



Beaufort County School District

Addendum 1

Solicitation Number: 23-017
Date Printed: June 12, 2023
Date Issued: June 12, 2023
Procurement Officer: Kaylee Yinger, NIGP-CPP, CPPB
Phone: 843-322-2349
Email: Kaylee.Yinger@beaufort.k12.sc.us

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.

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| HOME OFFICE ADDRESS (Address for Offeror's home office/ Principal place of business): | NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent): |
| | |
| PHONE NUMBER: | |
| EMAIL ADDRESS: | |

| | |
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| PAYMENT ADDRESS (Address to which payments will be sent): | ORDER ADDRESS (Address to which all purchase orders will be sent): |
| | |
| <input type="checkbox"/> Payment Address Same as Home Office Address | <input type="checkbox"/> Payment Address Same as Home Office Address |
| <input type="checkbox"/> Payment Address Same as Home Notice Address | <input type="checkbox"/> Payment Address Same as Notice Address |
| (Check one only) | (check one only) |

| | | |
|--|-------------------------|-----------------------------|
| ACKNOWLEDGEMENT OF AMENDMENTS: | <u>Amendment Number</u> | <u>Amendment Issue Date</u> |
| Offeror acknowledges receipt of amendments by indicating amendment number and its date of issue. | | |

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| MINORITY PARTICIPATION- Are you a Minority Business Enterprise: Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please include a copy of your certification. |
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Questions and Answers

1. **Could you clarify your timeline expectations? You've mentioned a "launch ready" date for the 2023-2024 school year.** We are flexible on this. Ideally, we would like to roll-out our new branding by October 1 in time for our upcoming referendum vote in November. However, we understand this may not be feasible.
2. **Are there any specific success metrics or key performance indicators (KPIs) that BCSD has in mind to evaluate the effectiveness of the rebranding?** We will be looking for increased traffic to our district and school websites, and social media platforms (Facebook, Twitter and Instagram). Increased awareness, relevance, and positive perception of who we are in the community and all we offer.
3. **Could you elaborate on any specific characteristics or elements you want to see reflected in the new logo and brand identity?** We would like the brand to reflect the input the vendor receives from their focus groups and additional research. A tagline that can capture who we are, what we do and what we offer is important as well as a logo that captures the diversity of our student body, the beauty and history of our location in the Lowcountry (and doesn't confuse us with Beaufort, NC), and access to a world-class education is imperative.
4. **Are there any existing brand elements or characteristics you want to retain or avoid in the new branding?** All elements must be ADA compliant; we do not need to retain anything from our current, and clearly outdated, logo.
5. **Do you have any predefined expectations or goals for the revenue the licensing program generates?** Not at this time.
6. **Could you provide more details about your desire for a "phased roll-out plan" for the new brand identity?** We understand that we cannot make immediate changes to *everything* with the existing logo on it, to include buildings, signs, interior décor, etc. We'd certainly start with the website and social media accounts, but we'd like vendor input on when to phase in other items with the new logo, such as stationary, business cards, signage, etc., and potential bus, van wraps for higher visibility in the community.
7. **Could you clarify the extent of the onboarding support and training you anticipate needing?** We'd like the vendor to be able to address questions as needed upon project completion. It would be helpful to have a session with principals and district office staff to discuss the new branding, as well as present the new logo/branding to the Board of Education. (We would also like the vendor to speak at a Board of Education meeting to explain how the rebranding process will work at the onset.) And include a simple to understand Brand Guide and/or poster that could be distributed to employees.
8. **What is the intended budget range for this project?** Determined by vendor bids.