



**LINCOLN UNIVERSITY
PURCHASING DEPARTMENT
REQUEST FOR PROPOSAL (RFP)**

AMENMENT 006

RFP NO.: B20-1187
TITLE: BRAND and IDENTITY DEVELOPMENT
with COMPREHENSIVE MESSAGING and VIDEO PROGRAM

REQ NO.: N/A

ISSUE DATE: October 25, 2019

BUYER: Cathie Frede
PHONE NO.: (573) 681-5415
E-MAIL: fredec@lincolnu.edu

RETURN PROPOSAL NO LATER THAN: December 19, 2019 AT 2 P.M. CENTRAL TIME

MAILING INSTRUCTIONS: Print or type **RFP Number** and **Return Due Date** on the lower left-hand corner of the envelope or package. Delivered sealed proposals must be in the Lincoln University Purchasing Department (1002 Chestnut St, Room 101) by the return date and time.

RETURN PROPOSAL TO: (courier service)
LINCOLN UNIVERSITY
1002 CHESTNUT ST
SHIPPING & RECEIVING BLDG
JEFFERSON CITY MO 65101

CONTRACT PERIOD:

The offeror hereby declares understanding, agreement and certification of compliance to provide the items and/or services, at the prices quoted, in accordance with all requirements and specifications contained herein and the Terms and Conditions Request for Proposal (Revised 04/23/2010). The offeror further agrees that the language of this RFP shall govern in the event of a conflict with his/her proposal. The offeror further agrees that upon receipt of an authorized purchase order from Lincoln University or when this RFP is countersigned by an authorized official of Lincoln University, a binding contract shall exist between the offeror and Lincoln University.

SIGNATURE REQUIRED

AUTHORIZED SIGNATURE		DATE	
PRINTED NAME		TITLE	
DOING BUSINESS AS (DBA) NAME		LEGAL NAME OF ENTITY/INDIVIDUAL FILED WITH IRS FOR THIS TAX ID #	
MAILING ADDRESS		IRS FORM 1099 MAILING ADDRESS	
CITY, STATE, ZIP CODE		CITY, STATE, ZIP CODE	
VENDOR NO. (IF KNOWN)	TAXPAYER ID NUMBER (TIN)	TAXPAYER ID (TIN) TYPE (CHECK ONE) <input type="checkbox"/> FEIN or <input type="checkbox"/> SSN	
VENDOR TAX FILING TYPE WITH IRS (CHECK ONE) <input type="checkbox"/> Corporation <input type="checkbox"/> Individual <input type="checkbox"/> State/Local Government <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Other			
CONTACT PERSON		E-MAIL ADDRESS	
PHONE NUM BER.		FAX NUMBER	

NOTICE OF AWARD (LINCOLN UNIVERSITY ONLY)

ACCEPTED BY LINCOLN UNIVERSITY AS FOLLOWS:		
CONTRACT NO.		CONTRACT PERIOD
BUYER	DATE	PURCHASING DIRECTOR

**BRAND and IDENTITY DEVELOPMENT
with COMPREHENSIVE MESSAGING and VIDEO PROGRAM**

RFP B20-1187 IS HEREBY AMENDED WITH THE FOLLOWING REVISIONS AND ADDITIONS:

1. Updated RFP Return Due Date to December 19, 2019 no later than 2:00 PM
2. It is noted that the university completed this level of branding, video and identity work in 2015. Is the university looking to start fresh with new logo, new messaging etc., or is the desire to build on current assets as developed in 2015? **For this project, we will build on the current assets that were developed in 2015.**
3. Can you detail expectations (if any) for hiring a firm based out of Missouri/tri-state region?
4. Budget expectations can be complex matters. Understanding the comprehensive scope (including research, testing and implementation) and the expected aggressive timeline for this branding work, can you share what was budgeted for this project previously in 2015 and whether the budget will be similar for this effort? **Based on the information available, the budgeted amount for the project in 2015 was 40,000.00. The projected amount for the current project will be 50,000.00**
 - a. The RFP states the budget is 'finite.' Is there a budget range the University is trying to stay within? **40,000 to 55,000.**
5. It is noted in the RFP that currently Lincoln University is facing a press regarding declining enrollments, does the university wish to have enrollment marketing specifically incorporated into the bid response or is the preference to focus on platform, design, logo and video only? **This project's main focus will be enrollment marketing utilizing the elements which were requested for bid.**
6. Is there a separate budget for outlining an implementation strategy for the brand once it is developed? **This project does not include implementation, which is budgeted separately.**
7. Will all new brand research be expected, or could existing data be used to assess the current branding? **Given the age of the data (four years) collected during the previous branding effort, new brand research will need to be conducted for validity.**
8. Could you elaborate further on expectations for timeline. Comprehensive brand work can take upwards of a year from start of research to roll out, and in our research we noticed your previous brand work took about 14 months to complete. **The initial goal is to acquire collateral for the Admissions Department while working on a comprehensive brand concept.**
 - a. Has the timetable been identified? If not, can you give clarity on how long Firm would have to complete the work outlined in the RFP? **Collateral items for Admissions are needed as soon as possible. A more definitive timeline can be discussed once a firm is selected.**
9. What do you consider your current brand struggles? **Our greatest brand struggle is the lack of recognition. In addition, we are dealing with negative/slanted press and social media traffic.**
10. Who do you define as your top competitors nationally and regionally?
11. Why is the University concerned with brand and identity? What prompted this RFP? **Our greatest brand struggle is the lack of recognition. In addition, we are dealing with negative/slanted press and social media traffic. This affects our recruitment, retention, friend and fundraising efforts. It is our goal with this project to create interest from prospective students and build institutional pride for those who are currently enrolled, employees, alumni and friends.**

12. Is Lincoln looking more for a refresh instead of a total revamping of the brand?
For this project, we will build on the current assets that were developed in 2015.