



# REQUEST FOR PROPOSAL

Marketing Campaign

October 8, 2019

## **GUIDELINES AND REQUIREMENTS**

The purpose of this RFP is to provide a fair evaluation process for each candidate. Proposals must be submitted in accordance with the following guidelines and requirements:

Proposals must be received by 5:00 pm PST on Friday, October 18, 2019. Proposals received after the deadline will not be considered.

Please provide us with an all-inclusive price quote.

Please notify us of your intent to use subcontractors in your proposal. Sub-contractors must be identified and the work they will perform must be defined. Nevada Legal Services will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

## **CONTRACT TERMS**

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Nevada Legal Services will negotiate contract terms upon selection. All contracts are subject to review by the Nevada Legal Services (NLS) legal counsel.

The candidate selected to receive the contract award will be notified via email by no later than 5pm PST on November 15, 2019.

The project will commence upon the signing of an agreement or contract, which outlines terms, scope, budget and other necessary items by both parties. The budget for this contract could potentially scale \$30,000 however, the team and boards of directors reserve the right to adjust this amount based on the content of proposals and related factors.

## **ABOUT, SCOPE OF WORK AND PARAMETERS**

### **About**

Nevada Legal Services (NLS) mission is to strengthen the community by ensuring fairness and providing equal access to justice for low-income Nevadans is seeking to hire a marketing and branding company. NLS currently has no marketing strategy. We need rebranding. All completed work will remain the property of NLS.

Nevada Legal Services is a 501-c-3 non-profit organization, formed in 1982, that serves all 17 counties and 23 Indian Reservations in Nevada. Nevada Legal Services has offices in Reno, Las Vegas, Carson City, Elko, and Yerington and is the only legal organization that provides free legal services to the entire State of Nevada. We provide more free legal services to low income Nevadans than any other legal services organization in Nevada. NLS primarily serves clients with incomes at or below 200% of the Federal Poverty Level with limited assets.

We are a statewide, nonpublic interest law firm funded by grants from the Legal Services Corporation, the Nevada Bar Foundation, and other state, federal, and private grants. We do not handle criminal law cases; our practice is civil law:

- Community Development
- Consumer Issues
- Elder Law
- Family Law Matters
- Government Benefit Denials
- IRS Tax Disputes
- Native American Tribal Courts
- Ryan White Part B
- Subsidized Housing and Mobile Home Parks
- Tenants' Rights Center
- Veterans and Rural Services

### **Scope of Work**

NLS is seeking professional services to assist it in defining, developing, and refining its message(s), and planning a multi-media, multi-month messaging/marketing campaign and website enhancements leading up to and through its 40th anniversary year in 2021. In conjunction with its 40th Anniversary, NLS seeks to develop a multi-media messaging plan that highlights its services, builds community awareness and understanding, and reinforces its name and reputation.

The creative component requires the development of unique creative assets to support integrated marketing campaigns that encompass the incredible diversity of the State of Nevada. Candidates must demonstrate a proven history of strategic and effective nonprofit related marketing services.

Recommended elements:

- 40<sup>th</sup> Anniversary Logo Design Enhancement
- Main Marketing Collateral Design:
  - One-sheet Overview (8.5 x 11 printable pdf)
  - One Brochure template - Rack-styled 4-6 panel mailer/handout
- Website Branding Update (WordPress site)
  - Website outline, wire frame if different from existing site, content draft, metatag list
  - WordPress responsive template programming and testing on browsers and devices
  - ADA compliancy, XML site map, Google analytics implementation, 2-week quality assurance period
- Branding PowerPoint Presentation
  - Application of content and design for approx. 15-20 slides

## **PARAMETERS & DELIVERY**

Guidelines will be provided to the successful bidder. Standard turn-around time is dependent on the size and scope of each particular request with a mutually agreed upon delivery date. Successful bidder must provide NLS with a Tax ID prior to the commencement of the contract.

Proposers requiring clarification of interpretation of any section contained in this RFP shall make an email inquiry to NLS's Director of Development by no later than October 15, 2019

## **Proposal Timeline**

This RFP is dated October 8, 2019

**Proposals are due no later than 5:00 pm PST on Friday, October 18, 2019**

Submit proposal via email to: Sylvia V. Henry | Director of Development | [shenry@nlslaw.net](mailto:shenry@nlslaw.net)