

Request for Proposals
Town of Elkin – Economic Development Department
Posted March 4, 2020



Project – Create a destination branding package for the community of Elkin, NC in the Yadkin Valley

Brief Scope - The Elkin Tourism Development Authority is seeking proposals from qualified consultants to design and create a ‘brand package’, or ‘a suite’, of brand usage elements.

Scope Detail – The branding package needs to include, at a minimum, but may be refined once discussions with a selected firm commence:

- Logo; based on ‘Explore Elkin’ concept
- Color schemes for marketing topic themes
- Signature ad templates to include vineyard, downtown/music, community, and outdoor themes
- Billboard design template
- Banner design template
- Brochure cover template
- Iconic swag item suggestions
- Gateway concept
- Mapping icon suggestions
- Website ‘design wash’ suggestions for ExploreElkin.com

The Elkin Tourism Development Authority personnel and Explore Elkin representatives will be responsible for all community input and updating sessions needed. They will create and oversee a stakeholder steering committee. It is expected that the firm chosen will conduct 1-2 concept presentations to explain the concept proposed and adopted.

Project elements of note: The brand concept needs to work in concert with the Yadkin Valley Heritage Corridor regional brand and ‘look’. This can be seen via the GoYadkinValley.com website and wayfinding system adopted for the region. The Town of Elkin has recently created a new website, ElkinNC.org with a color scheme which can be modified if need be; the municipality will continue to use the ‘Historic Elkin’ logo.

Websites highlighting Elkin’s destination marketing currently: ExploreElkin.com, VisitTheYadkinValley.com; as included in Surry County: YadkinValleyNC.com and in the Yadkin Valley region: GoYadkinValley.com

Timeline – Desired completion June 30, 2020 for all design elements; advise if date of completion is not achievable for your firm, yet you still wish to submit a proposal

Budget –

The budgeted amount for these services and all design deliverables should not exceed \$18,000-\$20,000.

Proposal Format –

Please provide your proposals in a PDF format that can be reprinted and shared with our committee. Include examples of your portfolio of work relevant to our project, a project timeline and total fee. A PowerPoint presentation can also be included so that our committee can review examples of work in this larger format as well.

Deadline

Submit proposal by email to Leslie Schlender at lschlender@elkinnc.org by Noon, 12pm March 19th, 2020.

Hard copies of any background or additional portfolio samples can be provided via services such as Dropbox, or mailed to Elkin Town Hall P.O. Box 857, Elkin, North Carolina 28621, attn: Elkin TDA. Submissions received after the deadline will not be considered. If you have questions regarding this RFP and Scope of Work please contact:

Leslie Schlender, CEcD

Town of Elkin, Economic Development Director & Planning

Elkin Tourism Development Authority staff liaison

(o) 336-258-8907 or (c): 336-429-9693