RFP process unless and until a formal contract is signed between chamber and the selected partner.

This RFP does not commit chamber to pay any cost incurred in the preparation or submission of any proposal or to procure or contract for any services.

### **PROPOSAL PROCESS MANAGEMENT**

Chamber reserves the right to accept or reject any and all proposals, to revise the RFP, to request one or more re-submissions or clarification from one or more selected partners, or to cancel the process in part or whole. No basic partner is obligated to respond to or to continue to respond to the RFP after the submission and closing date.

Chamber will, at its discretion, award the contract to the responsible vendor submitting the best proposal that complies with the RFP. Chamber may, at its sole discretion, reject any or all proposals received or waive minor defects, irregularities, or informalities therein.

### **CONFIDENTIALITY & RFP OWNERSHIP**

This RFP is both confidential and proprietary to Chamber, and Chamber reserves the right to recall the RFP in its entirety or in part. Basic Partners cannot and agree that they will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of Chamber.

Selected Partners shall not include or reference this RFP in any publicity without prior written approval from the client, which, if granted, shall be granted by the individual named above. Basic Partners must accept all of the foregoing terms and conditions without exception. All responses to the RFP will become the property of Chamber and will not be returned.

### **CONFIDENTIALITY & RFP OWNERSHIP**

The selected partners as part of the proposal should sign the non-disclosure agreement to safeguard the confidentiality of Chamber's business information and data