



## **REQUEST FOR PROPOSAL (RFP):**

**ISSUE DATE:** January 4, 2023

**BIDS DUE:** February 3, 2023

**REPLY TO:** Bramley Crisco  
Director of Talent Development  
Action Greensboro  
(p) 336-387-8352  
(e) [bcrisco@actiongreensboro.org](mailto:bcrisco@actiongreensboro.org)

Proposals must be submitted electronically with the subject "Action Greensboro Talent Branding RFP" and will be accepted no later than 11:59 p.m., February 3, 2023.

### **Overview and Project Objectives**

Action Greensboro is issuing this Request for Proposals (RFP) to identify a firm or agency with branding expertise to assist in creating an Action Greensboro "talent" brand.

Well-established, nationally recognized Action Greensboro programs including Campus Greensboro, synerG, and Boomerang Greensboro connect talent with Greensboro, NC and the surrounding region. Regardless of where you are in your personal/professional development, there is a place for you in Greensboro. These programs provide tools and resources to make it easy to find that place.

Building off of these established programs, Action Greensboro is seeking a qualified firm or agency to develop a comprehensive "Greensboro Talent" brand that emotionally connects emerging, professional, and relocating talent to career opportunity and the strong quality of life in Greensboro, NC.

The firm must create a brand/story that can be utilized easily and effectively across multiple platforms and mediums, including signage, print collateral, digital marketing materials and websites.

### **Project Objectives**

The objectives of this project include:

- Uniformity – The brand should convey a common message and image to audiences both within and outside of Greensboro, NC.
- Community Identity/Pride – The brand should build off existing Action Greensboro programs and marketing to identify and promote what makes Greensboro, NC distinct and appealing to talent populations currently residing in Greensboro or considering relocation to Greensboro.
- Community and Economic Development Promotion – The brand must attract/retain new residents and young professionals and highlight Greensboro's healthy economy and inviting community.



- Flexibility – The brand must be flexible to meet the needs of existing Action Greensboro talent programs and also be adaptable enough to grow and evolve with changes in the market.
- Diversity – The brand must represent Greensboro’s diverse groups of citizens. It should easily and holistically identify how the overall brand will help tell the story of the entire area to different audiences.

### **Project Deliverables**

The deliverables should include:

1. New “talent” branding to include creative elements such as a brand name or acronym, logo, tagline. The creative elements should complement current Action Greensboro branding and allow space to “personalize” the materials creatively.
2. Creative elements must be placed into a style manual that is adaptable to use in the following areas:
  - Print and electronic advertising
  - Media placement
  - Public relations
  - Events
  - Templates
  - Websites
3. A brand standards manual that will guide staff and leaders in seamlessly executing the new branding including a roadmap to roll out new branding.
4. Strategic objectives that will include implementation, management, and ongoing promotion of the brand to include, but not be limited to the following:
  - Launch of the talent brand
  - Recommendations of ways to articulate the brand, define markets and promotional avenues and strategies to better promote and create brand awareness
  - Recommendations for utilization of the brand across multiple target audiences within a number of formats including advertising, media relations, out-of-home, digital outreach, and others

### **About Action Greensboro:**

Action Greensboro, together with the Chamber of Commerce, serves as the city’s primary economic and community development group. Formed in 2001, Action Greensboro is comprised of seven local charitable foundations and local business leaders. In collaboration with business, higher education, and municipal government, Action Greensboro works to strengthen Greensboro's economy and ensure the continuation of its excellent quality of life.

### **About synerG:**



synerG is an organization created to address the unique quality of life needs and issues affecting Greensboro's young professional community. synerG, under the umbrella of Action Greensboro, is an active organization of young adults who lead initiatives with the mission to attract, engage and connect young professionals to Greensboro, North Carolina. Through our projects, synerG promotes social and professional networking, leadership opportunities and serves as a clearinghouse for information for young adults in the 21-39 year-old age demographic. synerG values the creation of opportunities and atmospheres that promote connectedness, diversity/inclusiveness and accessibility

#### **About Campus Greensboro:**

Through our Campus Greensboro program, Action Greensboro connects talented college students and the Greensboro, NC community, preparing students for the 21st century workforce. Our programming and operational systems allow students to discover meaningful, equitable employment directly in Greensboro.

Our flagship, 10-week Campus Greensboro Fellows Program provides a paid summer internship, critical skills training, professional development, community engagement, mentorship and leadership training for undergraduate and graduate college students in Greensboro, NC during the summer.

#### **About Boomerang Greensboro:**

Boomerang gives native Greensborians a homecoming like no other. This pilot program aims to bring back wanderers who may have relocated for school or work by shining a spotlight on Greensboro's spirit of individuality and inclusivity, family friendliness, and low cost of living.

#### **RFP Specifications Summary**

To receive consideration, proposals must include:

- A letter of interest.
- Portfolio of at least two similar previously completed projects. Portions may be redacted to protect confidential information as needed.
- Plan to complete the proposed project, including the following:
  - a. Proposed scope of work, project approach, and detailed project plan.
  - b. Timeline for the project, including major tasks and milestones tied to activities.
  - c. Itemized project budget to include a proposed payment schedule tied to project milestones and deliverables.
- At least 2 references.
- Contact information including, Full Name, Mailing Address, Email Address and Phone Number.

The overall project timeline is estimated to be no longer than 6 months from vendor selection.

*A separate RFP to redesign and update the websites of Action Greensboro talent programs (Campus Greensboro and synerG) to reflect this new branding has been issued in conjunction with this RFP. We encourage proposal submission for both requests. Proposals may be combined.*



### **Evaluation and Selection Criteria**

All complete proposals submitted by the deadline will be evaluated by Action Greensboro staff.

### **RFP Deadline and Timeline**

Proposals must be submitted electronically to:

[bcrisco@actiongreensboro.org](mailto:bcrisco@actiongreensboro.org)

Proposals will be accepted no later than 11:59 p.m., February 3, 2023. Award decision will be announced no later than February 24, 2023.

### **RFP Terms and Conditions**

Action Greensboro reserves the right to award all, partial or none of this solicitation.

### **Questions**

All questions regarding this RFP must be submitted via email to Bramley Crisco, Director of Talent Development, [bcrisco@actiongreensboro.org](mailto:bcrisco@actiongreensboro.org).