

## TechTown Detroit Request for Proposal

Project Name: **TechTown Brand Update**

Deadline for final submission of questions: **1/12/2024**

Submission deadline: **1/22/2024**

Project Completion Date: **11/1/2024**

**Contact Information:** [purchasing@techtowndetroit.org](mailto:purchasing@techtowndetroit.org)

### **About TechTown:**

TechTown is Wayne State's entrepreneurship hub. We help tech startups and small businesses develop, launch and grow. By opening doors to opportunity, we strengthen our city, neighborhoods, and economy – working to generate equitable community wealth and stop cycles of intergenerational poverty through entrepreneurship.

TechTown was founded in 2000 by Wayne State University, Henry Ford Health System and General Motors. In 2004, TechTown incorporated as a nonprofit and established its headquarters in a landmark 1927 Albert Kahn building just north of the Wayne State campus.

Originally founded to support tech-based spinoffs from the university, we soon realized that our incubation and acceleration strategies for tech companies could help strengthen neighborhood small businesses and commercial corridors across Detroit. Today, we offer a full suite of entrepreneurial services for tech and neighborhood businesses.

Our five-story building serves as an entrepreneurial hub, housing the TechTown administrative offices, our coworking community, meeting and event space, and numerous businesses working across sectors to drive progress in Detroit. TechTown works in close partnership with Wayne State's Office of Economic Development, which guides, elevates and communicates Wayne State's annual economic impact.

TechTown executive leadership team members (CEO, COO, CPO, CFO) hold positions within the WSU Office of Economic Development and TechTown.

**Project Details:**

<p>Project background</p>	<p>TechTown will celebrate its 20<sup>th</sup> anniversary in 2024 and will incorporate a special anniversary logo treatment (designed internally) to visually mark the milestone throughout the year. Following that anniversary year, TechTown will launch an updated brand (designed by a firm selected through this RFP process) that reflects the future vision for the organization and emphasizes its alignment with Wayne State University.</p> <p>Tech Town’s current branding reflects its independent nonprofit status, and in the past, it has been paired with the Wayne State University logo in specific instances to emphasize the partnership between WSU and TechTown. The creation of a new brand framework presents an opportunity to more permanently and comprehensively illustrate the partnership through TechTown’s primary brand and the secondary brands for its individual programs, services and events.</p>
<p>Goals of the project</p>	<p>The goals for this project are to:</p> <ul style="list-style-type: none"> <li>• Develop a modern and compelling brand identity that reflects our mission, values, impact and relationship with Wayne State University.</li> <li>• Engage stakeholders – which may include staff, board members, donors, clients, tenants and the community – in the design process.</li> <li>• Ensure the new brand is adaptable for various media, including print, digital, and social platforms.</li> </ul>
<p>Proposed services and deliverables</p>	<p>The selected firm will be responsible for:</p> <ul style="list-style-type: none"> <li>• Conducting a comprehensive brand audit – including a stakeholder engagement process, audience evaluation, and market analysis – to assess the current TechTown brand and inform a new brand identity. Review of WSU brand/sub-brands should also inform direction.</li> <li>• Developing a new brand strategy, including positioning, messaging, and visual identity. Specify number of review rounds included in proposed fee.</li> <li>• Creating a comprehensive brand style guide to ensure consistent application of the brand across all materials (including key messages and positioning statement).</li> <li>• Designing and delivering key brand elements, including logo mark, tagline if applicable, color palette, and collateral material design (including digital assets for social/email/presentations, physical signage, print graphics, and templates for organization use).</li> <li>• Creating a launch strategy/implementation plan that introduces the new brand across audiences and channels (media, social, etc.), to be implemented by TechTown in 2025.</li> </ul>

Address of worksite	Flexible. Required site visit and/or working session(s) hosted at TechTown (440 Burroughs, Detroit, MI 48202) to ensure vendor familiarity with TechTown environment.
List of milestones/ proposed timeline	<ul style="list-style-type: none"> <li>● <b>February 2024</b> – Project awarded</li> <li>● <b>March 2024</b> – Project kickoff meeting (regular status updates (email or meeting) thereafter)</li> <li>● <b>May &amp; July 2024</b> – Process updates provided (1-5 slides) for TechTown Board Executive Committee meetings</li> <li>● <b>November 1, 2024</b> – Final brand identity (all related assets/files) delivered</li> </ul>
Submissions	<p>Proposals should include:</p> <ul style="list-style-type: none"> <li>● Overview of your company, including services offered and relevant experience with nonprofit organizations and/or higher education clients and rebranding initiatives.</li> <li>● Three (3) work product samples (nonprofit and/or higher education clients preferred).</li> <li>● Three (3) client testimonials with contact information for use in verification – include at least one nonprofit organization.</li> <li>● Detailed approach and methodology for conducting a brand audit and developing a new brand strategy.</li> <li>● Statement of how your company aligns with TechTown's effort to support BIPOC-owned businesses and Detroit-based businesses (this could highlight your own business status if you fall into one or both of those groups AND/OR an indication of how your company supports businesses in these groups).</li> <li>● List of project staff role descriptions and qualifications typically assigned to this type of project.</li> <li>● Project budget including all costs associated with the project (with breakdown to help our reviewers better understand specific costs). Include terms and conditions.</li> <li>● Proposed timeline, including key milestones and deliverables.</li> <li>● Bidder's name(s), address and contact information</li> <li>● Provide detailed explanation if yes to any of the following: <ul style="list-style-type: none"> <li>○ Has your company or its parent company (if any) ever filed for bankruptcy or any form of reorganization under the Bankruptcy Code?</li> <li>○ Has your company or its parent company (if any) ever received any sanctions or is currently under investigation by any regulatory or governmental body?</li> </ul> </li> </ul>
Question due date	1/12/2024
Bid due date	1/22/2024

Selection criteria	<ul style="list-style-type: none"> <li>• Demonstrated experience and expertise in brand development. Experience with nonprofit and/or higher education clients preferred.</li> <li>• Demonstrated understanding of project objectives and organizational mission.</li> <li>• Comprehensive and inclusive process clearly defined.</li> <li>• Detailed budget and timeline included.</li> <li>• Alignment with TechTown’s commitment to support BIPOC-led and Detroit-based businesses (through your company’s status and/or your company’s support of such businesses).</li> </ul>
Budget	To be determined – informed by proposals received (please include budget breakdown to help our reviewers better understand specific costs when evaluating)

**Additional information for bidders:**

At TechTown Detroit, we are committed to fostering an inclusive, accessible environment, where all team members, clients and tenants feel valued, respected and supported. That commitment extends to our work with vendors, and we select vendors without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.

**Point of contact for questions:** [purchasing@techtowndetroit.org](mailto:purchasing@techtowndetroit.org)

Email all questions to the above address by 11:59 p.m. on January 12, 2024. Responses will be compiled and shared with all bidders on January 16, 2024. Final proposals due by 11:59 p.m. on January 22, 2024 (send to the above email address).