Request for Proposals
IndyEast Promise Neighborhood
Marketing and Communications Consultant

Proposal Specifics:
John Boner Neighborhood Centers (JBNC) seeks proposals from qualified consultants or firms to provide marketing and communications services. The selected consultant will work directly with JBNC staff, partners and consultants to market and communicate information about the planning and implementation of the IndyEast Promise Neighborhood.

Proposal Background:
In October 2021, John Boner Neighborhood Centers was awarded a 5-year grant from the U.S. Department of Education through their Office of Discretionary Grants & Support Services, School Choice & Improvement Programs, Promise Neighborhoods (PN) Program (https://oese.ed.gov/offices/office-of-discretionary-grants-support-services/school-choice-improvement-programs/promise-neighborhoods-pn/).

Proposal Deadline:
All proposals are due to John Boner Neighborhood Center’s office no later than April 1, 2022 at 5:00 p.m. Responses to this RFP may be submitted in either hard copy or electronic format. JBNC is not responsible for proposals sent in electronic format that are not received due to file size or proposals sent by U.S. Postal Service that do not arrive prior to the due date.

Proposal Submission:
All correspondence, including proposals, must be submitted to:

John Boner Neighborhood Centers
Melissa Benton
2236 East 10th Street
Indianapolis, Indiana 46201
317.808.2363
Indyeastbids@jbncenters.org

Tasks/Deliverables:
Scope of the project includes, but is not limited to, the following three components: Communications Strategy and Implementation, Website Development, and Collateral Development Implementation:

Communications Strategy and Implementation:

1. Develop and implement a communications strategy that will inform a wide range of audiences, including neighborhood residents, school families, students, and current and potential funders about the IndyEast Promise Neighborhood.

Website Development:

2. Create and design a Promise Neighborhood website that can be used to provide history and background, showcase the data, and promote activities and events. The website will incorporate the visual brand provided by JBNC and must have the flexibility to be updated frequently by internal project managers. Consultant / firm will need to provide recommendations related to the specific website platform and hosting.
Collateral Development:

3. Creation of collateral templates incorporating the visual identity (stationary, business cards, info sheet templates, posters, infographics, clothing and signage)

Proposal Format:
Proposals should contain the following:
1. Summary of consultant's/firm's background and experience on similar projects.
2. Name, phone number, e-mail and address of at least three references from similar contracts.
3. At least two examples of completed projects from previous clients.
4. A detailed description of the proposed timeline to achieve the tasks/deliverables outlined above.
5. Itemized list of all costs required to accomplish the work throughout the duration of the process.
6. Any other pertinent information needed to evaluate the submitted proposal.

Proposal Timeline:
   a. RFP Release: **March 1, 2022**
   b. Deadline to Submit Questions: **March 18, 2022**
   c. Deadline for Proposal Submission: **April 1, 2022**
   d. Review and Select Finalists: **April 8, 2022**
   e. Interviews of finalists: **April 13 - 15, 2022**
   f. Contract Award: **May 1, 2022**

Miscellaneous:
The selection of a consultant or firm is at the sole discretion of JBNC and will be made based on evaluation and determination of the relative ability to deliver quality service in a cost-effective manner. The following specific criteria will be evaluated and should be addressed in the proposal:
- History and Experience
- Price
- References
- Relevant Work Samples

JBNC reserves the right to alter dates for interviews and selections.

All questions received by March 18, 2022 will be posted to the website at jbnccenters.org in an FAQ document.

JNBC is comfortable working with a group of consultants in a team format to more fully address all objectives under one response. If any consultants would like to assemble a team of fellow professionals, please indicate a proposed organizational structure in the response.

JBNC anticipates that the potential exists for a post-contract engagement for a monthly retainer for additional services that may be required through the life cycle of the grant.