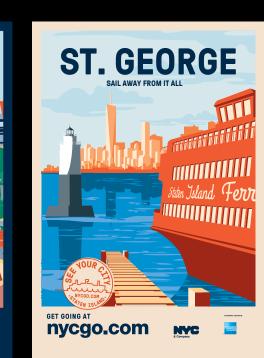


## You may be familiar with Bellweather's work...





### Bellweather



## Some New Yorkers are born. Some are made. All are welcome.



VOLUME 1 OF 9 APRIL 2019

NYC

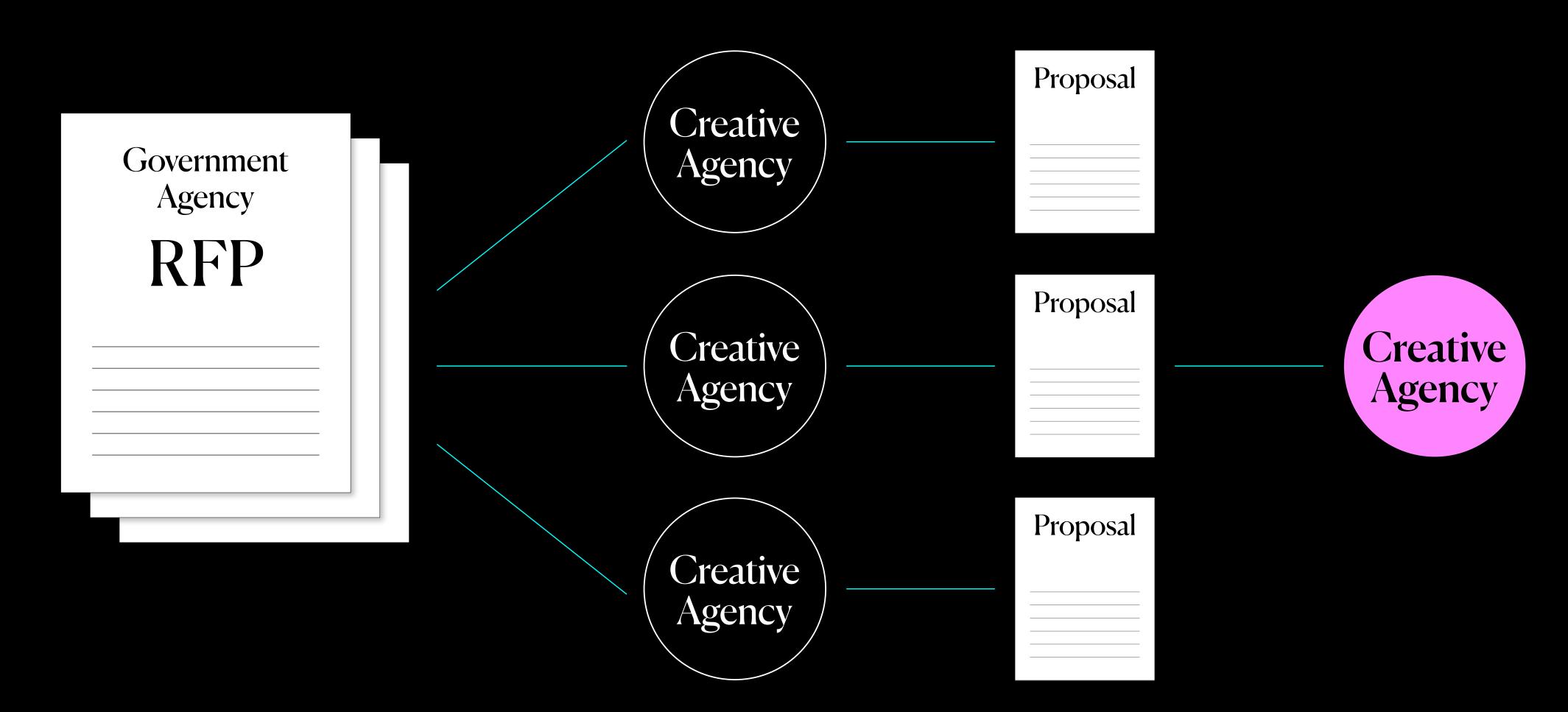






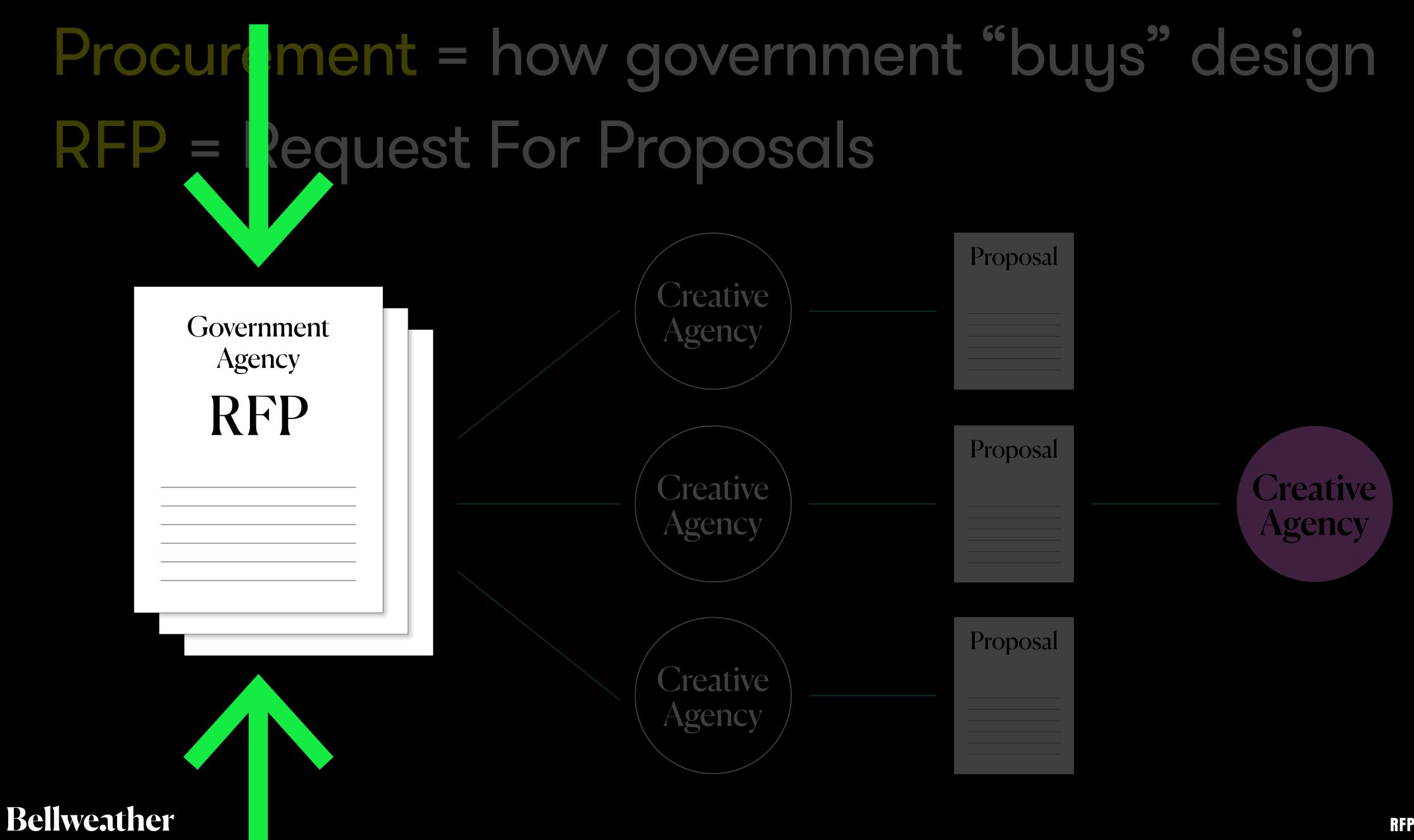


## Procurement = how government "buys" design **RFP** = Request For Proposals



Bellweather







## Operational Benefits

- » Faster RFP process
- Less mistakes  $\rightarrow$
- » More collaboration

Bellweather

## Equity Driven

- » More diverse pool of creative agencies
- » More responses



#### PHILADELPHIA GLOBAL IDENTITY PROJECT

#### REQUEST FOR PROPOSALS (RFP)

DEVELOPING, LAUNCHING AND SUSTAINING A UNIFIED BRAND IDENTITY TO I PHILADELPHIA'S VIRTUES AND BENEFITS TO LOCAL AND GLOBAL AUDIE

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**REQUEST FOR PROPOSAL** 

Website Design and Developmer For the Comprehensive Economi Development Strategy (CEDS)

> RFP ISSUE DATE: February 25, 2020 PROPOSALS DUE: March 17, 2020



Colin Tarbert, President & CEO



Building 77 141 Flushing Ave, Suite 801 Development Corporation Brooklyn, NY 11205

#### **REQUEST FOR PROPOSALS**

BROOKLYN NAVY YARD DEVELOPMENT CORPORA REQUEST FOR PROPOSALS FOR MARKETING SER

**Contact Information:** Tiffany Townsend SVP, External Affairs marketing@bnydc.org

#### A. EXECUTIVE SUMMARY

The Brooklyn Navy Yard Development Corporation ("BNYDC") is issuing this Re (this "RFP") to seek proposals ("Proposals") from individual consultants ("Resp interested in providing marketing services across multiple projects on a short-"Work").

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- C. BNYDC Background
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### Bellweather

MetroPlusHealth RFP Number: 1036 Date: 04/26/21		
Request for Proposals for Media Buying and Advertising Services		
	NYW	New York City Campaign Finance Board
	REQUEST FOR PROPOSALS TO PROVIDE	Request for Proposals for Advertising Creative Agency, 2022-2025. PIN ## 004202200022
	<b>GRAPHIC DESIGN SERVICES</b> To New York City Municipal Water Finance Authori	The Campaign Finance Board (CFB) seeks a creative agency to conceptualize, create, and produce advertising campaigns to support its voter education and engagement mandates.         Release Date:       September 27, 2021         Proposers' Conference:       October 6, 2021 at 1pm
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NYC Campaign Finance Board | 1



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## Establish partnership with procurement

- » Meet face-to-face to hear processes and rules
- » Pre-meeting is crucial: Establish trust before you start writing the RFP



#### PHILADELPHIA GLOBAL IDENTITY PROJECT

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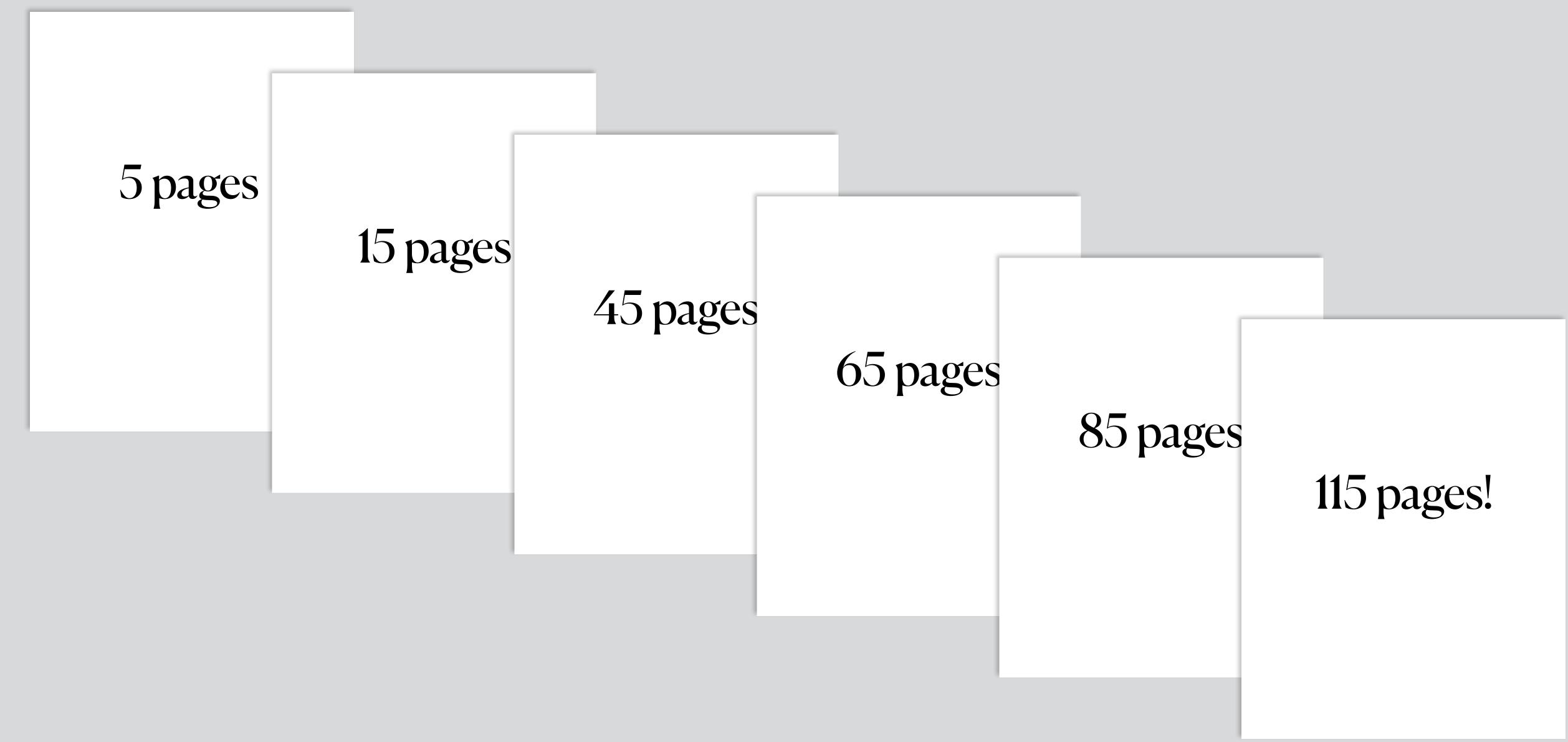
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NYC Campaign Finance Board | 1



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### Bellweather



## RFP Max 15-pages

Bellweather

## Proposal Max 30-pages



## RFP Max 15-pages

- » Scope of Work
- » Budget
- » Timeline

Bellweather

## » Our Work and Our Audience

"The [Agency name] is responsible for..." "[Agency name] seeks to engage with ... "

"The vendor will be responsible for..."

## » Supporting Materials / Research

"We conducted [x] previously; the selected partner will have access upon project start."





## Page limits help equity + focus

- » Brevity evens the playing field: large and small firms compete on the same level
- » Responses bloat; page limits help evaluation teams stay engaged
- » Solve file submission and upload issues with page limits

#### PHILADELPHIA GLOBAL IDENTITY PROJECT

#### REQUEST FOR PROPOSALS (RFP)

#### DEVELOPING, LAUNCHING AND SUSTAINING A UNIFIED BRAND IDENTITY TO HIGHLIGHT PHILADELPHIA'S VIRTUES AND BENEFITS TO LOCAL AND GLOBAL AUDIENCES

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#### BACKGROUND

ISSUE DATE: April 15, 2021

ISSUED BY:

City of Chesapeake

Purchasing Division 306 Cedar Road, 5<sup>th</sup> Floo

https://eva.virginia.gov/.

NAME AND ADDRESS OF FIRM:

Print)

Email

FEI/FINT NO:

Chesapeake, Virginia 23322

TITLE: Full Service Advertising Agency

The Philadelphia region has a story to tell and this is the time to do it. After decades of population loss the city of Philadelphia is finally enjoying 10 straight years of population growth. The drivers for that population growth are millennials (more than any other of the top 25 cities in the U.S.) and foreign-born citizens (the rate doubled in the past 10 years). A majority-minority city with diversity at its core, Philadelphia is filled with more university students than any other U.S. city, and some of the best R&D in the world side-by-side with over 400 sidewalk cafes. The city and its surrounding counties are seeing dozens of new innovation-driven developments, and foreign investment is rising.

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There is an urgent need for a unified global identity and accompanying brand that represents the Philadelphia region of today. We need a common message to further rally key stakeholders and engage the entire region behind a unified brand identity that can be utilized locally, domestically and globally. The goals are to: facilitate the improvement of the world's perception of Greater Philadelphia; to attract and retain talent, business, capital, students and investment in the region at large; to continue to grow tourism, meetings and conventions business; and to help drive growth through the continued revival of the region.

This is a high-profile project convened by the City of Philadelphia's Department of Commerce in partnership with numerous organizations. The City of Philadelphia and its partners have engaged a broad base of regional stakeholders to date and is finalizing the creation of a Global Identity Advisory

Chesapeake

REQUEST FOR PROPOSALS (RFP) NON-PROFESSIONAL SERVICES

PERIOD OF CONTRACT: The contract term shall be for three (3) years from the date of execution with two (2) one-year renewal options upon the written mutual agreement of the parties.

The City of Chesapeake, Virginia will receive sealed proposals for the above solicitation until 4:00 PM, EST, on Thursday, May 6, 2021 at the office of the Procurement Administrator in the Purchasing Division, 5th Floor, City Hall Building, 306 Cedar Road, Chesapeake, Virginia, 23322. Any sealed proposal received after the specified time and date will not be considered.

Inquiries for Information Should Be Directed to: Erika M. Allen, Procurement Supervisor, <u>via email only</u> at: <u>emailen@citvofchesapeake.net</u>. All questions must be submitted via e-mail **before** 5:00 pm, EST, Thursday, April 22, 2021. RFP Documents may be examined at the offices of Purchasing Division, located on the 5<sup>th</sup> Floor, City Hall Building, 306 Cedar Road. Electronic copies of RFP documents in PDF format are available for download on the Opwing the Demandetary where a Via website at

It shall be the responsibility of the offeror to monitor the City's website and above noted e-procurement websites for published

IF PROPOSALS ARE MAILED, SEND DIRECTLY TO THE PURCHASING DIVISION AT THE ADDRESS SHOWN ABOVE. IF HAND-DELIVERED, DELIVER TO: CITY HALL, PURCHASING DIVISION, 306 CEDAR ROAD, 5TH FLOOR, CHESAPEAKE, VA. PLEASE NOTE THAT ACCESS TO THE 5TH FLOOR OF CITY HALL IS RESTRICTED, PLEASE SEE THE INFORMATION DESK ON THE 1ST FLOOR FOR ACCESS. BIDDERS' SHOULD PLAN ACCORDINGLY TO ENSURE THEIR BID ARRIVES PRIOR TO THE DUE DATE AND TIME.

n Compliance with This Request for Proposal and To All The Conditions Imposed Therein and Hereby Incorporated By Reference, The Undersigned Offers, And Agrees To Furnish Services requested in the solicitation.

Title:

Check All That Apply: SBSD Certified Business

\_\_\_Small \_\_\_Women-Owned \_\_\_\_Minority-Owned Other: \_\_\_\_\_\_ SBSD # \_\_\_\_\_

Website Address:

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

download on the Onvia Demandstar web site at <u>www.demandstar.com</u>or eVA's website at

THIS SECTION IS TO BE COMPLETED BY OFFEROR'S AUTHORIZED REPRESENTATIVE

addenda. All fully executed addenda must be returned to the City with proposal submission

RFP NUMBER: 21-175 COMMODITY CODE: 91501

USING DEPARTMENT:

City of Chesapeake Chesapeake Convention & Visitors Bureau 1224 Progressive Drive

(Sian in Ink

(Please

Chesapeake, Virginia 23320

#### **REQUEST FOR PROPOSAL**

Website Design and Development For the Comprehensive Economic Development Strategy (CEDS)

> RFP ISSUE DATE: February 25, 2020 PROPOSALS DUE: March 17, 2020



Colin Tarbert, President & CEO

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**Contact Information:** Tiffany Townsend SVP, External Affairs nydc.ord

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- **B. PERTINENT DATES**



**REQUEST FOR PROPOSALS** 

Placemaking / Place Branding

#### Sept. 24, 2021

Friday, Oct. 22, 2021 Due Date & Time: 2 p.m.

> RFP Number: 8010-102221

P.O. Box 230 Mailing Address: High Point, N.C. 27261

Electronic Submittal Delivery Address: erik.conti@hiahpointnc.aov

Erik Conti, Purchasing Manager

336-883-3222 Phone:

Pre-Proposal Conference: NA

Purchasing Contact:

Email

IF YOU NEED ANY REASONABLE ACCOMMODATION FOR ANY TYPE OF DISABILITY IN ORDER TO PARTICIPATE IN THE PROCUREMENT, PLEASE CONTACT PURCHASING AS SOON AS POSSIBLE.

VENDOR NAME:

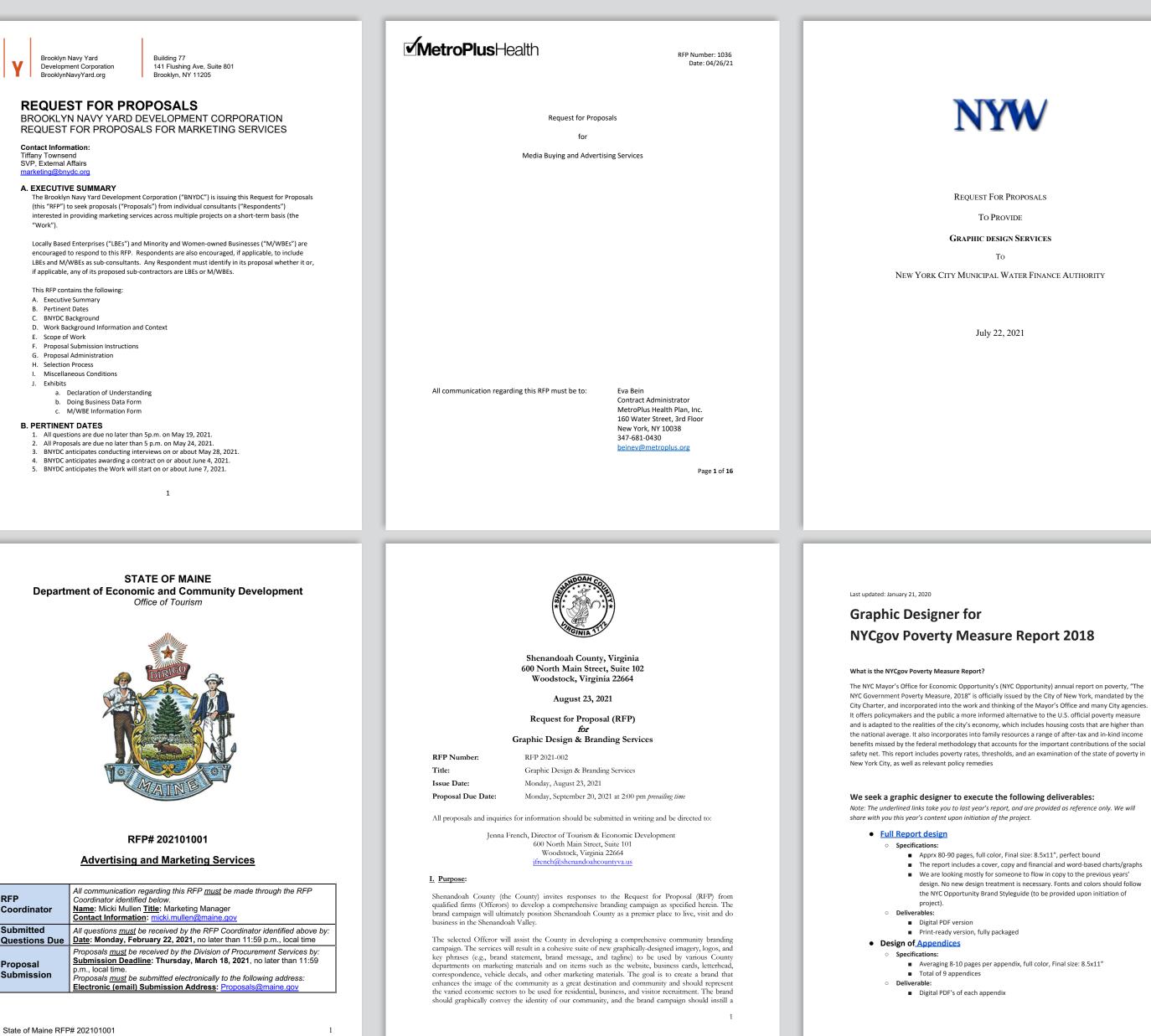
(Please include this cover page in your proposal.)

Coordinator Submitted Proposal Submission

State of Maine RFP# 202101001 Rev. 11/3/2020

### Bellweather

Zip Code:









#### NORTH CAROLINA'S INTERNATIONAL CIT

#### **REQUEST FOR PROPOSALS**

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Due Date & Time:	Friday, Oct. 22, 2021 2  p.m.
RFP Number:	8010-102221
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Delivery Address:	Electronic Submittal erik.conti@highpointnc.gov
Purchasing Contact: Email: Phone:	Erik Conti, Purchasing Manager <u>erik.conti@highpointnc.gov</u> 336-883-3222
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VENDOR NAME: \_\_\_\_\_

(Please include this cover page in your proposal.)



#### **Advertising and Marketing Services**

RFP Coordinator	All communicati Coordinator iden <u>Name</u> : Micki Mu <u>Contact Inform</u>
Submitted Questions Due	All questions <u>m</u> Date: Monday,
Proposal Submission	Proposals <u>must</u> Submission De p.m., local time. Proposals <u>must</u> Electronic (em

State of Maine RFP# 202101001 Rev. 11/3/2020

### Bellweather

#### STATE OF MAINE **Department of Economic and Community Development** Office of Tourism

#### **RFP# 202101001**

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nust be received by the RFP Coordinator identified above by: February 22, 2021, no later than 11:59 p.m., local time

be received by the Division of Procurement Services by: eadline: Thursday, March 18, 2021, no later than 11:59

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North Carolina's International Cit<sup>-</sup>

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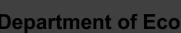
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Anticipated Start Date:	March 1, 2022

This Request for Proposals (RFP) is intended to result in a three-year contract beginning March 1, 2022, with an option to renew for two additional years. It is anticipated that the maximum amount of the contract will be \$1,500,000. However, the CFB makes no representations as to the amount of work that will be assigned under the contract.

**Proposers' Conference**: Vendors are encouraged to attend the proposers' conference to be held on Wednesday, October 6, at 1p.m. remotely via Microsoft Teams. Please use the following link to access the conference: October 6, 2021 Meeting: Ad Creative Agencies. The conference will include time for live Q&A and will be the only opportunity to discuss questions with project stakeholders in dialogue before proposals are due. Attendance is not mandatory but is strongly recommended. Any questions received after the conference will be answered in writing.

The conference will be recorded and a link will be sent to all vendors known to be in receipt of this RFP, as well as being posted publicly on the CFB's Vendor Opportunities webpage at <u>https://www.nyccfb.info/about/vendors</u>. To RSVP and/or request a recording of the conference, as well as copies of any vendor queries or amendments to this RFP that may be issued after the conference, please email <u>contracts@nyccfb.info</u>.

#### THE CAMPAIGN FINANCE BOARD

The <u>Campaign Finance Board (CFB)</u> administers one of the strongest, most effective campaign finance systems in the country. NYC's <u>matching funds program</u> amplifies the voice of average New Yorkers in city elections by matching their small contributions with public funds. By increasing the value of

NYC Campaign Finance Board



## Logo Name of Agency Name of RFP RFP #

Release date:	January 1, 2022	
RFP Coordinator:	All communication regarding this RFP must be made through the RFP coordinator identified below: Name, Email, Phone	
Proposer conference:	January 1, 2022, 5 p.m. EST	
Proposal submission:	Proposals must be submitted by email to the following address: email@email.gov	
Submission deadline:	January 1, 2022, 5 p.m. EST	
Vendor interviews:	Week of March 1, 2022	
Anticipated start date:	Week of April 1, 2022	

## Release **RFP** Coo Propose Proposa **Submiss** Vendor Anticipa

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interviews:	Week of March 1, 2022
ated start date:	Week of April 1, 2022





## Make your first-page help submissions

- » Make it easy for newer or smaller firms to submit by putting all the crucial content on the first page
- » Keep it short and scannable: it will be read close to deadlines!





### **Procurement Services** iSupplier Portal

Login and Registration Home

Current Bids and Solicitation Opportunities

Online Training Materials

Delegates

Help

eProcurement

### Current Bids and Solicitation Opportunities

#### eProcurement Bid and Solicitation Opportunities \*\*

Suppliers/Vendors who would like to respond to a solicitation / bid opportunity must be registered with the City of Chicago, Department of Procurement Services. If you have not registered with the City of Chicago, please refer back to the Registration Page.

\*Note: When viewing the eProcurement Bid Opportunities on-line (abstract), please make sure to click on details, then the PDF.

To View PreBid Attendee List click link below:

PreBid and PreSubmittal Conference Attendees

#### Non-eProcurement Bid and Solicitation Opportunities

Non-eProcurement opportunities are current competitively bid, RFP, RFQ, RFI and Small Order bids and addenda that cannot be responded to using iSupplier, but available for downloading. Some documents listed on the Website are not available for downloading due to size restrictions. All non-eProcurement documents are available in the Bid and Bond Room at 121 N. LaSalle St, Room 103, Chicago, IL.

\*\* For companies who are NOT registered in iSupplier and wish to download and review bid solicitations:

1) We encourage you to register in iSupplier (link to vendor registration page https://www.cityofchicago.org/city/en/depts/dps/isupplier/vendorregistration.html); Viewing or downloading the solicitation after logging into iSupplier will add you to the Specification Take-Out List. NOTE: Viewing the solicitation without logging in does not register you as a bid document holder!

2) If you are not registered and are viewing or downloading a specification/solicitation online, in order to register as bid document holder and receive notice of clarifications and addenda, you must provide your company's contact information to us via email or fax. You may email the information on your business card to us (your name, business name, business address, business phone, and email address) at bidandbond@cityofchicago.org or fax your business card to 312-744-5611 in order to be added to the Specification Take-Out List. Please include the specification/solicitation number.

3)\*\*\* Routine maintenance on the iSupplier system is scheduled for Thursday evenings between 8 pm and 9 pm. Other maintenance may be scheduled for evenings and/or weekends with or without notice. Bidders are advised to account for the possibility of such access interruptions while planning the submission of their bids.\*\*\*



New York has been made aware of a scam involving fraudulent State agency purchase orders. Please be on heightened alert should you receive any purchase orders that appear out of the ordinary from State agencies. Should you have any doubt about the authenticity of an order, please make sure to confirm by telephone with your established point of contact for the authorized user.

Opportunities posted 555		The			Log In
Opportunities posted in the last 7 days	NYSCR.ny.gov CC	ew York State Ontract Repo	w York State stract Reporter		Sign up and for your free
Total available opportunities 868	NYS' official source of Bringing business an	f contracting opportunities d government together			Click here to g
I want to find contracts to bid on	I want to advertise opportunities	Learn about the New York State Business Registry	>	Learn about de with New York	oing business

Every opportunity, every contract for a price that can't be beaten: *free!* 

#### Welcome to New York's official website of state procurement activity

Welcome to the NYS Contract Reporter (NYSCR), New York's official website of state procurement activity. All state agencies, authorities, state universities and public benefit corporations advertise bid opportunities valued at \$50,000 or more on this website. In addition, many New York municipalities, museums, libraries, and elementary and secondary schools, as well as eligible not-for-profits, advertise bid solicitations on the NYSCR site.

In addition to bid advertising, the NYSCR offers free bid notification service, plus a Business Registry for use by agencies. Prime contractors can use the Registry to maximize their connections to subcontractors and suppliers.

All NYSCR services are free but you must register to access the site's resources and sign up for bid notification messages. You can also complete an expanded registration, requiring more information about your business, to add your company to the Business Registry.

Browse contracting opportunities now

Register now for your free account!

#### Finding and tracking NYS opportunities is now easier than ever!

Besides the new look, the Contract Reporter has been redesigned to make finding contracting opportunities easy. Some of the new







## Market your RFP to creative agencies

- » Ask procurement if they can send RFP directly to agencies (rules can be stringent!)
- » Ask if you can post on social, send to industry boards, etc.
- » Review UX for the RFP site: procurement portals can be scary!



## EQUITY-BASED RULES FOR SUBMISSIONS

## No printing or shipping

Bellweather

No spec work

## Look for WMBE: Women / Minority Business Enterprises



### Procurement

### RFP

### Establish partnership with procurement

Market your RFP to creative agencies

No printing or shipping

Bellweather

### Page limits help equity + focus

### Make your first-page help submissions

### Logo Name of Agency Name of RFP RFP #

All communication regarding this RFP must be made through the RFP RFP Coordinator ordinator identified below ame, Email, Phone anuary 1, 2022, 5 p.m. EST oosals must be submitted by ema to the following address: email@email.gov January 1, 2022, 5 p.m. EST nission deadline Week of March 1. 202 nticipated start date: Week of April 1, 2022

January 1, 2022

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# Thank you!

## Emily@bellweather.agency

Bellweather



