



1. Do you have a budget or budget range you can share?

Yes, the budget range for this engagement is \$125,000 – \$175,000 for an 18-month period, with the potential for an annual support contract extension contingent upon consultant performance. We encourage proposals to align within this range.

2. Is there a separate media spend and/or production budget?

No, the proposed budget incorporates all media and production costs. There is no separate allocation for these expenses.

3. Can attachments include case studies, work samples, bios, and references? The page limit for the RFP response is five (5) pages, excluding attachments.

Yes, attachments may include case studies, work samples, team bios, and references. However, the core proposal must not exceed five (5) pages.

4. When the project concludes, what key outcomes would make you say, "This has been a successful and valuable partnership"?

Success will be defined in collaboration with the selected consultant. The consultant will help establish measurable goals aligned with the project's objectives. However, success will be measured by achieving the objectives set forth in the marketing strategy, including but not limited to:

- Increased visibility and awareness of the Hub's initiatives.
- Stakeholder engagement and participation in programs and events.
- Growth in partnerships and collaborative opportunities.
- Strong, consistent branding and messaging that effectively communicates the Hub's impact.

5. Are there key awareness and engagement KPIs already established?

Yes, we have established some key awareness and engagement KPIs, but they can be refined. The consultant should expect to work collaboratively with us to further develop and fine-tune these KPIs to best align with the project's objectives.

To ensure measurable progress, we will implement a baseline performance evaluation process, which will be modified once a formal marketing strategy is in place. This includes:

- Initial Onboarding & Goal Alignment – Early-stage collaboration to refine KPIs and set benchmarks.
- Quarterly Check-Ins – Regular progress reviews to assess effectiveness, refine tactics, and address challenges.
- Milestone-Based Reviews – Evaluations tied to key deliverables, campaign performance, and engagement metrics.

- Regular Reporting Requirements – Structured updates on awareness, engagement, and impact metrics.



6. Do lists of partners, stakeholders, and media exist, or do these need to be developed from scratch? Does the Hub have any specific media targets? What has the Hub already done in terms of proactive media communications? Is the Hub open to partnering with other organizations/institutions on events or other initiatives (e.g., universities)?

We have some existing lists, but these may require expansion and refinement as part of the consultant's work. At this time, there are no predefined media targets, but the consultant should work with the Hub to develop a proactive media engagement strategy.

The Hub has not yet implemented a formal media communications strategy. This will be a key area where the selected firm's expertise will be critical.

Yes, collaborations with universities, community organizations, and industry partners are strongly encouraged. The consultant should help identify and develop strategies for strategic partnerships that align with the Hub's mission.

7. Does the strategy need to be completely developed, or is there an existing framework?

There is no existing strategy. One of the consultant's primary responsibilities will be to work with the team to develop a comprehensive strategy based upon the ReGen Valley Tech Hub's goals as stated in the [Overarching Narrative](#) submitted as part of the original proposal.

8. Do you have any research or background information on your target audience(s)?

We have a general understanding of our target audience but are open to refinements based on the consultant's feedback and recommendations.

9. Who are the key stakeholders in the selection process?

We have a group of qualified key stakeholders involved in the selection process.

10. RFP states that the consultant will "collaborate with web design teams." How do you see this collaboration working? What current internal/external resources do you have?

The consultant will advise on content strategy, branding, and user engagement, working with our existing web design team to ensure alignment. We have internal and external web development resources in place and a primary point of contact will be designated to facilitate communication and streamline the approval processes as needed.

11. What is the expected frequency of in-person or virtual project management meetings with ReGen?

We anticipate regular check-ins, likely biweekly virtual meetings, with occasional in-person meetings if needed. The frequency may be adjusted based on project milestones.

12. Will the consultant work independently or in collaboration with internal teams?



The consultant will work in close collaboration with our internal team and stakeholders to develop and implement the strategy. A primary point of contact will be designated to facilitate communication and streamline the approval process. Be advised that any public-facing materials, messaging, or communications must be reviewed and approved before release to ensure alignment with ReGen Valley Tech Hub's messaging, branding, and strategic objectives.

13. Are subcontractors or partnerships allowed in the proposal?

Yes, subcontractors or strategic partnerships are allowed. However, the proposal should clearly outline each party's role and responsibilities. Additionally, if a subcontractor is being used, we require the subcontractor's location to be disclosed, including whether they are based in the United States or internationally, and the specific country/countries involved.

The consultant is fully responsible for their subcontractors, including their management, compensation, and contractual obligations. It is the consultant's responsibility to incorporate all subcontractor costs into their proposed budget, as ReGen Valley Tech Hub will not be held responsible for the compensation of any subcontractors. The consultant must also ensure that this is clearly communicated to all subcontractors involved.

14. Will the consultant be responsible for executing all marketing activities, or will they primarily provide strategic direction? Will the selected firm be responsible for developing event concepts—or for creating a plan to promote events and conferences?

The primary role of the firm will be to develop a marketing plan to promote events and conferences rather than conceptualizing the events themselves. However, input on branding and positioning of events could be valuable.

The consultant is expected to provide both strategic direction and execution support through the initial Period of Performance, including content creation, outreach, and engagement initiatives.

15. Are there specific industries or audiences that should be prioritized?

The focus will be on engaging regional and national industry, civic, academic, and community stakeholders. Specific audience priorities will be developed in collaboration with the consultant.

16. Will the consultant have access to existing marketing assets, branding materials, or previous campaigns?

Yes, any existing assets and materials will be provided to ensure consistency and alignment.

17. We assume that paid advertising will be a component of the strategy. Are there specific platforms or channels you've found effective in the past, or any preferences on where to allocate budget and resources?

It is not an assumption on our part that paid advertising will be a component of the strategy given budget constraints. Given this is a new initiative, there are no platforms or channels that have really been used outside LinkedIn.



18. It is noted that a comprehensive brand toolkit and media guide with high-quality photos is needed. Do you currently have a brand toolkit (and if so, can you provide it for reference)? Should a photo shoot that captures imagery from member firms be included in the budget? Is the Hub looking to undergo a full rebrand, or is the goal to further develop and refine the existing brand? In your opinion, what key elements are currently missing or in need of enhancement?

We do not currently have a complete brand toolkit, but existing assets will be shared where available. A photo shoot may be required, and consultants should factor this into their proposed budget.

The goal is not a full rebrand but rather to refine and further develop the existing brand a. Areas for enhancement include:

- Professionalized logo, member logo, and materials (PowerPoint layouts, etc)
- Consistent messaging across all channels.
- Improved brand awareness and positioning within the community and industry.
- Stronger visual identity that resonates with diverse audiences.

19. Are there specific platforms or communication channels the strategy should emphasize? Does the Hub currently have a team managing marketing activities? If so, will that team continue to oversee specific channels, or are you looking for external support to manage all aspects of the strategy? Do you believe any specific marketing channel (paid, earned, or organic) is currently performing particularly well or gaining strong traction?

While we expect a multi-channel approach, the consultant will help determine the most effective platforms for outreach.

Currently, there is no dedicated internal marketing team managing all aspects of marketing. The Hub is looking for external support to help develop and execute the marketing strategy. However, internal oversight will be provided to ensure alignment with overall objectives.

At this stage, we do not have comprehensive data on which marketing channels are most effective, as a formal strategy has not been implemented. This will be a key focus for the selected firm to assess and optimize.

20. Is there a preferred agency or agencies?

There is no preferred agency, and the selection process will be based on the proposal evaluation criteria outlined in the RFP.

21. How will consultant performance be evaluated during the 18-month contract? Performance will be evaluated based on predefined KPIs, engagement metrics, and overall impact as outlined in the strategy.

22. Are you looking for any specific skills/qualifications from respondents?

Yes, the selected consultant must have expertise in:



- Strategic marketing and communications in complex ecosystems.
- Multi-channel campaign execution (organic, paid, earned media).
- Stakeholder engagement and community outreach.
- Brand development and positioning.
- Content creation and management across web, digital, and traditional platforms.
- Experience in regional and national industry, civic, academic, and community engagement.
- Ability to pivot and adapt in a high-growth, evolving environment.

23. Is travel expected or required for this project?

The consultant should be prepared for some in-person meetings or events as necessary, but virtual collaboration is also an option.

24. Will all questions and answers submitted be available to each potential RFP respondent who submitted questions?

Yes, we will compile and share responses to all submitted questions with all RFP respondents.

25. When will the selected firm be notified and when will work commence?

The selected firm will be notified shortly after the proposal deadline, and work is expected to commence as soon as possible following contract finalization, no later than early Spring. Please plan accordingly.

26. What is the submission deadline?

Proposals must be submitted by **5:00 p.m. ET on Friday, February 21, 2025** via email to RVRFP@armiusa.org.

27. How should questions regarding the RFP be submitted?

All inquiries should be sent to RVRFP@armiusa.org, with the RFP name in the subject line.