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## REQUEST FOR PROPOSAL

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### Marketing Services ASSOCIATED GOVERNMENTS OF NORTHWEST COLORADO

#### PURPOSE

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Associated Governments of Northwest Colorado (AGNC) seeks to engage the services of an experienced marketing professional to assist with strategic planning, positioning, brand development, campaign development, and other associated disciplines.

#### ABOUT

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The mission of AGNC is to communicate, inform, and advocate for the resilience of Northwest Colorado by promoting the values, industries, economies, and spirit that define our region.

As the representative for the council of governments of Northwest Colorado, AGNC empowers opportunities for our communities and those who wish to make Northwest Colorado their home. Trusted to represent our members, we **advocate** for resources that advance the stability, **growth**, and resilience of our region, **navigate** government relations, and **communicate** our collective vision.

#### BRAND

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##### Pillars

Advocacy

Growth

Navigation

Communications

##### Position

*We champion new pioneers in the American West*

## OUTCOME

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The goal of this RFP is to gain a business partner with skills, vision, creativity, and experience to increase the collective visibility, voice, and stature of our members, using marketing strategies, tactics, and tools such as:

- Cultivating the brand definition and narrative
- Advancing communications and engagement strategies
- Increasing awareness of the organization and the region

## SCOPE OF SERVICES

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The selected vendor will function as the organization's partner and representative for marketing activities. Collaborating with the staff, management, and members, assigned activities may include:

- Strategic development and budget management
- Branding, positioning, and campaign development
- Project management, coordination, and reporting
- Job scoping, selection, and management of specialized vendors
- Website and web-based tools planning and development
- Creative direction, copywriting, and content development
- Preparation and delivery of presentations
- Demonstrated understanding of current marketing practices using evidence-based recommendations
- Other duties as assigned

## QUALIFICATIONS and EVALUATION

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The successful candidate must possess the required skills, and be flexible to the organization's needs, on an as-needed, hourly basis. Please include fee structure, material cost policy, and a description of your billing practices and terms. Examples of your work are required. Demonstrating any of the following may enhance your candidacy:

- Depth of experience and background in marketing services relating to economic development and/or public organizations
- Public policy and economic development experience
- Direct market experience in Northwest Colorado

- Distinctions, awards, recognitions, and other notables
- Creativity with an emphasis on simple design and emotional appeal
- Team that will be involved and project approach – preference given to local, Northwest Colorado vendors
- References required.

## DEADLINES AND TIMING

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AGNC may be following guidelines established by funding providers for this RFP, which may alter the timing and deadlines. Proposals must be received by 5:00 pm MST.

Candidates are responsible for all expenses associated with preparing their proposal. Finalists may be required to make a personal presentation at their own expense.

Action	Deadline	
RFP posted	07/05/2024	
Questions *not required		
Written (email)	07/08/24 – 07/19/24	Contact Mistalynn Meyeraan:
Open Office Hours (email for Zoom link)	07/09/2024, 10am	<a href="mailto:mistalynn@agnc.org">mistalynn@agnc.org</a>
Proposal Submission	07/19/2024	
Winner Announced	07/23/2024	

## SUBMISSIONS

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Send electronic proposals to:

Mistalynn Meyeraan

[mistalynn@agnc.org](mailto:mistalynn@agnc.org)

If you wish to submit a hard copy, it may be sent to:

Associated Governments of Northwest Colorado

195 14<sup>th</sup> Street, Building D

Rifle, Colorado 81650

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