**Request for Bids: Communication services to support Industry Partnerships and Business Services Q&A**

**Q.** **Under Collateral Material, you list the following:**

* **Develop the content and design for collateral (print, electronic) such as:**
* **A backgrounder on Partner4Work in general and Industry Partnerships in particular**
* **Outreach materials including a web banner, factsheets, brochures, print ads, posters, flyers, postcards, and a PowerPoint Presentation template**
* **Infographics (digital and/or print) of Industry Partnership successes**

**For quoting purposes, are you able to provide any clarification on the number of different versions of factsheets, print ads, posters, flyers, postcards, and infographics?**

1. P4W and the successful bidder will determine versions and specs based on overall deliverables, needs, and the budget.

**Q. Under your scope of work, we understand that our firm will be responsible for providing the copy for all materials.  You also mention that the firm will work with P4W in order to develop a common language. What do you mean by this? Does it just include the research and collaboration on the marketing copy that will be used in the materials under the scope of work, or is it a separate deliverable such as a messaging strategy that will need to be created and possibly designed for internal use?**

A. Common language includes an elevator speech and messaging strategy.

**Q. Under outreach materials, you provide a list of tactics such as brochures, web banners, fact sheets etc. but you do not specify how many pieces you would like designed for each category?  Is it just one of each, or do you anticipate needing a larger number of materials? Could you provide us with a number for each tactic? Like 2 brochures, 1 web banner, etc.**

**For each tactic as we have outlined above, could you also provide us with the specs? For example, for the brochure:  how many pages the brochure will be, what size etc.**

1. P4W and the successful bidder will determine versions and specs based on overall deliverables, needs, and the budget.

**Q. Could you provide us details on what a “backgrounder” is?  Is this a one-page document or an infographic? Is this for internal use or customer-facing?**

A. For the purposes of this solicitation, a backgrounder is an “about” document. Both the P4W and Industry Partnership documents will be external facing.

**Q**. **For Social Media, do you currently have a content calendar? How many posts do you see being created?  Social media typically follows current events and happenings, what topics do you see as “evergreen”?**

A. Proposers should envision evergreen social media posts to be creative and visually compelling design elements to engage businesses in industry partnerships. P4W anticipates a catalog of five to 10 designs. P4W will produce the copy to accompany designs on an as-needed basis.

**Q. What materials do you currently create? How are they distributed? Or, in the case of a web banner, where is it displayed?**

A. P4W historically has created several products in house, including factsheets, print/digital ads, one-pagers, flyers, social media posts, newsletters, etc. P4W to date has not explored web banners.

**Q. For your budget, how do you see this broken down across print, digital, and messaging? What percentages?**

A. P4W and the selected bidder will determine the specific budget allocations across print, digital, and messaging deliverables.

**Q. Will (the bidder) be responsible for shooting images or researching and purchasing stock?**

A. Partner4Work owns a library of workforce-related images. Additional images would be the responsibility of the contractor to source.

**Q. Do your style guidelines include visual and design elements as well as verbal/voice and tone?**

A. P4W’s branding guidelines include message mapping. Documents will be shared with the successful bidder.

**Q. What do you expect to see for “mock-ups” for the top-scoring agencies?**

A. While the P4W review team reserves the right to request different materials, P4W will likely request a mock-up design of an infographic or one-pager describing Industry Partnerships.

**Q. What is an example of a “signature program”?**

Signature programs are a cornerstone of Industry Partnerships. For example, BankWork$ is a signature program of P4W’s Financial Services Industry Partnership. <https://www.partner4work.org/programs/bankworks-pittsburgh/>