



Request For Proposal

Marion County Parks and Recreation Commission Rebranding and Marketing Material

Please submit proposals to Rachel Mitchell at Rmitchell@mcparc.com or mail to P.O. Box 1258 Fairmont WV, 26555 by February 8, 2019 at 3:30 PM

I. Overview

Our mission here at the Marion County Parks and Recreation Commission (MCPARC) is to provide the public with quality park and recreation areas for all of your leisure activities. The Marion County Parks And Recreation Commission was formed in 1977. It is the home of West Virginia's first Wave Pool and within its ten parks are a multitude of facilities covering over 3,000 acres. MCPARC also maintains twenty miles of rail trails in the county and hosts public events and concerts at Palatine Park throughout the summer season.

MCPARC offers year-round programming for all ages: basketball leagues, youth sports, bus trips, playground programs, fishing events, challenge course program, day camp and much more. MCPARC is also active in many areas of the community and helps many organizations with special events and projects. MCPARC also offers community grants to help municipalities and non-profit groups increase recreational opportunities throughout Marion County.



Our Office is located at:
1000 Cole Street, Suite B
Pleasant Valley, WV 26554

II. Project Goals

With our rebranding, MCPARC would like to have our logo, slogan, and general image match the progressiveness that our organization has been seeing in both ourselves and the community of Marion County. We are seeking proposals for the following services:

- i) Logo
- ii) Color scheme
- iii) Font styles
- iv) Tagline/ motto
- v) Media items for use on our website and social media – (website service not needed)
- vi) Design for Program Brochure
- vii) Park signage templates
- viii) Event flyers
- ix) Letterhead
- x) Envelope – return address
- xi) Business cards
- xii) Brand Standards Manual

III. Budget

Marion County Parks And Recreation Commission is registered as non-profit organization by the state of West Virginia. We strive to provide quality parks and recreation experiences to all citizens of Marion County and to those that travel from outside the area. We are not an organization that generates revenue to operate. We are fully supported and funded by a Parks Levy that has been continually passed by our voters. Most recently in 2018, our levy passed at over 80 percent which shows the deep support from our community members.

IV. Timeline

- RFP due February 8th at 3:30 PM
- Questions regarding RFP may be asked until the proposal deadline
- Final decision February 13th
- Brand Standards Manual shall be supplied in conjunction with the first piece of media
- Logo, color scheme, font style, and tagline shall be made available no later than February 20th
- Park signage, letterhead, envelope, and business card designs shall be made available by February 20th

- Images and items for social media, website, and other miscellaneous digital and print media available no later than February 27th
- Event flyer design available no later than February 27th
- Subject matter for program brochure will be supplied to selected company by March 1st
- Completed program brochure shall be available for review no later than March 8th

V. Proposal Format

This is a closed bid. Proposals will not be accepted after the closing date. MCPARC reserves the right to reject any or all proposals. If your company is chosen, MCPARC reserves the right to make any changes or alterations to the material/ media. The selected company must also be willing to collaborate with our website developer.

Please include the following with your proposal:

- Company Contact Information – website, email address, phone number
- Individual Contact Information – name of designer, email, phone number
- Plan for accomplishing project goals
- Relevant and relatable examples of prior work
- Pricing
- References
- Development timeline