



Request for Quotes (RFQ) For Brand Strategy and Identity Development

Issued by: Downtown Sioux Falls (DTSF)

Date: March 13, 2017

Introduction

Downtown Sioux Falls (DTSF), is requesting bids from interested firms/professionals to provide expertise in brand development and positioning recommendations, as well as guidelines and support to the DTSF team. DTSF is focused on providing a strong marketing foundation with a fresh perspective of our current brand. Our rebranding efforts must create consistency, trust, familiarity and credibility. The selected organization will be asked to work in close collaboration with the marketing department in the redevelopment of the DTSF brand. The finished materials would become part of the collateral owned by DTSF. Please note the DTSF name and logo will be kept as is.

Issues to Address

1. Lack of continuity throughout DTSF's communication/marketing efforts
2. Lack of design standards and weak visual identity
3. In need of brand strategy
4. Need to attain a greater understanding of our primary audience
5. Undefined design process

Scope of Work

We seek a partner with a proven track record for creative excellence in brand development and execution to help us:

- Develop a brand strategy that specifies our primary audiences, brand values, personality, and brand promise.
- Audit our current print and digital/web communications to determine how our messaging is perceived by the DTSF audience.
- Develop a comprehensive brand strategy that addresses the relationship between the main identity of DTSF and our subbrands, all while clarifying and simplifying our brand dominance and preserving the overall mission and brand integrity of DTSF.
- Develop and integrate elements of the marketing and branding plan into collateral templates including all forms of print and digital/web media.

Submission

Professionals and firms of all sizes are encouraged to apply. Interested entities should submit a detailed response in PDF format by 4pm on March 27, 2017. All inquiries must be e-mailed directly to gina@dtsf.com. No phone calls will be accepted. DTSF will respond with a decision by April 7, 2017. Interviews may be requested before making a final selection.

The response should include:

- Contact name, address, and phone number.
- A proposed work plan to develop the brand and graphic identity and timeline that you will implement during this project.
- A detailed fee proposal, which outlines the specific activities that will be performed during this project.
- A minimum of three work samples (electronic copy) for consideration. Note the unique problem addressed for each project and what the outcomes were. Include metrics if available.
- At least three client relevant references.

Deliverables

- Brand strategy document
- Visual Identity Standards Manual
- Print collateral and templates
- Digital/Website collateral and templates
- Files compatible with Adobe Creative Suite
- Expected to meet 3-4 times over the course of the project timeline

Criteria

Listed in order of importance:

1. Experience across various marketing platforms
2. Time-frame for deliverables
3. Cost — Proposals under \$10k will be prioritized

About DTFS

Mission: Downtown Sioux Falls, Inc. (DTFS) is a non-profit corporation committed to continually upgrading and enhancing the vitality of downtown by providing excitement, activity and a positive image within the community through promotions, design, economic development and public relations.

Vision: The most beautiful and engaging urban experience in the heart of America!

Values: Community, Discovery, Diversity, Fun, Service