

REQUEST FOR PROPOSAL

Brook Group, LTD., a leading provider of Web design, development, and content management services, is requesting entries from non-profit organizations for its 2007 Giving Back program.

Purpose of the Request for Proposal (RFP)

Brook Group's success is due in large part to the support of our community; therefore, we feel it is vital to give back. Each year Brook Group donates its time and services to organizations that serve others. Our *Giving Back* program is part of our efforts.

The purpose of this RFP is to gather information in order to select the most worthy recipient for the 2007 *Giving Back* award. Brook Group will work with the winning organization to develop or redesign a Web site that will enable it to effectively achieve its mission. Brook Group will base its decision on the degree of need, quality of the responses, size of internal communications team, and ability of Brook Group to satisfy the organizations Web needs.

Background

Brook Group was founded by Kara Brook in 1983 as a traditional print communications business. More than 20 years later, Brook Group, LTD, headquartered in historic Ellicott City, Maryland, is a leader in the field of Web application development and Web design. Over the years, the company has developed a unique and proven approach to online project management and has extensive experience in Web development.

Brook Group has provided superior interactive services to a broad range of clients, designing sites for organizations such as American Greetings, VeriSign, America Online, and the U.S. Departments of Justice and Energy. Brook Group holds a GSA Schedule, and is certified minority business enterprise (MBE). For more information, visit us at www.BrookGroup.com

Requirements

The 2007 *Giving Back* award will be given to a non-profit organization. All applicants must submit:

- Any and all collateral material currently in use
- The completed application form (attached)

To avoid being disqualified, applicants must answer all questions, and applications must be received no later than May 1, 2007.

Response to RFP

Applicants should send their entries to Brook Group, LTD, 8231 Main Street, Ellicott City, MD 21043, care of Marketing Manager, by the deadline stated. Questions should be directed to Marketing Manager at 410-465-7805 or Marketing@BrookGroup.com. On or by July 1, 2007, Brook Group will select an organization; the results will be announced and will be published on our Web site: www.brookgroup.com/givingback.

Scope of Work to be provided By Brook Group

Brook Group will spend five (5) hours with the *Giving Back* award recipient's representatives in Discovery and Analysis sessions. Information gathered during these meetings will clarify the winning organization's goals and define a core strategy for the project. Web site elements to be addressed in the work sessions include, but are not limited to:

- Interface Design
- Messaging
- Information Architecture
- Usability

Before site development can begin, the organization's internal communications team will work in-house and create content in-line with specific goals that were created during the discovery meeting. Subsequently, Brook Group will present a design for the award recipient's site. Once accepted, Brook Group will expand this design into a unique and vibrant interface design. Following the design, we will furnish Photoshop files and work with the organizations internal team for propagation.

Services include: 2 administrative meetings, interface design, editing and training, as necessary. In addition, we provide:

- One _ day discovery meeting
- One Wire frame illustrating Global, Local, and Utility Navigation
- A single interface design that encompasses the main page, secondary and tertiary level templates
- Three stock photographs or images provided by your organization
- One _ day training seminar for internal team to build site in HTML

Hosting services, photographic images, and content for the site will be provided by the organization. Brook Group's goal is to enable your organization to handle every aspect of your site with our help, including but not limited to, building of the site in HTML, maintenance and well written code.

APPLICATION FORM

Non-profit organization name: _____

Number of members: _____

Number of employees: _____

Address: _____

Year founded: _____

Web site address (if any): _____

1. What is the mission/purpose of your organization?

2. What has been your organization's most positive impact on the community?

3. Why does your organization need a Web site?

4. Please tell us about the leadership of your organization.

5. What is the primary objective of the site?

The following questions concern your organization's current Web site. If you do not have a Web site, you may skip this section of the application.

1. How old is your current site?
2. Who created your previous site?
3. Do you have an in-house web team?
4. Do you have regularly schedule site updates (e.g., every year)?
5. What do you like about it?
6. What do you dislike about it?
7. What would a visitor learn at your site?
8. How would your organization benefit from a new or re-designed Web site?
9. Please describe any additional challenges (not included above) that your organization's Web site faces (include non-design challenges as well).
10. Do you have a need to review and approve content?
11. Do you use a Web content management system (CMS)? If so, which one?

Disclaimers

1. All submissions of written and/or spoken materials and pictures become property of Brook Group.
2. We reserve the right to publish winners' names on our site and in our newsletter.
3. If a selected winner cannot be contacted, is ineligible, or fails to claim a prize, an alternative winner will be selected.
4. The winner consents to the use of his/her name and likeness for publicity and commercial purposes without further notification unless prohibited by law.
5. Brook Group reserves the right to withdraw this RFP without prior notice and to disqualify any entrant or winner.
6. Brook Group and its employees are not responsible for and shall not be liable for: (I) late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries; (ii) telephone, electronic, hardware, software, network, Internet, or computer malfunctions, failures, or difficulties; (iii) errors in transmission; (iv) any condition caused by events beyond the control of Brook Group that may cause the contest to be disrupted or corrupted; or (v) any printing or typographical errors in any materials associated with the contest.
7. Prizes are not negotiable or exchangeable for cash or other services.
8. Brook Group will make every effort to create a design in line with the goals and objectives of the organization. The winner has the choice to accept the site as developed or can forfeit the services listed in the RFP. Brook Group is not obligated to provide revisions to the designs.
9. The entrants that are not chosen will be informed via e-mail, at which time Brook Group will no longer be obligated to the entrants.
10. Any issues or comments regarding contests should be addressed to Brook Group via email at marketing@BrookGroup.com, by calling 410-465-7805, or by writing to Brook Group at 8231 Main Street, Ellicott City, Maryland, 21043.