



**Request for Proposals:
UAC 50th Anniversary Brand Campaign**

Issue Date: Friday, March 16, 2018

Project Title: UAC 50th Anniversary Brand Campaign

Issuing Agency: Urban Affairs Coalition
1207 Chestnut Street
Philadelphia, PA 19107

Period of Contract: July 1, 2018 – June 30, 2019

Proposals will be received until April 30, 2018

All inquiries for information should be directed via email to:

Brandon R. Johnson
Assistant Director, External Affairs
bjohnson2@uac.org

Proposals must be emailed to: Coalition@uac.org with the subject **UAC Brand Campaign: [FIRM NAME]**

Name and Address of Firm:

Date: _____

By: _____

Signature

Printed name and title

Telephone # (____) _____ FEI/FIN# _____

Fax # (____) _____

I. Purpose

The Urban Affairs Coalition (“UAC”) is issuing this Request for Proposals to identify a marketing and design firm to lead two interconnected and complementary design projects; 1) a comprehensive organizational brand refresh, and 2) design support for a 50th Anniversary and 2020 major gifts campaign. UAC solicits responses from firms who demonstrate experience working with nonprofits, developing print and electronic materials to support fundraising campaigns, and sharpening and clarifying external messaging and branding for complex service organizations. Further, the ideal candidate will demonstrate cultural competency in all facets of working relationships, including experience collaborating with minority-led organizations and companies serving communities of color.

BACKGROUND: Urban Affairs Coalition

Our Mission

UAC unites government, business, neighborhoods, and individual initiative to improve the quality of life in the region, build wealth in urban communities, and solve emerging issues.

Who We Are

We are a Coalition of approximately 70 partner organizations, large and small, working on diverse issues that immediately affect communities. We strengthen nonprofit organizations through fiscal sponsorship, capacity building, and program evaluation; improve life chances for youth and young adults; and provide economic opportunity to low-income households, working families, and minority-owned businesses. Through our work, we reach more than 150,000 children, youth, and adults annually.

The Coalition’s fiscal year 2018 budget is \$36 million. More than 87% of our revenue supports programs and services. The total number of UAC full-time employees fluctuates due to changes in programs. There are currently close to 350 full- and part-time employees.

What We Do

The Coalition shapes public policy and delivers programs that respond to urgent community needs. The problems we face are far too complex for one entity to solve on its own. Our deep community roots and strong linkages to public and private groups allows us to bring together a diverse set of resources around specific issues. The *Power of Coalition* means that together, we can accomplish what no one organization can do alone.

Our History

In 1968, a historic partnership between business and community leaders took place, resulting in the formation of The Philadelphia Urban Coalition in 1969. Nicknamed "The Urb," its purpose was to eliminate poverty, discrimination, and civic unrest, and to secure human and civil rights.

Through the 1980s, alliances grew with the founding of The Urban Affairs Partnership, an organization created to improve the quality of life in the Greater Philadelphia Region. In 1991, The Urban Affairs Partnership and the Philadelphia Urban Coalition merged to create the Greater Philadelphia Urban Affairs Coalition (GPUAC). In 2010, GPUAC changed its name to the Urban Affairs Coalition.

II. Statement of Need

General Requirements:

UAC is issuing this RFP to identify a suitable and qualified partner with a proven track record working with nonprofit clients or complex service organizations to lead two complementary and interconnected branding and design programs in 2018-2019 (FY2019).

Specific Deliverables:

Brand Refresh

UAC will retain a marketing firm or qualified designer to refresh and reintroduce UAC's brand identity to the public across all external platforms. The firm will lead a branding refresh process that will include refining UAC's visual identity, sharpening and simplifying external messaging, and developing graphically engaging content that illustrates UAC's broad impact and vision for the future. The project will include, at minimum, a full redesign of UAC's website, an update of organizational templates and style-guides for external and internal communications, and a comprehensive plan to introduce the refreshed brand to the public with the goal of increasing visibility and furthering public understanding of UAC's work across numerous audiences. Key audiences include:

- Existing program partners and their diverse constituents
- Potential customers for UAC's services, e.g., nonprofit leaders and social entrepreneurs considering affiliation and/or seeking to build organizational capacity through outsourced services
- Public sector and elected officials
- Corporate leaders and giving representatives
- Philanthropy (institutional funders and individual donors)

50th Anniversary Campaign

The firm will also create and design high quality, graphically engaging materials to serve as "leave behind" collaterals for prospective supporters, along with other supplemental materials such as letterhead, templates or infographics, and a "splash" page for the campaign that can be activated on the website. The audience profile will be long term corporate, public, and philanthropic supporters

of UAC, along with other high net worth, philanthropic individuals to raise their awareness of UAC's services and plans for growth capital.

ANTICIPATED DELIVERABLES AND COLLATERAL SPECIFICATIONS

Design and print specifications are not fixed. UAC looks forward to working collaboratively with the chosen firm, as well as contracted fundraising and marketing consultants, to create engaging finished products.

Collaborative efforts include an invitation to join UAC's board-level Marketing Committee, which provides leadership and guidance to UAC's Marketing & Communications Team.

UAC will provide the firm with copy, vector logos, and other identity standards. The selected firm will work with UAC to produce a range of materials potentially including, but not limited to:

- Comprehensive website redesign
- Synchrony of native brands/initiatives
- Social media and new media cohesion
- Visual Design and Layout of a Campaign Brochure
- PowerPoint Presentation Template (for external presentations)
- Stationery and Envelope Design
- Pledge Cards and Response Envelope Design
- E-Communication Templates

III. PROPOSAL PREPARATION

Proposals should be as thorough and detailed as possible so that the UAC may properly evaluate your capabilities to provide the required services. Please include the following in your proposal:

1. Complete Data Sheet (Attachment A) or provide a Description of your firm's experience, which includes summaries of the qualifications and relevant experience of the individuals who would work with UAC.
2. Complete Budget Sheet (Attachment B) or provide cost estimate and basis for the estimate.
3. Approach/scope of services per the stated objectives and deliverables above.
4. Expectations of UAC for a successful working relationship.
5. Please propose project timelines reflective of these scopes of work.

6. Three recent references.
7. Samples of your company's work as it relates to our objectives.
8. Other Information that was not specifically requested in this Request for Proposal that should be considered in the evaluation of the response may be included at the end of the proposal.

IV. EVALUATION AND AWARD CRITERIA

Proposals shall be evaluated by the purchasing agency using the following criteria:

1. Quality of proposal for UAC and of the sample work product. (30 points)
2. Demonstrated expertise and knowledge of firm. (20 points)
3. Price. (15 points)
4. References from clients. (15 points)
5. Timeline to completion. (20 points)

V. Timeline

Activity	Date
Release Request for Proposal	March 16, 2018
RFP responses due from vendors	April 30, 2018
Selection of Finalists	May 15, 2018
Final Negotiations	June 1, 2018
Estimated Effective Date	July 1, 2018

VI. Award of Contract

The contract will be awarded to the prospective vendor whose proposal and presentation conform to the Request for Proposal and will be most advantageous to UAC, with all evaluation criteria considered. UAC will award the bid at the completion of this process or at any future time.

Negotiating Session(s)

One or more negotiating sessions, request for additional information and or interviews, may be required with any firm submitting a responsive proposal. UAC reserves the right to limit additional sessions to the top evaluated proposals or may proceed with an award to the highest evaluated proposal if deemed to be in the best interest of the UAC and that proposal was clearly the best/only proposal received. Responding firms should be prepared to schedule proposal reviews if contacted by UAC.

Contacts

Please include in your presentation the names and professional experiences of any individuals who you anticipate being our contact(s) in these efforts.

Proprietary Information

In the event that a response to this RFP contains information, which is deemed by the responding prospective vendor as being of a proprietary nature, the pages containing such information must be clearly marked as ***PROPRIETARY INFORMATION***.

VII. GENERAL PROVISIONS OF BID

1. Review Criteria: UAC reserves the right to accept or reject all proposals should such action be deemed in UAC's best interest. The decision to accept a particular proposal shall be made on the basis of type and quality of the product, the services offered, financial advantage, and the best interest of the UAC.
2. Bidders Qualifications: Consideration will be given to those companies who have prior experience in dealing with a nonprofit environment and are familiar with nonprofit needs and requirements including timely deliveries and federal grant regulations.
3. Pricing: Prices should be stated in units of quantity specified on the enclosed bid sheet in Appendix B. In case of discrepancy in computing the amount of the quote, the unit price will govern. In addition, all pricing shall show a firm pricing time period. And, after a certain time period, what the percentage increase will be. If firm pricing cannot be provided for certain commodities, please explain.

VIII. GENERAL TERMS AND CONDITIONS

1. All correspondence related to this bid, including questions concerning this RFP, will be conducted through the following point of contact:

Brandon R. Johnson
Assistant Director, External Affairs
Urban Affairs Coalition
bjohnson2@uac.org

2. *Questions and answers will be shared with all bidders* via email by the appropriate individual(s) within two (2) business days. No phone calls will be accepted.
3. All vendors will receive equal consideration.
4. All bids shall be sent via email to Coalition@uac.org with the subject: **UAC Brand Campaign: [FIRM NAME]**.
5. **All bids are due no later than Friday, April 30, 2018**
6. Duration of the agreement will run from July 1, 2018 to June 30, 2019.
7. Prices and any other entry made herein by the bidder shall be considered firm and not subject to change for the duration of the agreement unless otherwise stated.
8. Any bidder may withdraw his/her bid prior to the date and hour specified at the time all the bids are required to be submitted. No bid will be accepted after the above specified time.
9. Bids are requested to be submitted on the form(s) provided and signed by an authorized officer of the company or by a member of the firm submitting the bid.
10. UAC reserves the right to reject any or all bids or to accept or reject any item or group of items for which the bid is submitted at prices quoted.
11. Bid prices shall exclude all state and local taxes, as UAC is exempt from paying such tax.
12. A bid shall include the cost of transportation with final destination being referenced on each purchase order. UAC will not accept freight charges at any time of delivery. Material deliver with freight charge "collect" will be refused and any redelivery charge will be at the suppliers' expense.
13. In all cases where any of the articles on which bids are invited are either patented or protected by trademark, or designated by the particular name of the maker, and the bidder desires to bid on any item(s) of equal character

and quality, he may submit his bid for such substitutions as intended, together with official written specifications for the item(s). UAC reserves the right to request samples of alternate items.

14. The bidder must prepay all charges for transportation of samples and UAC will not be responsible for any samples submitted.
15. UAC reserves the right to cancel the agreement due to any form of non-compliance or unsatisfactory performance.
16. Bidder is requested to bid any or all sections provided. Therefore, the possibility exists for the issuance of multiple vendor agreement awards.

IX. SPECIAL TERMS AND CONDITIONS

1. MINORITY/WOMEN-OWNED OR OPERATED BUSINESS SUBCONTRACTING AND REPORTING: Where it is practicable for any portion of the awarded contract to be subcontracted to other suppliers, UAC is encouraged to offer such business to minority and/or women-owned or operated businesses. When such business has been subcontracted to these firms and upon completion of the contract, the contractor agrees to furnish UAC with the following information: name of firm, phone number, total dollar amount subcontracted and type of product/service provided, and composition of firm in terms of ethnicity and gender.
2. CONTRACTOR RESPONSIBILITIES: The Contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that may be utilized, using the Contractor's best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime Contractor. The Contractor agrees to be fully responsible for the acts and omissions of subcontractors and of persons employed by them as the Contractor is for the acts and omissions of his own employees.
3. OWNERSHIP OF MATERIAL: Ownership of all data, materials and documentation originated and prepared for UAC pursuant to the RFP shall belong exclusively to the UAC.

UAC IS AN EQUAL

OPPORTUNITY EMPLOYER

ATTACHMENT A: DATA SHEET

To Be Completed By Vendor

1. QUALIFICATION OF VENDOR: The Vendor must have the capability in all respects to fully satisfy all of the contractual requirements.
2. YEARS IN BUSINESS: Indicate the length of time you have been in business providing this type of service (Years, Months):
3. REFERENCES: Vendors shall provide a list of at least 4 references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, the name of the contact person and telephone number.

	ORGANIZATION	ADDRESS	CONTACT PERSON	TELEPHONE
1.				
2.				
3.				
4.				

ATTACHMENT B: BUDGET SHEET

To be completed by vendor

Please indicate projected expenses, excluding cost of printing of collateral materials

[PROJECT TITLE]			
Activities	Hourly Rate	# of hours	Total
Materials			
Other			
		Grand Total	