



**To: Prospective Supplier**

**From: Kip Smalligan, Sr Strategic Sourcing Specialist, Procurement Services**  
**Phone: 616/331-3211, Fax: 616/331-3287, smalligk@gvsu.edu**

**Date: May 12, 2015**

**Subject: Request for Proposal #215-36**  
**Advertising Agency for Image/Brand Campaign**

Grand Valley State University is accepting proposals for an advertising agency to assist with the creation of an overall image/brand campaign for the university. See the below instructions and specifications.

If you wish to provide this service, please mail or drop off your sealed proposal no later than **5:00 p.m. on Monday June 22, 2015 to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Drive, Allendale, MI 49401-9403.** Your proposal must be received by this date and time. Proposals will not be accepted by telephone, e-mail, fax, or verbal. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Questions should be directed to Nancy French, Sr. Director of Communications, University Development, frenchna@gvsu.edu, 616/331-5704. Note that Nancy will be out of the office May 18-22; there may be a delay in responses that week.

## **GVSU RFP #215-36: Advertising Agency for Image/Brand Campaign: Instructions**

1. Proposals must be received no later than 5:00 p.m. on Monday June 22, 2015 to Attention: Kip Smalligan, Grand Valley State University, Procurement Services, 2015 Zumberge Hall, 1 Campus Drive, Allendale, MI 49401-9403. Your proposal must be received by this date and time. No telephone, e-mail, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Before sealing the envelope, check that:

The proposal is signed

Any addenda received are acknowledged

RFP #215-36 number is on outside of your proposal envelope or package.

2. Project Schedule

RFP Proposals Due: June 22, 2015 at 5:00 p.m.

Phase I agencies selected: July 2, 2015

Phase I download meetings: July 6 - July 17, 2015 between GVSU and selected agencies

Phase I agency presentations: August 11 - August 17, 2015

Phase II agency selected: August 31, 2015

Phase II implementation: September 1, 2015 - June 2016 (schedule for each item to be provided)

3. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers who were sent notice of the RFP. Notice also will be posted on the Bid Opportunities page of the GVSU Procurement Services website at <http://gvsu.edu/purchasing/bid-opportunities--35.htm>. Each supplier should acknowledge receipt of addenda in their proposal, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
4. Please submit one copy of your proposal. Limit the number of pages in the proposal to five. Provide online links for background information on the agency as needed. If agencies wish to put their proposal on CD with online links that would be acceptable.
5. GVSU reserves the right to reject any or all proposals.
6. Grand Valley State University is Michigan state sales & use tax exempt. Our exemption certificate is available online at [www.gvsu.edu/purchasing](http://www.gvsu.edu/purchasing) (see Popular Pages links)
7. Acceptance of awarded proposal will be made by GVSU purchase order.
8. Direct questions regarding the RFP to Nancy French, Sr. Director of Communications, University Development, 616/331-5704, [frenchna@gvsu.edu](mailto:frenchna@gvsu.edu). Note that Nancy will be out of the office May 18-22; there may be a delay in responses that week.

## **GVSU RFP #215-36: Advertising Agency for Image/Brand Campaign: Specifications**

### **Background**

This request for proposal is for assistance with the creation of an overall image/brand advertising campaign concept for Grand Valley State University including related creative concepts for the university's admissions and recruitment efforts, and its next comprehensive fundraising campaign.

Grand Valley State University is becoming one of the nation's premiere Carnegie classification "Master's Large" institutions of higher education grounded in the tradition of liberal education. Dedicated to teaching and learning excellence, Grand Valley is Michigan's most intentionally and strategically, student focused public university. For more information and quick facts about Grand Valley visit [www.gvsu.edu/aboutgvsu.htm](http://www.gvsu.edu/aboutgvsu.htm)

This project will help express Grand Valley's culture and unique position in higher education in our region and our state in a way that will attract and retain students, engage alumni, and encourage support from friends of the university. GVSU seeks to unify the expression of the university's unique attributes across its primary external facing communications in a creative concept that can extend to a family of creative treatments for various audiences.

The university has a current image campaign titled 'Find'. The landing page for this campaign can be found at [www.gvsu.edu/findwithin.htm](http://www.gvsu.edu/findwithin.htm)

The creative concept that will result from this RFP will be developed within the university's existing graphic standards which can be reviewed at [www.gvsu.edu/identity/](http://www.gvsu.edu/identity/)

### **Project Objectives**

- Develop a creative concept for the umbrella GVSU image/brand
- Develop creative concepts within the umbrella concept for 1) A Development comprehensive fundraising campaign, and 2) An Admissions undergraduate recruitment marketing/advertising campaign
- Refine and polish the draft case for giving
- Create initial communication vehicles

### **Phase I**

1. After review of all the RFP proposals, two to three agencies will be selected to participate in Phase I. The selected agencies will provide one rough spec umbrella concept, with Admissions and Development sub-concepts executed in the following:
  - a. Image Advertising: one print ad, one billboard
  - b. Web: Design for one image campaign landing page, one Development website home page. The agency should keep in mind that the university's content management system facilitates the use of HTML, CSS or Javascript.
  - c. Print: One cover/one spread from a Development campaign piece and one cover/one spread from an Admissions Senior Viewbook

- d. Video: One 30 second concept video (NOTE: This should be similar to a concept board but in video. It is not GVSU's expectation that new filming would not be needed for this video. The use of existing, available images and music to portray the depth and emotion of the concept as it might be executed in events or multi-media presentation is the purpose of this element of the concept.)
2. The university reserves the right to reduce the number of deliverables as necessary after reviewing the RFP proposals.
3. There will be one download meeting with each selected Phase I agency to receive strategic direction from GVSU prior to spec work. All strategic direction and documentation will be provided by GVSU.
4. Agencies will present one, hour-long presentation of their concept to the GVSU team when the spec work is completed and ready to share.
5. GVSU requires all spec creative files delivered digitally one week following the presentation in Adobe CS6 format.
6. GVSU has established a \$20,000 spending limit per selected agency for all spec work in Phase I. Reasonable travel expenses and download meeting time could be over and above the \$20,000 as needed. Provide an estimate of these expenses in your proposal.
7. GVSU will own the higher education rights to all concepts presented by all agencies for 10 years following the presentation.

## **Phase II**

After the Phase I presentations, a single agency will be selected to go forward with their concept for Phase II. The agency selected will further develop the concept and execute the following:

- a. A message brief to solidify the overall image/brand campaign messaging
- b. Graphic standards guidelines for the image/brand campaign and related concepts
- c. Refined case language for the university's fundraising campaign for use in promotional materials.
- d. An initial campaign print piece for Development (please base estimates on a 12 page, color, print brochure with new photography and copy)
- e. A letterhead package for the fundraising campaign
- f. Graphic files for GVSU team to use in execution (Adobe CS6 format)

## **RFP Proposal Requirements and Considerations**

1. Agency proposals and cost estimates should include **both phases** and include as much itemization as possible.
2. Preference will be given for agencies with experience in higher education/non-profit branding, with extra consideration for those with demonstrated fundraising campaign experience.
3. GVSU is seeking agencies without a current conflict of interest with any other Michigan public university, or West Michigan based private college or university. This means work currently being done in marketing, communications, public relations, fundraising, or recruitment capacity.

4. GVSU will require written confidentiality agreements with all agencies selected for Phase I and Phase II.
5. State the specific team members that will be committed to this project with the specific role and level of involvement for each. Include links to resumes or equivalent description of experience. Members must be committed for both phases.
6. The specific team members must be available to work on this project as described for the full time period of the project schedule (July 2015 – June 2016).
7. Provide three client references (names, contact information) for projects comparable to GVSU's. Describe the scope of the project.
8. Evaluation Criteria
  - Assessment of creative competency
  - Assessment of staff team expertise assigned to project
  - References
  - Costs
9. Nancy French will be GVSU's single point of contact with the agencies for both phases to streamline communications and approvals and reduce costs. Note that Nancy will be out of the office May 18-22; there may be a delay in responses that week.

**PROPOSAL FORM**

**Advertising Agency for Image/Brand Campaign • RFP #215-36**

The undersigned certifies that to the best of his/her knowledge:

- There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.
- The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) \_\_\_\_\_

The undersigned further certifies that their company \_\_\_\_ IS or \_\_\_\_IS NOT currently debarred, suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of \_\_\_\_\_
- An individual doing business as (DBA) \_\_\_\_\_

Supplier declares that company is at least 51% owned, controlled and actively managed by (check all that apply):

- African-American
- Asian American
- Hispanic American
- Native American
- Multi-Racial
- Woman/Women
- ADA Disabled Person(s)

Supplier acknowledges receipt of the following addenda:

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

I. BASE PROPOSAL: Attach your total budget proposed for PHASE I AND II.

II. The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address City/State/Zip Code

\_\_\_\_\_  
Office Phone No. Cellular Phone No. Fax No.

\_\_\_\_\_  
Authorized Agent Signature Name & Title

\_\_\_\_\_  
Witness Signature Name

\_\_\_\_\_  
Tax Identification No. Date

III. ACCEPTANCE: This proposal is accepted by Grand Valley State University

\_\_\_\_\_  
Authorized Agent Signature Name & Title

\_\_\_\_\_  
Witness Signature Name

\_\_\_\_\_  
Office Phone No. Cellular Phone No. Fax No.

38 1684280  
GVSU Tax Identification No. Date