

The Monroe County Office of the District Attorney through the Monroe County Commissioners

Closing Date: January 30, 2025

Request for Proposals:

PROPOSALS REQUESTED FOR BRANDING AND MARKETING

Introduction:

The Community Partnership for Gun Safety (CPGS) is a grant that was awarded to the Monroe County Commissioners on March 27, 2024. In collaboration with the Community Partnership for Gun Safety (CPGS), Monroe County Office of the District Attorney will implement identified goals and evidence-based strategies from the 2024 Community Needs Assessment and Strategic Plan to save lives and reduce harm caused by gun violence through education and engagement. The Monroe County Office of the District Attorney is staffed by seventeen prosecutors, four municipal police departments, one state university police department, and three (3) state police barracks. The Monroe County Office of the District Attorney serves a county-wide community by efficient and fair prosecution of criminal offenders, performing criminal investigations, assisting local police departments with investigations, offering assistance and support to victims of crime, and participating in anti-crime and quality of life initiatives, like the Community Partnership for Gun Safety (CPGS) initiative while striving towards a safe and crime-free Monroe County.

Purpose:

We are seeking qualified vendors to submit proposals in order to enable the Monroe County Office of the District Attorney and the Monroe County Commissioners to carry out the implementation of the Community Partnership for Gun Safety (CPGS) grant. The work requested through this Request for Proposal (RFP) will ultimately provide greater visibility in the community by increasing awareness and ease of access through an online presence by utilizing branding, including the design of a logo, website development, and marketing materials consistent with the new design.

REQUESTED SERVICES:

The selected firm will be responsible for the ideation, production, and delivery of a logo, 10 graphics for social media, billboard design branding kit, marketing materials including 5X7 postcards, community event promotion table cloth, tri-fold presentation board, brochures, tabletop signs, rack cards, and production of four (4) educational videos.

EVALUATION OF PROPOSALS

Proposals will be evaluated based on the information provided, including the ability to address requested services (25%), related experiences with Government non-profit agencies (40%), and cost (35%).

- Has experience in producing high-quality branding and marketing materials, including websites
- Has a clear process from ideation, development, revision, and final delivery
- Has experience creating logos, websites and marketing materials for organizations/businesses, public, private or non-profit
- Can provide highly responsive, collaborative, and transparent communication process

Submissions for proposal may be sent via email or electronically by the submission deadline of January 15, 2025 to:

Kwanza Smith, Grant Manager
Officer of Fiscal Affairs
1 Quaker Plaza, Room 204
Stroudsburg, Pa. 18360
ksmith@monroecountypa.gov

Vendor Contact Information

- Project Name or Description
- Primary Contact
- Company Name
- Company Address
- Phone Number
- Email Address for the POC

Timeline:

Proposals must be submitted by January 15, 2025, and the award will be granted not later than March 1, 2025. Final delivery and launch of the website must occur by Friday, May 30, 2025.

Submission Criteria

A submission must at a minimum, include the following elements:

- Profile/Qualification
 - Description of the firm that includes a general overview, names and credentials of the creative team, and number of full time employees.

- **Scope of Engagement:**
 - A one (1) page narrative outlining the firm’s strengths and distinguishing skills or capabilities as they might relate to the Community Partnership for Gun Safety (CPGS) grant as being offered by the Monroe County Office of the District Attorney.
 - A representative selection of logos, websites, marketing materials with content as per the “requested services” outlined above. Additionally, project management plans must be provided for current and past clients.

- **Compensation:**
 - A cost allocation for requested services.

Monroe County Commissioners

Robert J. Gress, Chief Clerk/Administrator

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