

FORWARD CITIES

A NATIONAL NETWORK OF CITIES COMMITTED TO INCLUSIVE INNOVATION

Request for Quotes Indianapolis Marketing Vendors

Background

Forward Cities is seeking marketing professionals with experience working with diverse entrepreneurs to provide marketing services to support its Community Entrepreneurship Accelerator (CEA) pilot project. The CEA is a two-year initiative aimed at strengthening Indianapolis' entrepreneurial community by working together to make it more inclusive and equitable. This includes increasing the number of small business owners and entrepreneurs in the Northwest, Near West, and Northeast Corridor (with a primary emphasis on minority-owned businesses). Funded through a partnership by the LISC Indianapolis office, the Indy Chamber, and the Central Indiana Community Foundation, and informed through a community-driven process, the above neighborhoods have been selected to pilot projects designed for small business owners that will help grow their businesses.

About the Marketing Business Package pilot project

This project will provide marketing services for new starts and small businesses (under 5 employees) that live or operate their businesses in the Near Northwest, Near West, and Northeast corridor neighborhoods. Services may include marketing workshops and a free basic marketing materials package (business cards, brief promotional video, basic website design, and Canva training). More comprehensive marketing services will be provided to a select few businesses for an extended period, which will be more clearly identified later.

Goals of the program

In its pilot phase, the marketing services rendered will result in increased brand awareness, website traffic, social media followers and growth in sales. The selected marketing experts will:

- 1) Support entrepreneurs who do not have sophisticated marketing in place with a goal of five to ten entrepreneurs per neighborhood
- 2) Support three additional entrepreneurs to receive a full marketing suite of services at market rates to propel their business to the next level that will lead to stories to tell that demonstrate proof of concept
- 3) Develop tangible connections - sales generated, funding secured

In the long-term, the hope is that this MVS may be scaled as a wrap-around incentive for existing Indianapolis entrepreneur support programs as a value-add for those who have completed a certain milestone(s).

Pricing for services

Please provide estimated timeframe and rate (flat or per hour) for each of the following (if applicable):

1. Logo creation
2. Content creation (copy and graphics for blogs, and social media)
3. Business card design
4. Printing (vinyl sign products of various sizes)
5. Website development
6. Brand consulting
7. Marketing strategy development
8. Pitch deck preparation
9. Social media training / consulting
10. Promotional Video production

In addition, provide details of how many clients you have the capacity to provide services between January - April 2020.

Minimum credentials

- Demonstrated experience working with diverse entrepreneurs
- Demonstrated experience providing marketing services for products and services that may not be considered mainstream or Main Street
- Ability to accurately translate the entrepreneur's business description into an understandable "what" and "why" of the business
- Understanding of marketing resources that entrepreneurs need to be successful
- Demonstrated track record of success
- Flexible schedule
- Capacity to produce deliverables for multiple clients in a short amount of time

Closing Submission Date

Quotes are due by end of day, Tuesday, December 3, 2019.

Inquiries

Inquiries concerning this RFQ should be directed to Kaliah Ligon no later than Monday, December 2, 2019.

Kaliah Ligon
Local Director
kligon@forwardcities.org

Conditions of Quotes

All costs incurred in the preparation of a quote in response to this RFQ are the responsibility of the bidder and will not be reimbursed by Forward Cities or its local partners.

Submission Instructions

Price lists and/or quotes should be submitted in PDF format via email to kligon@forwardcities.org before the closing submission date.