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To: Interested Marketing/Branding Agencies

Date: September 15, 2022 *(Updated RFI on September 30, 2022)*

Response Due Date: October 7, 2022 *(Deadline Extended due to Hurricane Ian)*

RE: Request for Information – Marketing/Branding Services

PURPOSE

The Board of Directors of the Area Agency on Aging of Pasco-Pinellas, Inc. (AAAPP) is requesting information of businesses well versed in delivering graphics and branding campaigns to not-for-profit organizations. Information received from the request will be reviewed by staff and the Board of Directors.

BACKGROUND

Introduction

The Area Agency on Aging of Pasco-Pinellas (AAAPP) is a 501(c)3 non-profit organization that has been serving seniors and individuals with disabilities and their caregivers in our community since 1974. We operate in Pasco and Pinellas Counties in the state of Florida serving as the **Aging and Disability Resource Center** for the entire two county area, providing an initial entry point for all aging and disability social services and coordinating a network of partners and providers to better meet the needs of our aging population.

Our Mission

AAAPP is a **trusted resource to advocate, educate and empower seniors, adults with disabilities and caregivers** which promotes independence, in partnership with the community.

Our Vision

Our community will provide seniors, adults with disabilities and caregivers with the resources and services needed to maintain independence, promote **healthy aging** and live an optimal **quality of life**.

BASIC SCOPE OF WORK

Work with the AAAPP (Staff, Board, Community Partners), be sensitive to the population the AAAPP serves and incorporate the design standards of the Americans for Disabilities Act (ADA), to develop:

1. “Doing Business As” DBA Name, and
2. Branding Slogans & Themes – that could be with new DBA or in conjunction with existing name and a Brand Protocol, and
3. Develop LOGO that will work easily with expected collateral materials, IE. Print (Letterhead, Business Cards, Promotional Signs, Banners, Employees Clothing, Etc.), and
4. Develop basic copy points and word tracks, in addition to the slogan, that conjoin the Agency and the new DBA, and
5. Provide layout and design for updating the Agency's website to conform with the new DBA, slogan and copy points, and
6. Create a simple "roll-out" for the Agency to introduce the new DBA to the community, providers, and population served, and
7. Create examples of infographics to illustrate the Agency's services, aligned where possible with the new DBA, and
8. Any other activities or services that are appropriate to the nature of the AAAPP business and population served.

SELECTION PROCESS AND TIMING

- All responses to the Request for Information must be submitted to jillian.rose@aaapp.org by **COB, Friday, October 7, 2022**. (*Deadline Extended due to Hurricane Ian*)
- The AAAPP Marketing Committee will review all responses and communicate their decision regarding firms to interview by **Friday, October 21, 2022**.
- For those who provided an RFI Response and were selected as a finalist, an invite to a mandatory Q&A meeting will be emailed. The meeting will be held on **Monday, November 7, 2022**, Time TBD. No questions will be addressed outside of this meeting. A Q&A responses document will be posted on agingcarefl.org shortly after the meeting.
- The finalists will present and address interview questions from the AAAPP Marketing Committee and AAAPP staff on **Thursday, December 8, 2022 at 2:00PM**.
- The AAAPP Marketing Committee will recommend its preferred firm to the Board of Directors on **Monday, January 16, 2023** and communicate the Board’s decision to all firms that participated in interviews shortly thereafter.

INFORMATION REQUESTED

Please provide detailed information on the below 3 Topics

1. Firm Background

- Firm's contact information.
- When was your firm founded? Please provide a brief history of your firm, an outline of your firm's organizational structure, and the number of professionals.
- Describe your firm's culture and approach to client service and the competitive advantages these offer.
- How many Not-for-Profit Organization clients have you served, if any?
- Please disclose any potential conflicts of interest.

2. Services

- Outline your agency's range of services, how long you have offered those services, and for how many clients you support with each service.
- Please provide the background of your firm's principals and the team that would most likely be assigned to serve the AAAPP.

3. Specific Services related to SCOPE OF WORK

- Describe your firm's specific experience with Marketing/Branding Services.
- Please describe your fee structure and the services included. Please detail all fees for your work and any other potential a la carte fees. Also, identify any other costs that might be incurred.
- Please provide in either JPEG or PDF format, (3) examples of branding work you have created.

This RFI is being sought strictly for the purpose of gaining knowledge of services available and should not be construed as intent, commitment, or promise to acquire services or solutions offered.

The AAAPP is an agency subject to the State of Florida Sunshine and Open Meeting Laws.

We value your time and effort in responding to our Request for Information.