



Sequoia Parks Conservancy Request for Proposals for Branding Services

Date issued	July 23, 2021
Due	August 27, 2021
Contact	Gary Rogers GaryR@sequoiaparks.org 559-765-5852

REQUEST FOR PROPOSALS

Giant Sequoia Lands Coalition Branding Package

Sequoia Parks Conservancy invites the submission of proposals for the preparation of a branding package supporting Sequoia and Kings Canyon National Parks and a multi-member coalition to promote awareness and inspire action to address the threats posed to giant sequoias.

Proposals are due by August 27, 2021.

Proposals can be emailed (preferred) to GaryR@sequoiaparks.org.

Alternatively, proposals can be mailed to

Sequoia Parks Conservancy RFP
47050 Generals Hwy Unit 10
Three Rivers, CA 93271

Mailed proposals must arrive by the due date, no postmarked dates.

Late submittals will not be considered.

Point of Contact:

Gary Rogers

559-765-5852

GaryR@sequoiaparks.org

Sequoia Parks Conservancy is seeking proposals from qualified respondents to provide branding services to raise public awareness about giant sequoias. Respondents with experience in developing organizational branding are encouraged to apply. Preference will be given to respondents with previous experience in creating environmental and conservation-focused brands.

1. Background

Sequoia Parks Conservancy (SPC) is the official nonprofit partner of Sequoia and Kings Canyon National Parks which sees more than two million visitors a year. The mission of SPC is to fund and enable projects and programs that protect, preserve, and provide access to the natural and cultural resources of Sequoia and Kings Canyon National Parks. The Conservancy's purpose and mission are evident in the award-winning interpretive and educational programs offered through the Field Institute, a wide assortment of park-themed retail products, and an effective philanthropy program.

The National Park Service (NPS) preserves unimpaired the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.

2. Target Audience

The target audience includes national and international press, donors, general public, and coalition members' supporters.

3. Challenges and Issues

Creating empathy with people who have never seen or heard of giant sequoias; promoting environmental issues during a time of great humanitarian crisis; standing out among the large number of established nature and forest protection organizations.

4. Project Goals

The goals of this project are to raise public awareness on a national and international level about the threats facing giant sequoias and inspire public action to address those threats. These threats include climate change, drought, bark beetles, and high-severity wildfires. Resulting public actions could include changing behaviors, donating to relief funds, seeking self-education, volunteering, educating others, and joining activism efforts.

5. Experience Required

Respondents must have substantial experience in developing visual identity, logo design, and successful brands that promote empathy and action for environmental causes.

6. Scope of Services

Respondents are encouraged to submit a proposal that addresses the following scope of work:

- Develop a branding package which includes
 - brand tagline,
 - graphic design of logo, including options with and without a tagline,
 - typeface and color palette,
 - web iconography,
 - branded Powerpoint slide templates, and
 - master copies (hard and digital) of final products and all other relevant documentation.
- Desired budget range: \$5,000-\$10,000

7. Anticipated Selection Schedule

The RFP timeline is as follows:

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|--|----------------------|
| 1. RFP release date: | July 23, 2021 |
| 2. Deadline for bidders to submit questions: | August 6, 2021 |
| 3. SPC responds to bidder questions: | August 16, 2021 |
| 4. Proposals due: | August 27, 2021 |
| 5. Interview of respondents: | September 6-17, 2021 |
| 6. Selection of respondents: | September 24, 2021 |
| 7. Begin Implementation: | October 4, 2021 |
| 8. Project Completion: | January 31, 2022 |

8. Submitting Proposals

Please email a PDF of your proposal to GaryR@sequoiaparks.org. Large files can be sent via Dropbox or similar service. Proposals must be received before August 27, 2021.

Alternatively, proposals can be mailed to

Sequoia Parks Conservancy
ATTN: Branding RFP
47050 Generals Hwy Unit 10
Three Rivers, CA 93271

9. Elements of Proposal

Submissions shall follow the format and content specifications below:

Cover page with the following:

1. Title "Proposal for [PROJECT NAME]"
2. Date of submittal
3. Respondent's name and contact information

Clearly label each following section below:

1. **EXPERIENCE:** Include a statement outlining the respondent's experience as it relates to the scope of work. Include examples of past projects, deliverables, and any awards won. Include relevant work with nonprofit or environmental organizations, 1 page maximum.
2. **REFERENCES:** A list of four (4) references for similar work, including name, company, phone and email. Include a brief explanation of work completed for each, 1 page maximum.
3. **OVERVIEW:** Description of the respondent that includes a general overview with names and credentials, 1 page maximum.
4. **TIMELINE:** Proposed project timeline from kickoff to final deliverables, no page limit.
5. **BUDGET:** Your budget should include
 - a. a brief narrative overview and rationale of the deliverables,
 - b. a line-item budget for the stages of development in which you will provide the work described in this RFP, and
 - c. concise budget narratives that explain the purpose of a stage or cost.
6. **RELEVANT WORK:** Include relevant portfolio examples including links to other projects, up to 10 pages.

10. Evaluation Criteria

Proposals will be reviewed and evaluated by a committee made up of representatives from SPC and NPS. Criteria for evaluation will include but not be limited to demonstrated knowledge, skills, and experience in branding design, ability to meet past clients' deadlines and operate within budget, cost-effectiveness of proposal, and recommendations from past clients. The

review committee may select all, some, or none of the respondents for interviews. The review committee may also request additional information from respondents at any time prior to final approval of a selected respondent. A winning proposal will have relevant experience, four references, an organized timeline, and a thorough cost proposal.

11. Award of Employment Contract and Reservation of Rights:

SPC reserves the right to award one, more than one, or no contract in response to this RFP. The contract, if awarded, will be awarded to the respondent(s) whose submittal(s) is deemed most advantageous to the project, as determined by the review committee. SPC reserves the right to accept one or more proposals or reject any or all proposals received in response to this RFP. SPC also reserves the right to terminate this RFP, and reissue a subsequent solicitation, and/or remedy technical errors in the RFP process. SPC will require the selected respondent(s) to execute a contract with SPC. No work shall commence until SPC signs the contract document(s). In the event the parties cannot negotiate and execute a contract within the time specified, SPC reserves the right to terminate negotiations with the selected respondent and commence negotiations with another respondent. This RFP does not commit SPC to enter into a contract, award any services related to this RFP, nor does it obligate SPC to pay any costs incurred in preparation or submission of a proposal or in anticipation of a contract.

Upon conclusion of the project, exclusive rights to all deliverables will belong to SPC and NPS. SPC and NPS can transfer rights to all deliverables to other agencies, coalition partners, and any other party, including general public.