

Request for Proposal (RFP): Rebranding for Visit Belmont NC

1. Introduction: Visit Belmont NC is a tourism organization dedicated to promoting the attractions, events, and experiences in Belmont, North Carolina. As part of our commitment to enhancing our brand presence and effectively communicating our unique offerings to visitors, we are seeking proposals for a comprehensive rebranding initiative.

2. Scope of Work: We are looking for a qualified vendor to undertake the following tasks as part of the rebranding project:

- Develop a new brand identity that reflects the essence of Belmont, NC and resonates with our target audience.
- Create a cohesive messaging strategy that effectively communicates our brand values, mission, and key offerings.
- Design and develop new visual assets including a logo, color palette, typography, and imagery.
- Provide guidelines and templates for brand implementation across various marketing channels and materials.

Additional potential scope:

- Redesign the Visit Belmont NC website (visitbelmontnc.org) to align with the new brand identity and improve user experience.

3. Project Timeline:

- Deadline for submission of proposals: June 6th, 2024.

The Belmont Tourism Development Authority (BTDA) intends to select up to four qualified respondents for first-round interviews either in person or via videoconference. Following interviews, the winning proposal will be hired by the BTDA for the project.

4. Proposal Guidelines: Interested vendors are requested to submit a detailed proposal addressing the following:

- Overview of the vendor's experience and expertise in rebranding projects, specifically within the tourism or hospitality industry.
- Approach and methodology for conducting the rebranding process, including research, strategy development, and implementation.
- Portfolio showcasing relevant past projects and successful rebranding initiatives.
- Proposed timeline and milestones for the project.
- Budget estimate, including breakdown of costs and pricing structure.

5. Budget Determination: The budget for the rebranding project will be determined based on the initial submissions received from vendors. Upon selecting the first round of respondents for further consideration, the finalized budget will be shared along with any

additional project details. Respondents are encouraged to provide competitive pricing while ensuring quality and value in their proposals.

6. Evaluation Criteria: Proposals will be evaluated based on the following criteria:

- Creativity and innovation in proposed brand concepts and strategies.
- Alignment with Visit Belmont NC's goals and objectives.
- Consideration of Belmont, NC city branding and Go Gaston NC branding.
- Feasibility of proposed timeline and budget.
- Quality of past work and client references.

7. Proposal Submission: Proposals must be submitted electronically to dbandoly@visitbelmontnc.org no later than June 6th, 2024.

Or:

By Mail:

City of Belmont
PO Box 431
Belmont, NC 28012
Attention: Jamie Campbell
RFQ 2024.05.01

Hand Delivery:

City of Belmont
Administration Department
1401 E. Catawba Street
Belmont, NC 28012
Attention: Jamie Campbell
RFQ 2024.05.01

Any inquiries or requests for clarification should be directed to dbandoly@visitbelmontnc.org.

8. Contractual Terms and Conditions: The selected vendor will be required to enter into a formal agreement with Visit Belmont NC, outlining the terms and conditions of the project, including payment schedules, intellectual property rights, and termination clauses.

9. Contact Information: For inquiries or further information regarding this RFP, please contact: Daniel Bandoly, BTDA Chair, dbandoly@visitbelmontnc.org.

We look forward to receiving innovative proposals from qualified vendors who share our vision for enhancing the Visit Belmont NC brand. Thank you for your interest and participation.

Sincerely,

Daniel Bandoly
Chair
Belmont Tourism Development Authority