



REQUEST FOR PROPOSAL
Marketing Campaign
January 14, 2015



TABLE OF CONTENTS

1. Proposal Guidelines and Requirements.....3

2. Contract Terms.....3

3. Purpose, Scope and Parameters.....3-5

4. Proposal Timeline.....6

5. Budget.....6

6. Organizational Background.....6-9

7. Experience, Qualifications and References.....9

8. Evaluation Criteria.....9-10

9. Proposal Format Requirements.....10



GUIDELINES AND REQUIREMENTS

The Biotechnology Institute is accepting proposals to develop the Institute's marketing campaign for the 2015 program year. The purpose of this RFP is to provide a fair evaluation process for each candidate, and to disseminate the evaluation criteria. Proposals must be submitted in accordance with the following guidelines and requirements:

Proposals must be received by 5:00pm on Wednesday, January 28, 2015. Proposals received after the deadline will not be considered.

Each proposal must be signed by an authorized officer or agent of the entity submitting the proposal.

Please provide us with an all-inclusive price quote.

Please notify us of your intent to use subcontractors in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The Biotechnology Institute will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

CONTRACT TERMS

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

The Biotechnology Institute will negotiate contract terms upon selection. All contracts are subject to review by the Institute's legal counsel.

The candidate selected to receive the contract award will be notified in writing by 5pm on Friday, January 30, 2015.

The project will commence upon the signing of an agreement or contract, which outlines terms, scope, budget and other necessary items by both parties.

PURPOSE, SCOPE AND PARAMETERS

Purpose

The Institute currently has a very limited marketing strategy. We are in need of a new strategy that reflects our reorganization, with a strong focus on social media. All completed work will remain the property of the Institute.

Scope of Work

- Collateral Material. Develop content and design for collateral (print, electronic and video) including:
 - Sponsorship presentation and prospectus
 - BI backgrounder
 - BioGENEius marketing collateral (ex. print banners, print ad, poster, flyer, postcard, three (3) web banners, PPT presentation template, three (3) e-blast templates, and program overview one-sheet)
 - Facebook page template
 - Info graphics (digital and/or print) of students (about, project, fun fact, etc) to be displayed by sponsors at BIO Convention and at BioGENEius events
- Video. Produce a 2-minute video about the BioGENEius Finalists onsite. This video will be premiered at a BIO Convention Keynote event and used subsequently as a marketing tool.
- Social media. Develop a strategic plan for increasing social media presence with an emphasis on students (9-12) in particular.
 - Develop content and post schedule (at least 2 per week on each channel);
 - Platform management and content optimization;
 - Paid placement strategy and tracking and content development;
 - Create engagement strategy to encourage user-generated content and advocacy (i.e. likes, sharing and favoriting);
 - Create content for online advocates to share;
 - Account management including content monitoring, maintenance, user tracking, impact reporting and regular updates.
 - Provide technical support services.
- Earned media coordination: PR is under separate contract. Successful bidder will coordinate with the earned media contractor to ensure consistent messaging.

Parameters & Delivery:

All marketing materials developed should follow BI and BioGENEius style guidelines. Guidelines will be provided to the successful bidder

- Collateral Material
Approximately 75% of all print requests require some type of graphics preparation, from minor revisions of existing forms to full design and layout of marketing and recruitment materials. Supplier should have the ability to receive, edit and enhance graphic design requests electronically from Institute employees in formats such as MS Office and Adobe applications.

Standard turn-around time is dependent on the size and scope of each particular request with a mutually agreed upon delivery date provided for each project. Turnaround time for graphic design services must be 24-48 hours or less for requests that require simple revisions, with some instances where time-sensitive jobs require immediate turn-around.

- Video
The videos should be delivered as both MOV files H264 compression 720 x 480 if they are 4x3 ratio (alternatively, compression 1920 x 1080 if produced in 16 x 9 ratio) and WMV.



- Audience is approximately more than 2000 biotech industry leaders attending the BIO International Convention
- Purpose is to introduce the BioGENEius program and fourteen finalist before announcing the top four winners on stage at a keynote luncheon during the BIO International Convention
- Additionally, the video should engage and excite the audience

Please see the below for a basic timeline of video activities:

- Feb – May Pre-Production, Concept development, Design & Animation, Audio mix & design
- Sat, June 13: Film U.S. BioGENEius Challenge; set up interview room at hotel
- Sun, June 14-Mon, June 15: 8:00 PM start filming interviews with 15 Int'l students and 2 sponsor interviews
- Mon, June 15: Onsite editing and post-production
- Tue, June 16: 5:00 AM deliver final “keynote video”

Successful bidder should include a detailed timeline for each phase of production. Failure to provide promised delivery times may be cause for termination of contract.

Concept and Design Approval:

All video concepts, designs animation, audio and other major decisions are to be authorized, signed or approved by Institute personnel.

Delivery:

The keynote video must be delivered in person no later than 5:00 AM the morning of Tuesday, June 15, 2015 to the Institute and/or a program staff representative from BIO. The extended video may be delivered to the Institute post conference on a mutually agreed upon date. Supplier should have the ability to offer pickup and delivery service to end users requiring it for free or for a fixed delivery fee to be included in the proposed budget.

Additional Specifications:

- Supplier will provide invoices for each job, showing sufficient detail to verify unit costs are in accordance with contract prices. Upon mutual agreement invoices may be consolidated into monthly department billings and /or paid by credit card.
- Successful bidder must provide the Institute with a Tax ID prior to the commencement of the contract.
- Upon award and during the contract period, if the contractor chooses to assign different personnel to the project, the Contractor must submit their names and qualifications including information listed above to the Institute for approval before they begin work.



PROPOSAL TIMELINE

- This RFP is dated January 14, 2015.
- Proposals are due no later than 5pm EST, Wednesday, January 28, 2012.
- Proposals will be evaluated immediately and a selection will be made by 5pm EST, Friday January 30, 2015, at which time, the chosen candidate will be notified via email.
- Negotiations will begin immediately with the successful candidate, and should conclude no later than February 6, 2015.
- All other candidates will be notified on or about February 4, 2015.
- Please provide several cost projections to accomplish the scope outlined below. The budget must encompass all costs associated with this project.
- Provide complete pricing details.

BUDGET

The Institute has allocated \$100,000 for this project.

ORGANIZATIONAL BACKGROUND

The Biotechnology Institute

The Biotechnology Institute was created in 1998 as a 501(c)(3) organization by a group of leading biotechnology companies and centers, and the Biotechnology Industry Organization (BIO), to be an independent, leading science-based national education organization. The Institute directs a premier national science competition and education program, BioGENEius, which reaches a wide spectrum of audiences to bridge the gap in knowledge of life sciences between the general public and the biotechnology community.

Through these activities, the Institute's mission is to *engage, excite, and educate* young people about careers in biotechnology and *catalyze* their potential to "heal, feed and fuel the world." These areas of Institute focus align perfectly with BIO's longstanding industry advocacy interests in healthcare, agricultural and industrial/environmental biotechnology. In addition, the Institute is a leading member of the Coalition of State Biosciences Institutes (CSBI) formed in 2012 when 42 state bioscience organizations and the Biotechnology Institute came together with the common goal to ensure America's leadership in bioscience innovation by delivering industry-led life science education, workforce development, and entrepreneurship programs through a nationally coordinated effort.

Under new leadership in 2014, the Biotechnology Institute is on a strategic path to expand the size, impact and prominence of its national programs, in particular the BioGENEius Challenge. Beginning in 2015 and fully implemented by 2016, the BioGENEius Challenge will expand into three unique Challenges:

- The **Global Healthcare Challenge** in medical biotechnology
- The **Global Sustainability Challenge** in agricultural biotechnology
- The **Global Environment Challenge** in industrial and environmental biotechnology

Each Challenge will promote and reward excellence in research in biotechnology from the best and brightest minds in our future generation of innovators. Each will consider research project applications that focus in the following areas:

Health Care

- Therapeutics/Drug Discovery
- Vaccines
- Drug Delivery
- Personalized Medicine
- Bioproduction (drug)
- Translational Biological Knowledge

Agriculture

- Sustainable Agriculture
- Environmental Solutions in Agriculture Impact
- Enhanced Production
- Value-added Foods
- Animal Health

Industrial/ Environmental

- Renewable Bio-based Materials
- Marine-based Products
- Advanced Biofuels
- Bioremediation/Augmentation
- Synthetic Biology

The BioGENEius Challenge Series

Well established as the Biotechnology Institute’s “flagship” program, the [BioGENEius Challenge](#) provides high school age students the opportunity to compete and be recognized for outstanding research in biotechnology. Students develop independent research projects with the advice of mentors from local institutions of higher learning, companies, or their schools. Drawn from state and regional science competitions across the more than thirty State and two International partners, the top finalists representing the upper 5% of national applicants showcase their research at the BIO International Convention to some 16,000 convention attendees and a panel of judges comprised of industry and academic subject matter experts. New this year and described above, the “Challenge” will begin its differentiation into three separate Global Challenges with equivalent programmatic emphasis and implementation.

The Institute additionally provides our partners with a *BioGENEius-In-A-Box* toolkit each year which includes marketing materials, electronic student applications, access to competition data, comprehensive communications tools, customized program support and direct financial support for reaching program milestones. The Institute also produces a variety of media content, both conventional (print, video) and virtual (e.g., website, social media platforms) as marketing tools, and as an example includes a high-energy, professional [video](#) about the BioGENEius Challenge for partners and others to utilize.



The BioGENEius Program National Goals:

1. Encourage more students to study biotechnology and consider biotechnology-related careers
2. Stimulate more students to explore their innovation potential through biotechnology research projects
3. Increase awareness of biotechnology advances and industry opportunities locally, nationally and internationally
4. Incentivize students to compete in the International BioGENEius Challenge with more than \$25,000 in prizes and awards

These goals are manifest in the two new 2015 core marketing efforts of the Institute: “**Are You A BioGENEius?**”, a *candidate-focused* solicitation, development and retention program and “**Do You Know A BioGENEius?**” a *community-focused* outreach program to raise awareness of the Institute’s mission and programs in research innovation and biotechnology education.

The 2015 BioGENEius Global Challenges (Program Year: Sept. 1, 2014 – Aug. 31, 2015)

The 2015 U.S. and International Challenge events will once again take place in conjunction with the BIO International Convention (June 15-18, 2015 in Philadelphia, PA) representing more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. Finalist judging for both the U.S. and International competitions occur on-site. Additional activities included programmed events at the convention and on the exhibit floor, as well as at the Keynote Luncheon Award Ceremony.

For 2015, applicants will be encouraged across all three focus areas with the intent to expand the present finalist pool of approximately 40 to 50 students with separate award recognition in Healthcare, Sustainability and the Environment. In this context, the Institute is offering three distinct Global Challenge sponsorship opportunities with individualized branding and parallel prominence as leading organizations in the development of the future innovators in biotechnology. Each Challenge will involve programmed marketing outreach before, during and after BIO for the solicitation of applicants, recognition of finalists and capturing their experiences, and for the development of an alumni resource program respectively.

EXPERIENCE, QUALIFICATIONS AND REFERENCES

- List five websites developed by your firm that best reflect your work as related to this project. Outline your firm’s role in each project. Provide the URL for each website (only live sites will be considered during the evaluation process).
- Describe your experience in producing and implementing marketing strategy for non-profit organizations similar to ours.
- Provide current reference information for three former or current clients.
- Briefly describe your firm’s organizational capacity to produce our media campaign (e.g. staff, equipment, software, physical space, office location, etc.).



- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your marketing staff that would be working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have marketing professionals, the percentage would be 50%.
- Briefly describe your firm's project management process.
- Please discuss any vendor partnerships.
- Please discuss your testing and support plan.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.

EVALUATION CRITERIA

The following criteria will form the basis upon which the Biotechnology Institute will evaluate proposals. The mandatory criteria must be met and include:

Three copies of your proposal must be received no later than 5pm EST, Wednesday, January 28, 2015. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Please mail the proposals to:

Quinta Jackson
Biotechnology Institute
1201 Maryland Avenue, SW
Suite 900
Washington, DC 20024

Or email in PDF format to info@biotechinstitute.org

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a non-profit institution, the Institute is able to accept pro bono service as in-kind



contributions and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the web site and other collateral as an Institute supporter and partner.

- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the campaign in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

PROPOSAL FORMAT REQUIREMENTS

Please use the following as a guideline to format your proposal:

Length and Font Size:

Please use a 12 point font. Proposals should not exceed 30 pages.

Title Page:

Biotechnology Institute, Marketing Campaign Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by an authorized agent (1-2 pages).

Proposal:

Discuss your proposed solution, including the features, benefits and distinctiveness of your process and solution. Please describe your ability to deliver the project in the timeframe noted in our desired timeframe.

Qualifications:

Please discuss your qualifications (10-20 pages).

Budget and Fees:

Please outline your projected budget for this project. Additionally, list the staff you anticipate using on the project, their hourly rates and the number of hours you anticipate using them.