Answers to Inquiries
Informal Solicitation for: ELCOC's Brand Identity Scope of Work

Questions	
Question	On page 7 of the solicitation notice it says: Proposal submitted: Include approach to the work outlined above, qualifications to conduct such work, and a quote regarding the deliverables - we assume you mean the cost per deliverable, correct?
Response	Please include cost per deliverable as well as total cost for the project outlined in the SOW.
Question	Regarding the meetings with the Messaging Task Force: is the expectation that they are in person, or is video or telephone conference acceptable?
Response	Messaging Task Force meetings in person are preferred but conference or video conference calls will work as well.
Question	Is it acceptable to submit the forms (W-9, etc) along with our proposal, or would you like those ASAP?
Response	Yes, the forms can be submitted along with the proposal. Please make sure all requested forms are complete and accurate when submitted.
Question	In order for to submit a bid on the ELCOC Brand Identity opportunity, I wanted to ask if it was possible to identify the different pieces of collateral, they you would need to see the branding on.
Response	Pieces of collateral include but are not limited to deliverables such as Brand Guide (graphics as .jps, .png, .psd in various sizes, font suite, photos, color guide), signage, mailing (letterhead, labels, envelopes), elevator speech,
Question	What are the top goals for ELCOC over the upcoming year? Over the next 5 years?
Response	Please see our Strategic Plan: http://elcoforangecounty.org/wp-content/uploads/2019/01/2016-2022-Strategic-Timeline.pdf

Question	**How will you measure the success of your investment in creation of a new brand identity?**
Response	**Increased awareness among stakeholders, community partners, clients and Orange County citizens.**
Question	**Who currently supports your design needs? Do you have internal resources that we would provide a creative framework/asset library to for ongoing execution to?**
Response	**Currently our Communications and Media Relations Coordinator supports design needs and is able to manage ongoing execution with creative framework/asset library.**
Question	**Who do you identify as organizations that compete for consumer mindshare/cause confusion around your offering?**
Response	**We are asking the awarded agency to help answer this question.**
Question	**Which of the services listed on page 1 under section 3, Our Services support the most individuals?**
Response	**Family Services including Child Care Resource & Referral, School Readiness, and Voluntary Pre-Kindergarten.**
Question	**On page 2, under section 4. Our Audience, which of the audiences/groups listed is the primary audience, secondary audience and tertiary audiences? Or which are the top three most important audiences/groups?**
Response	**The top three audiences we message to are: Funders/Sponsors, Community Leaders, and Child Care Providers.**
Question	**On page 2, under the Project Objectives section, you refer to stakeholders, community partners and clients. Can you please further define who makes up these constituent groups?**
Response	**Stakeholder = Funders, Sponsors, Community Leaders, Business Owners** **Community Partners = Elected Officials, Community Leaders, Influential Advocates** **Clients = Anyone who uses our services such as Low-Income Families, Parents of 4-year-olds, and Child Care Providers.**

Question	**On page 5, under section 12. Awareness, what's the most common confusion caused by contract services, Community Coordinated Care for Children (4C's) and Voluntary Pre-Kindergarten (VPK) and School Reediness programs? Are there specific regulations requiring ELCOC to remain silent in support of these organizations or are there opportunities to show your direct funding/support?**
Response	**Discussions regarding specific contracts and regulations will be part of the working sessions between the ELOC and the awarded company.**
Question	**On page 5, under section 13. Website, could you clarify what you mean by a new design structure implemented on the current WordPress site? Are you asking for the awarded agency to create a set of assets that can be implemented to your existing website by your staff to reflect the new brand updates (e.g., logo, color pallet, fonts, photos, etc.) or are you requesting that the selected partner redesign the existing elcoforangecounty.org website?**
Response	**We are asking the awarded agency to create a set of assets that can be implemented throughout our existing website to reflect the new brand update as well as make specific recommendations on homepage redesign.**
Question	**Will photo research and selection of stock photography be part of the deliverables associated with this project?**
Response	**Yes**
Question	**How do you currently promote your First Give Years Gala event? What's been most effective for you in the past?**
Response	**The First Five Years Gala is promoted via direct mail to existing sponsors, ELCOC newsletters, Print (magazines & newspaper), TV and Radio ads with digital extensions, Billboards, Chamber calendars and newsletters, Eventbrite, ELCOC social media accounts, ELCOC.org. The most effective has been a combination of all including sponsor and Gala Honoree support.**
Question	**How many companies have you reached out to with this SOW?**
Response	**This is a competitive informal request for proposal.**
Question	**How will you evaluate/select partners? Is there a standard scoring system?**
Response	**Each proposal will be evaluated based on demonstrated expertise and project cost.**

Question	**Who are the members of the evaluation team?**
Response	**The ELCOC Messaging Task Force is comprised of board members and staff.**
Question	**Is there a budgetary range and timeframe for this initiative?**
Response	**As a 501C organization our goal is the serve the community. The budget for this project is negotiable however we estimate not more than $20,000.**