



Request for Proposals Rebranding and Website Design Project

RFP DEADLINE: Friday, July 21, 2017 - 4pm.

SUBMIT TO: Electronic submissions of the proposals are preferred and should be submitted to patvbranding@gmail.com with "Proposal for Rebranding and Website Design" in the subject line.

Organization Mission:

Mission:

PATV's mission is to promote and produce television programming of an educational, literary, cultural, and civic nature. Our programming reflects the diversity and interests of our community and residents. PATV aims to heighten community awareness and increase community participation through the production and viewing of local television, and to encourage programming to reflect the concerns, interests and activities of our community.

Organization Background:

The Public Access Television Corporation's first cablecast aired on Oct. 2, 1984. In 1991, after seven years of providing television programming to Long Island and surrounding communities, PATV became a section 501(c)(3) non-profit organization. In 1996, the organization launched its first signature program, the Playwrights Project, followed by the Women in Technology Project in 2005, the Veterans Project in 2007, and the Youth Project/TeenTV in 2008. PATV has received numerous awards for programming excellence, including Overall Excellence in Public Access TV in 2004, 2008, 2013, 2015 and 2016 from the Alliance for Community Media based in Washington, D.C. These awards speak to PATV's exemplary outreach to and representation of the community. PATV has also received two New York Emmy Award nominations for our Veterans Project. The first nomination came in 2012 for our segment "Veterans Stories - World War II," and the second in 2015 for "Welcome Home" Vietnam Veterans Stories.

(For additional information, please see: www.patv.org)

Project Scope:

PATV seeks a firm with experience in re-branding and website development with non-profit organizations to work in close consultation with PATV's staff and Board of Directors to rebrand the organization, and deliver an executable brand package and updated website. PATV's mission and vision will remain the same.

PHASE I

1. Conduct research of our audiences to determine their perceptions of our brand
2. Audit the organization's print and digital communications over the last 12 months to determine what explicit and implicit messages are being sent

PHASE II

Using completed research and recommendations to finalize their work, the selected firm will produce the following project deliverables:

3. Revised organization logo
4. Detailed brand package including fonts, brand assets, other graphic elements, and color palettes for a host of collateral materials.
5. Branding package standards and usage guide
6. Conduct research of our audiences to determine their perceptions of our brand
7. Audit the organization's print and digital communications over the last 12 months to determine what explicit and implicit messages are being sent
8. Develop a brand strategy that specifies the organization's primary audiences, brand values, personality, value proposition, brand positioning and brand promise
9. Develop brand messaging and train staff on its use
10. Create a new tagline for the organization
11. Establish a new visual identity for the organization and create a visual identity standards manual or brand book that governs the use of the identity
12. Update Website Design
13. Guidance on brand launch

PHASE III

The rebranding work is expected to seamlessly include PATV's website redesign, which will begin in conjunction with the rebranding. The development of standards and usage guide should be developed with that in mind. The firm should lead in the creation of the website to be resourceful, informative, and serve as a marketing and fundraising asset that provides a friendly environment which emphasizes access to the public and our members.

Website features and enhancements:

1. Develop a highly beneficial, cost-effective, easy to use, interactive, and architecturally sound website.
2. Visually appealing – The site must have an attractive mix of photos, videos, graphics and text.
3. For ease of use, the website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
4. Drive users to actions such as: Join, Donate, Attend, Volunteer, Search programs

5. Allow for interactivity. Include e-mail response, surveys, feedback, online forms, online payments, and access to various calendars. The designer must incorporate the ability for users to complete interactive online forms for such tasks as membership, donations, and volunteering.
6. Form Printing. A number of static forms will be available for printing. Website must have links or embedded plug-ins for opening and viewing these documents.
7. Easily updated, with a content management system (CMS). Respondent should list the software that would be used to create the site.
8. Provide the ability to conduct secure financial transactions online, for donations, ticket sales, and other goods.
9. Optimized for mobile-use - according to Google's mobile responsive guidelines & score
10. Advanced Google Analytics implementation using Google Tag Manager to track website activity and event triggers
11. Mailchimp integration with the website using API
12. Mandrill or Sendgrid integration for transactional emails using API
13. Mention security precautions taken to ensure user data safety.
14. Google calendar API integration to allow PATV staff to update programming schedule

The information on the website should be directed towards members, the community, businesses, visitors, prospective members and residents, elected officials, other government agencies, civic groups, associations, youth and senior citizen groups, and any person or agency seeking to donate, volunteer, or obtain information about PATV.

Anticipated Schedule:

- RFP issued Monday, June 26th, 2017
- Questions due to PATV Friday, July 14th 2017 by 4:00pm
- Proposals due to PATV Friday, July 21st 2017 by 4:00pm
- Decision Thursday, August 10th, 2017

Project Duration:

It is expected that this rebranding and website project will be completed within 90 days of contracting with PATV.

Proposal Guidelines and Requirements:

Proposals must include the following:

1. Firm profile, including why you formed your firm and core competencies
2. Describe in detail your approach and process for brand and website development, including your ideal relationship with a client
 - * Summary of re-branding experience, include examples that illustrate the process from research to package delivery
 - * Summary of website experience, include examples that illustrate the process from building structure to launching the site live
3. Profiles of key staff
4. Proposed approach, work plan, and timeline
5. Description of experience with nonprofit or community organizations, if applicable

6. Summary explaining succinctly why your firm is most qualified
7. Provide a detailed fee proposal which outlines the specific activities that will be performed during the brand process.
8. List of three references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.

Proposal Evaluation:

Proposals are due to PATV by 4pm on Friday, July 21st, 2017. Selection criteria are outlined below and will be used to evaluate proposals. This RFP does not commit PATV to award a contract or to pay any costs incurred in the preparation or submission of proposals. PATV reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the PATV. Selection of the successful proposal will be made based upon the bidder's:

- Responsiveness to work scope and program needs
- Demonstrated experience and expertise in similar projects
- Cost and time effectiveness
- Personnel assigned: bios, qualifications

Contract Terms:

The proposed contract period for services is through the completion of the project.

All material produced, data collected, and reports generated by the subcontractor on behalf of PATV are confidential and become the exclusive property of PATV. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by PATV to do so.

This RFP does not commit PATV to pay any costs incurred in the preparation of a proposal or to procure or contract for services PATV reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and to cancel the RFP, in part or in its entirety at its sole discretion.

Contact Information:

Questions regarding this RFP should be submitted to: patvbranding@gmail.com.