



Request for Qualifications (RFQ): Marketing and Graphic Design Technical Assistance

Purpose

With this Request for Qualifications (RFQ) Martindale Brightwood Community Development Corporation (MBCDC) seeks to acquire the services of a qualified firm to provide marketing and graphic design technical assistance to small business owners (microenterprises) participating in MBCDC's microenterprise program. The ideal firm will have expertise in small business marketing and have the capacity to provide services to and serve clients from diverse backgrounds. The services provided would include individual sessions from the selected marketing firm.

Background

In 2021, LISC created the Microenterprise Navigator Program, along with the City of Indianapolis, with the objective to serve low-income, minority, and immigrant microenterprise owners by providing them coaching and technical assistance services. In 2023, MBCDC was one of four sites selected to serve as a Microenterprise Program service provider.

Scope of Services

Consultants selected will provide marketing technical assistance based on the client's needs and may include logo or graphic design, website design, web audit, social media content planning and other marketing services including deliverable assets. Services must conclude by and final invoices must be submitted by May 1st.

Qualifications

The ideal marketing firm will demonstrate the following qualifications and skills:

- Have a minimum of 3-5 years of graphic design/marketing experience.
- Demonstrated success working with small business owners/microenterprises that may be with limited marketing knowledge and experience.
- Agencies that have the capacity and demonstrated experience assisting small business owners/microenterprise overcome barriers. Proven record of providing effective alternative strategies to facilitate market competition and business growth a plus.
- Be available to perform assignments within the time frame required.

Submission Instructions and Requirements

Submitters must follow exactly and be responsive to ALL requirements of this RFQ. It is the submitter's responsibility to provide specified information in the required form and format.



Provide one (1) electronic copy, submitted via email to Chenille Barrett (cbarrett@mbcdc.org) by April 22, 2024.

Submittals should contain the following information:

Required

- A one-page letter of interest that includes a synopsis of qualifications, primary specialties of the respondent, and contact information.
- A resume, CV, or statement of capability.
- A profile of the marketing company, including number of employees, location, and relevant experience working on similar projects within the last five (5) years, including working with underrepresented and minority communities.
- Describe your proposed fee structure (e.g., hourly, fixed fee per assignment/event, etc.) and include proposed rates and/or an itemized list of services.

Optional

- Up to three (3) references from small business owners/microenterprises that your firm has provided services to. Include the following information for each reference:
 - Name of the client and contact information.
 - Key personnel involved and the year the project was completed.
 - Scope and length of project contracted by client.

Any contract awarded because of this RFQ will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin.

Review Process

MBCDC shall be the sole judge as to which applicant(s) meet the selection criteria. MBCDC reserves the right, in its sole discretion, to reject any or all responses received, to waive any submission requirements contained within this RFQ, and to waive any irregularities in any submitted response.

The selected contractor will be required to assume full responsibility for all services included in the contract. The contractor may not assign, transfer, or otherwise dispose of any portion of a contract in whole or in part, to any third party, without the prior written approval of MBCDC.

MBCDC also reserves the right to verify the accuracy of all information submitted.