

**County of Newberry
Request for Proposals
Solicitation Number: 2010-08
Newberry County Economic Development
Marketing Services
July 7, 2010**

Description

Newberry County Economic Development (NCED) is the official economic development organization for the county and operates as a department within the County of Newberry. NCED works with existing and prospective business and industry to facilitate investment and economic growth in the county. Its mission is to create quality jobs, increase the per capita income, and broaden the Newberry County tax base.

The office is currently soliciting marketing services to create a variety of professionally designed and developed publications and promotional pieces to use in the County's business recruiting efforts. While the desired publications should demonstrate both creativity and originality, they need to reflect the office's current brand and logo which is most visible at www.NewberryCountySC.org.

The successful firm should have a minimum of five years of direct economic development marketing experience and provide samples of work related to the projects outlined below.

Submissions

The deadline for submissions is Wednesday, July 28, 2010 at 3:00 p.m. (local time). Faxed, emailed and late submissions will not be accepted. Selected firms will mail or hand-deliver submissions to the following address:

Newberry County

Attention: Crystal Waldrop, Purchasing Director

P.O. Box 156

Courthouse Annex

1309 College Street

Newberry, SC 29108

Project Scope

Newberry County Economic Development is requesting marketing services for the below projects which are currently under consideration.

>Aerospace Target Industry Marketing Handout

- Management
- Concept - 2 directions
- Layout
- Photo research time or retouch time
- Comp up initial proofs
- Edits - up to 2 rounds of minor edits included
- Copywriting, research-hard data
- Include up to 3 stock images; custom photography TBD if needed

>Aerospace Target Industry Handout Four-color Printing

- 500 qty

>High-end 8-page Primary Brochure/Pocket Folder Creative

- Management
- Concept - 1 direction
- Layout of inside pages and pocket folder cover
- Minor photoshop work for stock photos and producing hard data charts
- Edits

>Printing For Brochure Style Pocket folder

- 4 color for inside pages - gloss paper 250 qty
- Folder only 250 qty

>Marketing Handout - 8.5 x 11, double-sided (General Promotional Piece)

- Creative
- Management
- Concept - 2 directions
- Layout
- Photo research time or retouch time
- Edits - up to 2 rounds of minor edits included
- Copywriting, some research
- Include stock images

>Marketing Handout Four-color Printing

- 500 qty

Responses to Solicitation

Responses will be due no later than Wednesday, July 28, 2010 at 3:00 p.m. and must be received at the time, date and location indicated. One (1) original and

one (1) copy of the response must be submitted. Additionally, all information requested herein must be included in the submittal package.

Contents of Submissions

Responses from interested submitting firms will include the following:

1. Cover Sheet
Include the complete legal name of the Proposer, the location of the office, the name, address, telephone, mobile telephone and facsimile numbers and the e-mail address of the primary authorized representative knowledgeable of the proposal.
2. Description of proposed approach to the scope of services.
3. Description of scheduling services and the necessary amount of time it is required for the proposer to complete each phase of the printed documents.
4. Description of any methods that may demonstrate the effectiveness of approach to the scope of services.
5. A budget containing itemized pricing for all elements of addressing the scope of services, including the firm's proposed fees.
6. Samples of work related to the outlined projects with references.
7. Description of experience working with economic development organizations and/or subject matter.
8. Firms may offer any other information relevant to this project with related references.

Selection Committee; Procurement Criteria and Procedures

A selection committee comprised of representatives of Newberry County will review all responses.

The Selection Committee, in its deliberations, will consider the following factors:

- Relevant Experience 25%
- References 20%
- Quality of Work 25%
- Cost 10%
- Performance History 10%

The selection committee will determine responsiveness and will present to the County Administrator its recommendation. Newberry County reserves the right to reject any or all submissions, entirely at its discretion, and reserves the right to waive any technicality that it deems to be in the best interest of the County.

Firms provide submissions at their own expense and without promise of remuneration.

Contact for this Solicitation

All questions regarding this solicitation may be directed to the following contact:

Teresa Powers

Newberry County Economic Development Director

(803) 321-2042

tpowers@newberrycounty.net