



**REQUEST FOR PROPOSALS  
BRANDING AND MARKETING SERVICES  
CITY OF MAULDIN  
JANUARY 24, 2025**

**SUMMARY**

The City of Mauldin is soliciting proposals from experienced branding consultants, design agencies, or marketing firms to create a comprehensive brand strategy that captures the essence of the City's growth, community values, and vibrant future. The new brand will represent the City's unique strength and assets; be transferable across City departments, operations, and economic development efforts; and be effective in multiple media applications.

The project will include visual elements, messaging, and brand expression. One objective of the project is to create an eye-catching and modern design that has a wide appeal. Input from key City staff members and City Council must be included in the development process to ensure that the design reflects the vision of City Council and the community as a whole.

The Consultant selected will be expected to provide multiple branding concepts and be prepared for revisions of the chosen brand concept. The brand identity will need to be effective in representing Mauldin in any context, enhancing the perception of Mauldin, and developing a feeling of community pride and ownership.

Upon project completion, the Consultant is expected to provide the logo and any other materials available in editable files for use in websites, publications, etc. Any logos and materials will be owned by the City of Mauldin and its partners and may only be used for the purposes defined in the brand standards.

**BACKGROUND**

The City of Mauldin is a vibrant, fast-growing community in the heart of Greenville County, conveniently located near major highways I-85 and I-385 and just minutes from downtown Greenville. Since 2010, Mauldin has grown from a city of just under 23,000 residents to more than 29,000 today, and that number is projected to increase to 35,000 residents by 2030. The City is approximately 12.1 square miles in size.

Without a traditional downtown, Mauldin has historically been known as a bedroom community or crossroads community — a safe and affordable place to live, but with no key landmarks or attractions and no real sense of place. City leaders have been intentional about investing in the future of the community and shifting the City's identity to more of a destination, with a variety of entertainment, dining, retail and residential options to accommodate a growing and diverse population.

That transformation is already under way, with popular attractions including the BridgeWay Station urban village; the recent completion of the Mauldin GateWay Bridge; a thriving Mauldin Cultural Center that regularly hosts theater shows, concerts, festivals and community events; the



Maverick Yards mixed-use development that is currently under construction, which represents a first step on the City’s journey to create a livable, walkable downtown; and a 10,000-seat sports and entertainment stadium at BridgeWay Station that will serve as a permanent home for the Greenville Triumph and Liberty soccer clubs. The stadium is scheduled to break ground in 2025, with a grand opening planned for 2026.

With the last rebrand completed in 2013, the City is seeking an updated brand that reflects and captures its emerging identity as a destination in the fast-growing Upstate region — a highly desirable place to live, work and play.

## **PROJECT DESCRIPTION**

The project will include visual elements, messaging, and brand expression that reflects an up-and-coming City of Mauldin and resonates with various stakeholders, including City Council and staff, residents and potential visitors.

The Consultant selected will be expected to provide multiple branding concepts and be prepared for revisions of the chosen brand concept. The brand identity will need to be effective in representing Mauldin in any context, enhancing the perception of Mauldin, and creating a feeling of community pride and ownership. Input from key City staff members and City Council must be included in the development process to ensure that the design reflects the vision of City Council and the community as a whole.

The successful consultant will work closely with City of Mauldin staff and other identified stakeholders to create a new visual identity that captures the City’s character and has a wide appeal.

As the City continues to grow with residential and commercial development, expand in tourist attractions, and support greenspace and trails, the City desires to market itself and continue to attract people from all over to come invest, work, live, and play, and this branding project should support those efforts.

## **SCOPE OF WORK**

The Scope of Work is designed to guide vendors in preparing their proposals by detailing the critical aspects of the project, as well as the expectations for performance, resources, and reporting. All interested parties are encouraged to review the full scope thoroughly before submitting their proposals, to ensure alignment with the requirements and project goals.

### **Project Management**

The Consultant will manage and lead all aspects of the project and coordination of any sub-consultants and all project activities, including meetings with staff and possible stakeholder groups. The Consultant will identify a project lead to act as the direct point of contact for City staff.

Throughout the project, the Consultant will be responsible for the following:

- a. **Brand, Vision, & Message Development:** The firm selected will create a comprehensive brand strategy, including designing a logo that effectively communicates the identity of the City, tagline, color palette, typography, and other essential branding elements. The firm also will help the City with the creation of a vision statement aligning with the branding campaign. The design logo and messaging should allow for flexibility so that they may be used by all departments and for all programs and services.
- b. **Research:** Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will review strategies for the brand image and marketing campaign. In addition:
  - i. Identifying the key elements of the City of Mauldin.
  - ii. Analysis of creative elements such as tag lines, slogans, mottos, and creative designs.
  - iii. Measures that will be used to determine if the branding effort is successful.
  - iv. Host at minimum one workshop with Mauldin City Council.
- c. **Deliverables:**
  - i. Templates for common needs, such as signage, brochures, webpage layout, PowerPoint, report covers, letterhead, business cards, etc.
  - ii. Create branding guidelines to ensure consistency in all communications and promotional efforts.
  - iii. Any optional services that may be provided and their associated costs.
- d. **Strategic brand implementation and engagement:** Guide the implementation of Mauldin's new brand identity and identify ongoing strategies for communicating, maintaining, and enhancing the brand's value over the first three years following introduction.
  - i. Identify both short- and long-term strategies and tactics for communicating the new brand, including a timeline, utilizing a variety of communication tools.
  - ii. Provide guidance for the City of Mauldin's team on how to implement and use the new brand.
  - iii. Assist with creating a roll-out plan for the brand launch, including community events, digital campaigns, and other promotional activities.

**Project Budget:** The total budget for this project is between \$20,000 - \$30,000.

### **Consultants or Graphic Designers Qualifications**

All bidders must meet the following minimum qualifications:

- **Business License:** The contractor must hold a valid business license to operate in the City of Mauldin (or be able to obtain if selected).
- **Insurance:** The contractor must provide proof of general liability insurance, with minimum coverage amounts of \$1,000,000 per occurrence and bonded.
- **Workers' Compensation Insurance:** The contractor must also provide proof of workers' compensation insurance as required by South Carolina state law.
- **Subcontractors:** Any subcontractors used for this contract must have the same requirements as listed above and disclosed to the City.



## **SUBMITTAL INSTRUCTIONS**

All proposals shall include the following information and any additional information necessary to summarize the overall qualifications of the company:

1. Cover letter that includes the name, address and telephone number of the company and primary contact.
2. Qualifications: Description of the consulting organization, detailing experience in brand development for public agencies, as well as engagement involving communities that have characteristics similar to Mauldin.
3. A list and brief summary of at least three (3) recent branding projects on which the principal staff worked and description of their responsibilities. Include a link to visuals of the completed brand identity or logo portfolio.
4. Other project references, including names, phone numbers and email address of contact persons.
5. Statement of Project Approach, including the following information:
  - a. Methodology and overall approach to the project
  - b. Scope of Work
  - c. Project schedule
  - d. Deliverables
6. Detailed outline of the Consultant's management plan, including proposed staff, availability, roles and responsibilities. Include the following information for key project team members. (Project Manager and Key Project Staff)
  - a. Professional background, experience on similar projects and years of experience.
  - b. Primary office location
  - c. Role that each individual will have as part of the branding project.
7. A list of any sub-consultants and detailed explanation of the responsibilities of each consulting team member.
8. A proposed timeline for project completion, including components of each project phase.
9. Consultant's expectations of the City, including a brief description of the services and tasks that the Consultant would expect the City to provide.
10. Proposed cost to complete this project based on the consultant's understanding of the RFP. Include a copy of the consultant's current rate sheet. Total brand development cost should include allowable expenses (printing, travel, etc.), and itemized based upon the scope of work outlined above (Brand & Message Development, Research, Deliverables, Strategic Brand Implementation and Engagement).
11. Submittals should be limited to a maximum of 20 pages (contextual information), not including resumes, cover pages, and table of contents. Submittals exceeding 20 pages may be



removed from consideration. Examples of similar brand development work completed should be provided via web links.

**EVALUATION CRITERIA**

<b>CRITERIA</b>	<b>Points</b>
Company Qualifications/Experience	20
Project approach and proposed execution of the project and timeline	30
Clarity & Completeness of the proposal <ul style="list-style-type: none"> <li>• Extent to which the instructions in the RFP were followed.</li> <li>• Accuracy in reflection of the project’s assumptions &amp; requirements.</li> </ul>	20
Total cost for branding designs, pallets, logos, research, and branding package/manual. Itemized cost and breakdown of services	20
Company References	10
<b>TOTAL</b>	<b>100</b>

\*Please note that a cost range is not an acceptable listing for project cost. Submittals can include a list of add on/alternative features with costs for consideration. During the evaluation process, the City reserves the right to request additional information or clarification from proposers, or to allow corrections of errors or omissions.

A committee of City staff will review, score and rank all proposals and make a recommendation to the City Administrator for consideration. The top-ranked proposals may be selected for an interview with the evaluation committee and City Administrator. Final selection will be at the discretion of either City Council or City Administrator. The final selection will represent the best value to the City and not necessarily the lowest bidder. The City reserves the right to negotiate with the top-ranked offer(s) to refine the scope of work and project budget.

**INITIAL PROJECT TIMELINE**

The following tentative schedule is anticipated for selection, contract negotiations and contract award.

RFP Issuance	January 24, 2025
Deadline to submit all questions	February 06, 2025
Proposals due	February 13, 2025, at 10:00 AM
Bid Opening	February 13, 2025, at 10:00 AM
Beginning of Work	March 2025

**SUBMISSION OF PROPOSALS**

To submit a proposal, interested parties should submit to the City three (3) printed copies along with an electronic (pdf) version of the fully responsive proposal. All proposals must be received by 10:00AM on February 13, 2025. All proposals will be opened at that time and dated and recorded by the City Clerk. Proposals will be opened in the Court Room/Council Chambers at Mauldin City Hall (5 E. Butler Road, Mauldin, SC 29662). The proposal opening is open to the public. All bids should be addressed and submitted via the following methods:





**By Mail or In-Person:**

City of Mauldin  
Cindy Miller-City of Mauldin Branding and Marketing Services  
5 E. Butler Road  
P.O. Box 249  
Mauldin, SC 29662

Electronic submissions:

Subject line: "City of Mauldin Branding and Marketing Services"  
Cindy Miller  
[cmiller@mauldincitysc.com](mailto:cmiller@mauldincitysc.com)

**BID OPENING AND EVALUATION**

Bids will be publicly opened on Wednesday, February 13, 2025, at 10:00AM in the Court Room/Council Chambers at City Hall, 5 E. Butler Street, Mauldin, SC 29662.

The City of Mauldin reserves the right to reject any or all bids, waive informalities, and award the contract to the lowest responsible bidder based on the bid evaluation criteria, including but not limited to cost, experience, and compliance with all requirements.

It is the bidder's sole responsibility to ensure the revisions are received by the city prior to the closing date and time. Proposals received after the closing date and time may not be accepted or considered.

Questions should be emailed to Gregory Saxton, Assistant City Administrator, at [gsaxton@mauldincitysc.com](mailto:gsaxton@mauldincitysc.com).

**PAYMENT TERMS:**

- All invoices will be paid on a Net 30 (minimum) basis.
- Payments must include all required supporting documentation.
- Contractor will waive late penalties for disputed bills.

**ACKNOWLEDGEMENT AND AGREEMENT**

By submitting a response to this RFP, the offer affirms that the information contained in its response accurately represents the scope of work, pricing, and terms outlined in this RFP. The offer also agrees to abide by the conditions stated in this (RFP) and to perform the work in a professional and timely manner.