

# Request for Proposal

Eastern Triad Workforce Initiative – Branding and Marketing Campaign

May 23rd, 2018

Issued by:

ETWI – Marketing Subcommittee

Published online at [www.triadworks.org](http://www.triadworks.org)

RFP Submission Addresses:

[triadapprenticeship@gmail.com](mailto:triadapprenticeship@gmail.com)

and

Greensboro Chamber of Commerce

111 W February 1 Pl

Greensboro, NC 27401

Subject: ETWI – Apprenticeship Proposal

## Introduction & Background

The Eastern Triad Workforce Initiative (ETWI) is a collective effort among 17 workforce development agencies, industries, small business organizations, educational institutions and apprenticeship consortia within the four counties of Alamance, Guilford, Randolph and Rockingham. As part of this initiative, the apprenticeship consortia: Guilford Apprenticeship Partners, Rockingham County RockATop, Apprenticeship Randolph, and Career Accelerator Program are working together to enhance the awareness of the apprenticeship program.

The Marketing Subcommittee of the ETWI is requesting proposals for a marketing campaign. Qualified firms should provide a marketing strategy to communicate the ETWI apprenticeship initiatives, with a specific focus on bridging high school & adult students to career opportunities in advanced manufacturing, HVAC, electrical skilled crafts, aviation, automotive technologies and other technical based industries. The marketing campaign should adequately promote the benefits of ETWI apprenticeships (and its program design) to students (both youth and adults), parents, school employees, mentoring partners, and local businesses. The geographical reach will cover Alamance, Guilford, Randolph, and Rockingham counties. The goals of the marketing campaign are to.

1. Build a brand strategy
2. Build a brand equation

3. Create a message, model and develop it
4. Implement through visual identity
5. Recommendations should be made for at least one year, with considerations and recommendations for on-going efforts that will continue the successful promotion of the program well into the future.

The objective of this request for proposal is to locate a source that will provide the best overall value to ETWI. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this request for proposal below.

### **Submission Guidelines & Requirements**

The following submission guidelines and requirements apply to this request for proposal:

1. Only qualified firms with prior experience on similar projects should submit proposals in response to this request for proposal.
2. Bidders who plan on submitting a proposal should notify [triadapprenticeship@gmail.com](mailto:triadapprenticeship@gmail.com) no later than June 8, 2018 of their intent to bid.
3. Bidders must list projects that are similar to this project as part of their response, including references for each. Examples of work should be provided as well.
4. A price proposal should be itemized in two parts. First, a quote to create a brand and uniform message. Second, a quote to implement and advertise the messages for one year, with consideration for future efforts. Also include hourly rates, should ETWI decide to award a contract on an hourly rate basis.
5. Proposals must be signed by a representative that is authorized to commit bidder's company.
6. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
7. Proposals must follow the RFP timeline shown below.
8. Proposals should be submitted to [triadapprenticeship@gmail.com](mailto:triadapprenticeship@gmail.com) and mailed to Greensboro Chamber of Commerce 111 W February 1 Pl, Greensboro, NC 27401.
9. Proposals must remain valid for a period of one year.
10. ETWI anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these "down-selected" individuals or firms.

## **Project Description**

ETWI needs a Marketing Campaign (Branding and Messaging) to specifically focus on bridging high school & adult students to career opportunities in advanced manufacturing, HVAC, electrical skilled crafts, aviation, automotive technologies and other technical based industries. The marketing campaign should adequately promote the benefits, and counter the hurdles of the apprenticeship program to students, parents, school employees, mentoring partners, and local businesses.

## **Project Scope**

The criteria set forth below should be met to achieve successful completion of the project. The scope of the project entails the following, and can be presented in whatever form necessary to properly depict the scope of the proposal.

1. *Collective Branding:* Determine if ETWI needs to brand, or remain specific to their respective counties. It is encouraged to understand the current brands and labels specific to each county, and the requirements thereof for the student. Establish current brands are strong and where are they weak. Determine target audiences, how the audiences perceives or understand the apprenticeship program, the individual brands, how the brand(s) can be conveyed succinctly, what words, phrases or key message must be used to bring the brand(s) to life, how should the brand(s) act, look and sound to bring into focus, what marketing tool must be created to disseminate these message so the brand can grow. Are the individual brands necessary?
2. *Build Brand Equation:* Understanding target audience insights (to include building a diverse workforce), brand values, brand personality, brand value proposition and brand positioning.
3. *Create and Develop a Message Model:*
  - a. Elevator pitch: The One Minute Message that conveys simple, high-level information about ETWI and the problem it seeks to solve;
  - b. Two Minute Messages: More detail on why ETWI exists, the problem it addresses, and its vision for a better world;
  - c. Five Minute Messages: Messages with stories that illustrate the impact of your ETWI work;
  - d. Ten Minute Message: The work ETWI does and how it does it.
4. *Implementation of the new branding and messaging* – name, logo, tagline, website, and other external communications such as the fundraising case for support, annual reports, presentations, and brochures.
5. Identify how the branding and messaging will be marketed across the communities involved.

6. Take strong consideration to portraying the benefits of program (i.e. the value of the education, future opportunities, lack of school debt, pay, benefits, etc.)
7. In addition to the benefits, a successful plan should offset hurdles working against the program. (i.e. stereotypes of the industry, technical school vs. 4-year college, diversity, transportation, social pressure among parents and students (youth and adult), teacher incentives, next level technical positions/promotions, etc.)
8. Recommendations should be made for at least one year, with considerations and recommendations for on-going efforts that will continue the successful promotion of the program well into the future.
9. All proposals should develop material compliant with Americans with Disabilities Act.

## **RFP & Project Timelines**

- Request for Proposal Posted May 23, 2018
- Intent to Bid Due (required for bidders conference) June 8, 2018  
Submit to [triadapprenticeship@gmail.com](mailto:triadapprenticeship@gmail.com) via email
- Bidders Conference (Q&A Session) June 13, 2018  
Location will be notified to bidders upon receiving intent to bid
- All Proposals Due June 29, 2018  
Submit to [triadapprenticeship@gmail.com](mailto:triadapprenticeship@gmail.com) via email and mail to 111 W February 1 Pl, Greensboro, NC 27401 Subject: ETWI – Marketing Proposal
- Top Bidders Selected July 12, 2018
- Final Presentations July 18, 2018
- Final Selection July 31, 2018  
Formal contract will be formed upon approval of funds.
- Launch Date August 1, 2018

*\*All dates are subject to change due to legislative process.*

## **Budget**

Budget for the project is not to exceed \$400,000. A price proposal should be itemized in two parts. First, a quote to create a uniform brand and message. Second, a quote to implement and advertise the messages for one year, with consideration for future efforts. Include hourly rates, should ETWI decide to award a contract on an hourly rate basis.

*All funding is dependent upon award of grant funding by the State of North Carolina.*

## **Evaluation Factors**

ETWI will evaluate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this request for proposal
2. Relevant past performance/experience, with samples of work (social media included)
3. Evidence of program understanding and ensuring the proper messages are portrayed
4. Research supporting the proposal and supporting the avenues of advertising
5. Cost

ETWI reserves the right to award to the bidder that presents the best value to the participants of the group, as determined solely by ETWI members in its absolute discretion.

*All funding is dependent upon award of grant funding by the State of North Carolina.*

## **Additional Resources**

Websites:

- Guilford Apprenticeship Partners: <http://gapnc.org/>
- Rockingham County RockAToP: <http://www.rockcte.org/RockATOP.html>.
- Apprenticeship Randolph: <http://apprenticeshiprandolph.com/>
- Career Accelerator Program (Alamance County): <https://alamancecap.com/> (See PowerPoint)
- Why Be an Apprentice: <https://www.youtube.com/watch?v=WJ4cP4QGIt&feature=youtu.be>