



**Beaufort County School District**

Addendum 2      Solicitation Number: 23-017  
Date Printed: June 20, 2023  
Date Issued: June 20, 2023  
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**Request for Proposal (RFP)**

DESCRIPTION: **Brand Consulting Services**  
SUBMIT OFFER BY (Opening Date & Time): **June 22, 2023, at 4:00 PM EST**  
QUESTIONS MUST BE RECEIVED BY: **June 15, 2023**  
NUMBER OF COPIES TO BE SUBMITTED: **One (1) Original Signed; Six (6) Signed Copies and One (1) Redacted Version on USB**

**Offers must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior.**

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:  
Beaufort County School District  
Procurement Office  
P.O. Drawer 309  
Beaufort, SC 29901-0309

PHYSICAL ADDRESS:  
Beaufort County School District  
Procurement Office  
2900 Mink Point Blvd  
Beaufort, SC 29902

**AWARDS & AMENDMENTS:**

Award will be posted at the Physical Address stated above on or after June 22, 2023. The award, this solicitation, and any amendments will be posted at the following web address:

<https://www.beaufortschools.net/community/working-with-the-district/finance>.

You must submit a signed copy of this form with Your Offer. By submitting a proposal or bid, you agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of ninety (90) calendar days after the Opening Date.

NAME OF OFFEROR: \_\_\_\_\_ (Full legal name of business submitting the offer)      ENTITY TYPE: \_\_\_\_\_

\_\_\_\_\_  
AUTHORIZED SIGNATURE (Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above)

\_\_\_\_\_  
PRINTED NAME      TITLE

Instructions regarding Offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror above. An offer may be submitted by only one legal entity. The entity named as the Offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.



## Questions and Answers

1. How many BCSD team members will be designated to work on this endeavor with the winning bidder? Will there be a point person who will act as a liaison between the firm and the school board, communications department etc?

**Not one single person, our 5 person team will be the contact.**

2. Have you determined a process for approval of new brand identity? For instance, would you like a few logo options and have the school board or other appropriate group vote, or do you envision the winning bidder to work with a small group to create a logo identity based on research and best practices? How many logo options are you expecting? Will you have one or two designated people giving input and making final decisions, or will the design need to be subjected to a public hearing, etc?

**We specified having branding sessions in the RFP, which is part of the process, but the vendor really should lead/advise on the best process. I'd say b/t 1 and 3 logos to go to the public for input and then presented to the Board.**

3. Would a blend of online and in person public input sessions be ideal? **No. In-person.**
4. Would you like students to be given the chance to provide branding input? **Yes.**
5. How many brand workshops (c) do you foresee needing? Could this also be supplemented by a training video to watch on demand?

**At a minimum, we'll need 4 workshops (NOB, SOB, staff, Spanish version). Video is optional.**

6. Would the development of licensing program (g) include extending and designing the brand identity into apparel and other items that could be sold, meaning creating camera ready designs for those promotional items? Or is the program need more suggestion for what would be best suited? Does this process need to include trademark registration?

**No idea since we've never done it. Again, vendor driven.**

7. For a "brand identity that includes all deliverables" (h) can you clarify what you foresee as print collateral? Do you desire the firm to create marketing brochures, flyers etc as part of this campaign?

**Possibly template suggestions, but we have an excellent in-house graphic designer.**

8. (h) Can you describe the scope of "video and audio components" for brand identity package? **N/A**
9. Would the district desire creation of a photo and video clip library to use for future marketing and communications purposes? **Optional.**

10. Do you envision the scope of work to include rebrand of individual school logos within the district (k) or would this be recommendations only? If new logos would be desired, how many schools would fall under this category? **Recommendations only.**

11. Can you further describe the vision for a “phased rollout”? (l) **Vendor recommended.**

12. Please describe the “communications department” (l) that will be collaborating in the rollout. What roles would this team take on, and what would be expected from the winning firm? Do you see the firm implementing or planning the rollout?

**Our department will implement the rollout based on vendor suggestions.**

13. Should the cost proposal be itemized or a lump sum? **Both.**

14. Would you prefer to see the cost proposal as a package price for deliverables or a monthly contract fee, or a combination of both? **Both.**

15. Ours is a new firm (Jan 2023) existing of a team of experienced designers, marketing and branding specialists. Therefore, we do not have firm history and financial position information. Is there an acceptable alternative for providing qualifications for a new firm based on our prior experience?

**A letter of credit will suffice.**