

# **Request for Proposals to Strengthen Brand Identity**

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## **Introduction**

The Association of Specialty Cut Flower Growers, Inc. (ASCFG) is a 501 (c) (6) trade association. Our mission is to support specialty cut flower growers by creating accessible educational opportunities and research for all growers at every stage in their development of financially sustainable businesses.

As part of a long-term strategic planning project, the ASCFG seeks to strengthen its brand image and experience. This cohesion extends to all touchpoints—places where members engage with the organization and therefore judge the organization's quality.

## **Project Goals and Scope of Services**

In order to make a more satisfying experience for members, and to keep the organization relevant to its members and the greater floral industry, the current brand should be reimagined. The contractor will create branding which reinforces the value the ASCFG provides in comparison to competitors, and establishes the organization's personality through tone, look, and feel.

## **Anticipated Selection Schedule**

Proposals will be accepted from August 15 until a suitable application is identified.

## **Timeline**

A timeline will be determined with staff, with programming to commence as soon as possible.

## **Elements of Proposal**

Please submit a proposal of not more than five pages summarizing how you would approach this project. Include key benchmarks and deliverables (content and graphics), estimated number of hours, and your proposed budget and timeline.

## **Application Evaluation Criteria**

Proposals will be evaluated on clarity, the extent to which they address the elements of this RFP, and feasibility.

## **Application Process**

Candidates should also submit a resumé, with references, and provide samples of past work, indicating a proven success record with organizations in similar industries, as well as the expertise and technical skills necessary to complete this work.

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