

Request for Proposal (RFP) for Branding Services

South Forsyth County Community Improvement District (CID)

Introduction

The South Forsyth County Community Improvement District (CID) is seeking proposals from qualified branding agencies to develop a comprehensive branding strategy that enhances our identity, engages the community, and supports economic growth throughout the district. The CID is committed to building a vibrant and economically sustainable community, and we aim to reflect that mission and our core values through a cohesive and compelling brand.

Background

South Forsyth County, located in the heart of Georgia, is a fast-growing area known for its dynamic population, flourishing business environment, and scenic beauty. As the district continues to evolve, it is essential to establish a strong and recognizable brand that resonates with residents, businesses, and visitors alike.

Objectives

The primary objectives of this branding initiative are to:

1. Create a distinctive and recognizable brand identity for the South Forsyth County CID
2. Develop clear, compelling messaging that communicates the CID's vision and mission
3. Design a versatile logo and supporting graphic elements suitable for use across digital and print platforms
4. Produce a comprehensive brand guideline document to ensure consistent and effective brand application
5. Increase awareness, engagement, and support from the community through thoughtful and strategic branding

Scope of Work

The selected agency will be responsible for the following tasks:

1. Research & Analysis

- Conduct a brand audit and competitive analysis to understand the current landscape.

- Facilitate community engagement (via surveys, interviews, and/or focus groups) to gather insights from stakeholders on current perceptions and desired future positioning of the CID.

2. Brand Strategy Development

- Develop a unique brand positioning statement that differentiates the South Forsyth CID from others in the region.
- Craft core brand messaging that reflects the CID's mission, vision, and long-term goals. This messaging will serve as the foundation for all internal and external communications, including the website, social media, print collateral, stakeholder outreach, and future marketing campaigns. It will also guide the creative direction and implementation of visual elements such as monument signage, murals, light pole banners, and other public art or placemaking installations within the district.
- Deliverables should include:
 - Brand story / narrative
 - Mission and vision refinement (if needed)
 - Tagline or rallying cry
 - Elevator pitch
 - Boilerplate for press releases or organizational descriptions
 - Messaging pillars and proof points
 - Voice and tone guidelines

3. Visual Identity Creation

- Design visual identity elements including logo, color palette, typography, and supporting brand marks.
- Create a library of foundational visual assets for use in print, digital, and environmental applications. Branding materials to be included in the final brand guidelines should include:
 - Business cards
 - Letterhead and envelope
 - Email signature
 - PowerPoint or presentation templates
 - Social media profile and post templates
 - E-newsletter header and template
 - Website favicon
 - Apparel or merchandise mockups (if applicable)

4. Brand Guidelines & Implementation Plan

- Deliver a comprehensive brand guideline document outlining logo use, color specifications, typography, voice/tone, sample applications, and accessibility standards.
- Include a high-level brand rollout plan as a final deliverable to support successful implementation. This plan should outline recommended phases, messaging channels, timing, and engagement strategies for launch. (A more detailed campaign strategy may be developed as part of a follow-up engagement.)

5. Presentation & Feedback

- Present draft brand concepts, including messaging and visual identity, to CID leadership and stakeholders.
- Incorporate feedback and deliver final branding assets and documentation.

Proposal Requirements

Interested agencies should submit a proposal that includes the following components:

1. Agency Overview

Provide a brief history of your agency, your mission, and a summary of relevant experience in branding and community-focused projects.

2. Project Approach

Outline your proposed methodology, including key phases, stakeholder engagement strategies, and a projected timeline for completion.

3. Relevant Work Samples

Share examples of past branding work—such as logos, brand guidelines, messaging strategies, and rollout plans—that demonstrate your experience and capabilities.

4. Team Qualifications

Introduce the team members who will be assigned to the project. Include their roles, qualifications, and relevant experience with similar work.

5. **Budget**

Provide a detailed project budget, including agency fees, production costs, and any anticipated additional expenses.

Timeline

| Milestone | Date |
|--|------------|
| RFP Release Date | 06/24/2025 |
| Deadline to Submit Questions | 07/03/2025 |
| Responses to Questions Published | 07/10/2025 |
| Proposal Submission Deadline | 07/21/2025 |
| Finalist Interviews (if applicable) | TBD |
| Agency Selected and Notified | 08/05/2025 |
| Project Kickoff | 08/12/2025 |

All questions regarding this RFP must be submitted in writing by the deadline above to:

Anthony Rodriguez
Executive Director, South Forsyth CID
Email: arodriguez@soforythcid.com

Responses to all submitted questions will be compiled and shared with all known prospective you

Bid Terms and Conditions

You agree that by submitting a bid, you are in agreement with the following RFP terms and conditions.

1.1. Statement of Non-Commitment

This RFP is not an offer to enter into an agreement with any respondent; it is a request to receive proposals setting forth your qualifications to provide CID services specified within. CID reserves the right to (i) reject all bids, in whole or in part, (ii) not award any contract to any respondent, and/or (iii) enter into discussions and/or agreement with any party to provide such services. CID has no obligation to any respondent unless and until it enters into a written agreement with such respondent on terms and conditions satisfactory to CID. CID commencing negotiations with any respondent shall not be deemed to be acceptance of such bid or an agreement with such respondent.

1.2. Bid Expenses

You are responsible for all costs incurred in the preparation of your response and for any subsequent work on the response required by CID.

1.3. Duration and Availability of Proposed Prices

The prices, terms and conditions of your response, including any modifications, must be valid for 6 months from the submission date or until the contract is signed, whichever is longer. Once a contract is signed, the rates must remain valid for the term of that contract and any extension(s); unless CID agrees otherwise in writing.

1.4. Independent Price Determinants

You warrant, represent, and certify that the prices it proposed (i) were arrived at independently, without consultation, communication, or agreement with any competitor; (ii) unless otherwise required by law, you did not knowingly disclose your proposed pricing directly or indirectly to any competitor prior to submission; and (iii) you made, and will make, no attempt to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.5. Background Checks

Prior to entering any contract, CID may perform a background check on your company in which a W-9 form must be completed in full and submitted.

1.6. Ownership of Proposals

All proposals submitted are the property of CID; the proposal will not be returned under any circumstances.