

Request for Proposals: Revolving Loan Fund Marketing and Promotion



Request for Proposal: Revolving Loan Fund (RLF) Marketing and Promotion

Background: In 2020, East Central Iowa Council of Governments (ECICOG) received \$4.25 million revolving loan fund grant from the Economic Development Administration to assist businesses with economic recovery due to the COVID-19 pandemic. Although not restricted to just COVID issues, this RLF will concentrate on new and existing businesses that need monetary assistance to start, maintain or grow their business. Businesses in Benton, Iowa, Johnson, Jones, Linn, and Washington counties are eligible. ECICOG is seeking a firm to assist in various aspects of marketing and promoting the Revolving Loan Fund.

Services:

- Develop brand, logo and targeted messages for various marketing platforms.
- Develop a comprehensive profile of potential markets.
- Develop a strategic cohesive marketing plan to deliver the message(s).
- Provide graphic design and content development for digital/video, print, and collateral material.
- Create a budget and funding options for an integrated marketing plan.
- Assist in the implementation of the marketing plan.
- Develop RLF success stories for print or video release.

To Submit A Proposal:

Provide a brief summary of the following information to Robyn Jacobson at robyn.jacobson@ecicog.org by Wednesday September 23, 2020:

- Company profile
- Qualifications of staff assigned to the project
- Summary of your approach to the project including proposed deliverables and timeline
- Three examples of similar work
- Three references from previous clients
- Pricing

Proposals will be evaluated based on the following criteria:

- Qualifications and project approach
- Experience with similar projects
- Cost

Once selection is made, all vendors who responded will be notified. Once commenced, project should be complete as soon as reasonable, with ECICOG determining priority of various project elements.

Questions can be directed to Robyn Jacobson at robyn.jacobson@ecicog.org or (319) 389-8995.