

Request for Proposals (RFP)

Development and Implementation of a Marketing and Communications Strategy for the ReGen Valley Tech Hub

I. Overview

The ReGen Valley Tech Hub (the “Hub”), a consortium led by the Advanced Regenerative Manufacturing Institute (“ARMI”), is seeking to work with a dynamic marketing and communications consultant to accelerate and amplify the impact of the Hub for the benefit of the region and Nation. The Hub is seeking a consultant that will think ‘outside the box,’ bringing creativity, excitement, and innovation to the Hub’s brand to ensure it stands out and reaches a broad, diverse audience within the region and across the country. The ideal consultant will be able to pivot and adjust to a high-growth, rapidly evolving environment, ensuring the Hub’s communications with a broad range of stakeholders remain relevant, resonant, and impactful.

The selected consultant will develop and support the Hub in executing a comprehensive, unique, and integrated regional and national communications, marketing, and brand strategy. This strategy will not only raise awareness but will also engage regional and national communities in the groundbreaking work of the Hub. Specifically, the strategy will lift up ongoing opportunities for stakeholders to take part in shaping the future of the region and the broader impact of the Hub.

This is an exciting opportunity for the right partner to help tell the story of ReGen Valley’s growth into a life-saving, global biotechnology epicenter.

II. Background

The ReGen Valley Tech Hub is dedicated to building the region into the preeminent global leader in biofabrication and novel health technologies. The Hub brings together interdisciplinary expertise in biotechnology, advanced manufacturing, engineering, medical devices, and many other sectors, bolstering life-saving innovation and creating jobs and intergenerational economic growth.

III. Purpose

The chosen consultant will develop a strategic communications, marketing, and brand strategy to accelerate and amplify the impact of the Hub. This strategy will focus on building brand awareness and engaging stakeholders regarding the Hub’s objectives and progress. The consultant will ensure that the Hub’s impact and achievements, as well as opportunities to get involved, are communicated effectively at both a regional and national level, reaching key industry, civic, academic, and community stakeholders.

IV. Scope of Services

The selected consultant will be responsible for the following services and deliverables:

1. Develop and support the Hub in executing an integrated regional and national communications, marketing, and brand strategy:

- Create a cohesive strategy incorporating brand awareness, education, and multi-audience engagement across digital and traditional channels, regionally and nationally.

- Establish brand consistency and authenticity, ensuring messaging aligns with the Hub’s mission and values.
- Refresh and build the Hub’s branding.
- Develop a creative direction that centers the transformational nature of the Hub’s efforts and the authentic contribution of its members to the future of the region, the nation, and human health. Enhance the Hub’s reputation and visibility by authentically communicating its impact.
- Think ‘outside the box’ to produce unique and engaging content and reach audiences who may not traditionally follow news in advanced manufacturing or biotechnology. Rapidly adapt to new needs or feedback.
- Build an outreach approach that provides resonant, engaging updates to multiple audience on the direction and progress of the Hub’s projects and initiatives, building stakeholder interest and engagement.
- Strengthen connections with industry, civic, academic, and community stakeholders by creating content and outreach tailored to their perspectives and needs.
- Identify and recommend opportunities for multi-channel and multi-audience engagements (e.g., podcast interviews, media features in newspapers, magazines, and news outlets) to broaden the Hub’s reach.
- Develop strategies to build and strengthen media partnerships, including collaboration with influencers and thought leaders in relevant sectors.
- Collaborate on co-branded events and promotional efforts with members of the Hub, providing recommendations for co-branded designs and content to ensure seamless integration.

Deliverable #1 Comprehensive Communications, Marketing, and Brand Strategy Document: A detailed and evidence-based plan outlining an integrated regional and national multi-stakeholder and multi-channel approach to achieving the ReGen Valley Tech Hub’s goals.

2. Content creation and management:

- Design and manage content for the Hub’s website (which does not include creating or building the website), as well as content channels determined by the Hub (e.g., social media, newsletters).
- Collaborate with web design teams to recommend strategic enhancements that will amplify messaging and engagement.
- Ensure the design and delivery of multi-channel content is consistent with the mission and values of the Hub and resonates with multiple audiences, extending the Hubs reach and impact.
- Develop and maintain a comprehensive brand toolkit and media guide for partners, stakeholders, and media use. This should include:
 - Customizable print and online brand assets, such as main and member logos, brand colors, fonts, sample social media posts, content guidelines, and editable templates for promotional materials.
 - Messaging tips, guidelines for consistency and accuracy, and high-quality photos and graphics for use in press releases, newsletters, and social media.

Deliverable #2 Content Toolkit: A toolkit with customizable print and online brand assets, content, templates, website content updates, messaging tips and guidelines, press materials, high-quality visuals, and other resources for ReGen Valley Tech Hub Consortium members and stakeholders to use in amplifying the ReGen Valley Tech Hub's activities.

3. Event and media promotion calendar:

- Collaborate with stakeholders to create a detailed timeline for promoting events, conferences, and milestones.
- Include strategies to build anticipation for key dates, target specific audiences, and select optimal platforms for promotion.
- Coordinate event invitations, reminders, and post-event recaps, and ensure media coverage as appropriate, with a view to maximizing visibility and engagement.

Deliverable #3 Event and Media Promotion Calendar: A detailed timeline for promoting events, conferences, and project milestones, with specific promotional strategies, key target audiences, and media coordination plans.

4. Monthly analytics reports on performance:

- Provide monthly updates and evidence-based recommendations to grow the impact of the communications, marketing, and brand strategy.

Deliverable #4 Monthly Analytics Reports: Detailed monthly reports on the performance and execution of the communications, marketing, and brand strategy. Include evidence-based, actionable insights and recommendations to enhance strategy, highlighting multi-channel analytics and key performance indicators.

V. Proposal Requirements

1. Company Profile

- A description of the proposing consultant's expertise in the development and execution of communications, marketing, and brand strategy, including demonstrated regional and national industry, civic, academic, and community engagement experience.

2. Cost Estimate

- Provide a detailed cost estimated for the proposed services and deliverables.

3. Consultant's relevant experience and proof of workload capacity

- Examples of relevant multi-channel work and assessed effect. A description of the proposing firm's administrative approach to meeting project objectives, including strategies for engaging multiple members of the Hub and ensuring consistent, accurate, impactful messaging.
- Two client referrals including clients' contact information and a brief summary of work completed on behalf of said clients.
- Evidence of the ability and capacity to meet the content creation and regional and national engagement goals for the duration of the period of performance.

4. Disclosure of Potential Conflicts of Interest

- Upon selection, the selected consultant will enter into a services agreement with the Advanced Regenerative Manufacturing Institute (“ARMI”). Thus, proposing consultant must disclose any potential pre-existing conflicts of interest as an addendum to the proposal submitted under this RFP.

VI. Proposal Evaluation Criteria

1. Proposals will be evaluated based on:
 - Understanding of the project’s requirements and objectives.
 - Methodological approach to the Strategy development.
 - Experience with similar branding, marketing, and communication projects.
 - Fee structure and cost-effectiveness.
 - Organizational capacity and expertise.
 - Ability to meet the project timeline.

VII. Additional Terms and Conditions

1. Non-Exclusive Contract: The aforementioned services agreement will be a non-exclusive agreement. Therefore, the Hub reserves the right to retain other consultants for specific services or deliverables as identified in this RFP, or to award contracts by item, group, or total proposal.
2. Period of Performance: This contract will be for an eighteen (18) month term. Any extension options may be included, in the Hub’s sole discretion, in the later negotiated services agreement.
3. Non-Binding Nature: This RFP does not create or constitute any legally binding obligation between the Hub and the proposing consultant.

VII. Submission Instructions

1. Submit proposals by 5:00 p.m. on Friday, February 21, 2025 via email to RVRFP@armiusa.org.
2. Proposals should not exceed five (5) pages, excluding attachments.

Please send any questions related to this RFP to RVRFP@armiusa.org with the RFP name in the subject.