



Request for Proposal (RFP) Graphic Design Services for Speakers Bureau PowerPoint Presentations and Informational Handout

U.S. Green Building Council-Missouri Gateway Chapter is a 501c3, non-profit organization registered in the state of Missouri. Our vision is to create and restore buildings and communities that will regenerate and sustain the health and vitality of life within a generation. We are currently soliciting graphic design services for PowerPoint presentations and an Informational Handout to enhance our advocacy and outreach efforts. These presentations will be given to a variety of audiences in order to advocate for sustainability and green building. They will be utilized by members of our Volunteer Speakers Bureau. The Speakers Bureau has several existing presentations, created by the national USGBC and by various Chapter members. Existing presentations are geared towards a variety of audiences and events. A few of these presentations will be provided for general information only.

The content of the presentations will be related to sustainability, green building, LEED certification and what individuals, organizations and businesses can do to positively impact the built environment. While responders are not required to have in depth knowledge of these topics, a general understanding would be helpful. USGBC-Missouri Gateway will provide content for the presentations and handout as well as access to a limited number of photo images. Presentation and content is expected to be augmented and focused by the responder. Additional photo or graphic images to illustrate slides are desired as part of the responder's proposal.

Scope of Work:

- Design slide presentation system that can be adapted for each presentation as required
- Design should work within and compliment existing graphic language of Chapter logo, website and other recently developed materials.
- See Appendix B, as well as the chapter website at www.usgbc-mogateway.org.

Deliverables:

Presentation #1 – General Outreach

This presentation will provide basic green building information and will focus on sustainability (not LEED certification). This presentation should contain approximately 20-25 slides.

This presentation will have a series of add-on 'slide decks' tailored to specific audiences. Each slide deck should contain approximately 5-10 slides. The slide decks are as follows:

- Community Groups
- Code Officials/Practical Resources
- Local Government
- Green Business Opportunities

Presentation #2 – Existing Buildings

This presentation will provide basic information on greening existing buildings through both renovations and operations. It will be geared towards Building Owners, Facility Managers, and Design/Construction Professionals. This presentation should contain approximately 20-25 slides.

This presentation will have a series of add-on 'slide decks' related to specific topics. Each slide deck should contain approximately 5-10 slides. The slide decks are as follows:

LEED EB: O&M Certification
Energy Star Portfolio Manager
Information for Building Owners/Operators

Informational Handout

The handout will provide basic sustainability and green building information for a general public audience. The content will be based on the General Outreach presentation and will be provided by USGBC-Missouri Gateway. The format should be easy to reproduce and update, i.e. a 2-sided postcard.

Additional Information:

- Printing costs are not part of this proposal
- Deliverables to be complete by December 15, 2011
- The budget for this project is approximately \$2,500

All proposals for the Graphic Design Services for Speakers Bureau PowerPoint Presentations and Information Handout should include the following:

- Brief overview of your company, including experience working with similar non-profits.
- Your plan – an outline of tasks and deliverables to be accomplished within the given budget.
- Your timetable – include meetings with USGBC-Missouri Gateway and dates for receipt of content or other information from the client.
- Samples of similar work (website links are acceptable).
- Any additional information that you feel would be useful to your proposal.

Please see the following information to assist in the preparation of your proposal:

- Appendix A: Proposal & Reference form (below). Please fill out the form and submit it with your proposal. Your organization has the opportunity to make an in-kind donation for your services. Donations will be recognized with a sponsorship level based on the amount of in-kind donation. Sponsorship levels and information is available on our [website](#).
- Appendix B: Examples of existing Chapter PowerPoint Presentations & branding materials.
- Appendix C: USGBC Communication Guidelines

Please submit a single electronic PDF of your proposal by Monday, October 3, 2011 by 5:00 pm CDT to usgbc-mogateway@gmail.com. Please be sure to send your proposal to this account or it may not be included in the review process. Proposals will be reviewed in early October and you will be notified of our selection in mid October, 2011. USGBC-Missouri Gateway Chapter reserves the right to reject any proposals submitted and to make the award where it appears to be in our best interest.

Thank you for your interest. If you have any questions or need additional information, please contact me before 5 pm on September 30, 2011 at (314) 577-0854 or emily.andrews@mobot.org. I am travelling to Greenbuild on Monday, October 3 and will not be available to answer questions that day.

Sincerely,



Emily Andrews
Executive Director
USGBC-Missouri Gateway Chapter

PROPOSAL & REFERENCE FORM
Graphic Design Services for
Speakers Bureau PowerPoint Presentations and Informational Handout

Deadline for submitting proposals is MONDAY, OCTOBER 3, 2011 at 5:00pm.

Please submit a minimum of three (3) samples of previous work along with this proposal form (website links are acceptable).

Base Bid (to be \$2,500 or less) \$ _____

Hourly Rate for additional services \$ _____

In-kind donation to USGBC-MO Gateway \$ _____

TOTAL PROPOSAL AMOUNT \$ _____

Comments and Conditions:

References:

Name, Company, Contact Information

1. _____

2. _____

3. _____