



September 22, 2021

**Request for Proposals – Graphic and Creative Design Services
Please respond by October 15, 2021**

Dear Colleague:

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage a qualified individual or entity to assist in the creative design for specific projects and play a role in the collaborative creative brainstorming and development of an annual brand and creative campaign with NPRC's other partners.

Proposals are due, as set forth in the attached bidding instructions, no later than 5:00 p.m. on October 15, 2021 and will be accepted via email to apetrosky@rrcnpa.org or mail to Northern Pennsylvania Regional College, Attn: A. Petrosky, 300 2nd Avenue, Suite 500, Warren, PA 16365.

For more information about NPRC please visit <https://regionalcollegepa.org>, or contact the undersigned or individual identified in the attached bidding instructions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Abigail Petrosky'.

Abigail Petrosky
Marketing and Public Relations Coordinator



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Dear Colleague:

A. Subject and Intent

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage a qualified individual or entity to assist in the creative design for specific projects and play a role in the collaborative creative brainstorming and development of an annual brand and creative campaign with NPRC's other partners.

B. Background

Northern Pennsylvania Regional College ("NPRC" or the "College") is a 501(c)(3) private non-profit institution of higher education headquartered in Warren, Pennsylvania that provides affordable and accessible post-secondary education to the residents of a nine-county footprint in northwestern Pennsylvania. NPRC's academic department offers six associate degrees, two certificates, and two occupation-based credentials. NPRC's workforce development department offers over 60 courses in 15 occupational areas. There is one staff person dedicated to marketing and public relations and they are working to incorporate streamlined development processes and collaboration with various departments of the college to meet the constantly expanding marketing and recruitment needs to ensure messaging and brand alignment college wide.

C. Scope of Services Requested

Agencies or individuals responding to this Request for Proposal (RFP) should have experience in marketing and/or public relations communications and designing high-quality, cohesive advertising and marketing collateral with visual appeal for businesses, educational entities, or other non-profit organizations. The response to this request will be on a project basis outlined below. Successful and timely completion of these projects may result in a continued or expanded scope of work and contract.

NPRC requests the following projects to be evaluated as part of this proposal:

1. Complete program guide/booklet – 6 programs, 15 occupational areas, designed in a tiered, saddle stitched booklet according to length of educational completion and outlining potential pathways for achievement of prospective students goals related to NPRC program offerings.
2. Print ad re-sizing when necessary – resizing currently existing ads for special opportunities or requests
3. Quarterly digital ad design – designs for all standard digital ad sizes that will align with brand and niche campaigns. Primary content for designs will be provided by NPRC.
4. 2-5 special ad requests based on new agreements – These are not scheduled and may come on a case-by-case basis with minimal turn-around time.
5. Billboard campaign for winter 2021
6. Campaign design for a new creative campaign to be determined this fall (print and digital ad design)

Coordinating the printing of relevant completed projects is not expected as part of this scope of services.

D. Information to be Provided.

NPRC will provide the following for completion of respective projects identified:

1. brand and style guidelines, including, but not limited to color codes, logos, and appropriate messaging
2. any photos necessary for project completion
3. necessary copy points and content relevant to projects
4. deadlines for quarterly ad design
5. any relevant additional information requested by the contractor

E. Results and Schedule

The selected agency or individual will work with NPRC to establish the deadlines for the scope of work. All files delivered to NPRC will be camera- or print-ready at the standards necessary and requested by newspapers, identified printing company, and other NPRC partners.

F. Proposal Requirements

In summary, the reply to this request for proposal should include the following:

1. Proposed fees, including both anticipated individual project costs and an hourly rate for anticipated work based upon the scope provided;
2. proposed methodology and process for project completion;
3. names of key members of the team who will be assigned to do the creative design;
4. a list of references (nonprofits and/or higher education entities preferred);
5. submission of portfolio samples; and
6. proposal for the direction of the creative brand campaign (print, radio, television, digital, and social) that NPRC's selected partners will be expected to collaborate on and how the submitting agency/individual anticipates working with other NPRC partners on this campaign.

G. Criteria for Selection

In deciding upon selection of a proposal, the College will consider: (i) cost; (ii) submitted creative samples; (iii) proposed methodology, (iv) ability to meet deadlines; (v) references; and (vi) the business needs of the College. The final decision selection of a service provider will be made by October 22, 2021.

H. Submission and Point of Contact

Proposals should be submitted by mail or email in order to be received no later than October 15, 2021. Submissions will be accepted via

- Email to apetrosky@rcnpa.org or

- Mail to: Northern Pennsylvania Regional College, ATTN: A. Petrosky; 300 2nd Avenue, Suite 500, Warren, PA 16365.

For more information about NPRC or the services requested in this proposal, please visit <https://regionalcollegepa.org>, or contact Abigail Petrosky at (814) 230-9010 or apetrosky@rcnps.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'Abigail Petrosky', with a stylized flourish at the end.

Abigail Petrosky

Marketing and Public Relations Coordinator