

**Request for Proposals: Brand Identity
Montpelier Area Mountain Bike Association (MAMBA)**

Contact Information

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Final Deadline for Proposals

January 15, 2024

PURPOSE

The purpose of this Request for Proposals is to solicit graphic design services for the development of a new brand identity, including a logo and visual identity guide, for the Montpelier Area Mountain Bike Association (MAMBA).

MAMBA has identified the following objectives for this project:

- Produce a new logo package that will better represent our mission and the full breadth of our membership, and will increase opportunities for sales of apparel and other branded products.
- Produce a style guide that will assist the organization in creation of a consistent look and feel across all promotional and informational material, both digitally and in print.

ABOUT MAMBA

Montpelier Area Mountain Bike Association (MAMBA) is a collection of mountain bike enthusiasts who advocate responsible trail use, perform trail building/maintenance, and secure additional riding areas in the Montpelier, Vermont area. For years, MAMBA has worked in and around Montpelier to improve access to trails for all levels of mountain bike enthusiasts. MAMBA is a chapter of the Vermont Mountain Bike Association (VMBA). We also lead weekly group rides for all levels of ability and sponsor an annual event known as [MAMBAFest](#).

During the summer of 2005, a collaboration between MAMBA and the Montpelier Parks Department led to the construction of the first mountain bike trail (Barred Owl Boulevard) in the North Branch Park. As of Fall 2020 – the North Branch Trails Initiative has added added 4 miles of new trails and upgraded 2 miles of existing trail – all to be usable by mountain bikes, fat-bikers, walkers and skiers!

PROJECT SCOPE

Building on MAMBA's recent success building new trails in the Montpelier and the organization's growing membership, MAMBA now seeks branding expertise to lead us through a rebrand effort.

The scope of work includes:

1. Analysis of [member survey results](#) (more than 100 members participated) to better understand what members want to see from MAMBA: name, brand, focus, mission, future planning.
2. Interview key MAMBA stakeholders (individually or as a focus group) to better understand road bumps, pitfalls, and other important information.
3. Designer provides numerous design direction concepts for a brand. Can be written words, visual boards, or precedents that represent vibe/direction.
4. Provide 2-4 design logos/taglines
5. Designer provides 1-2 final design packages for MAMBA discussion and final decision.
 - a. Final packages should include vector files of all logo versions in full color and B&W as well as a style guide
6. Provide opportunity after every deliverable for feedback and approval from MAMBA.

The branding process will be coordinated by Gail Pivetti, MAMBA board member.

REQUIRED SUBMISSION CONTENT:

1. Design Expert Name and Address
2. Agency Overview (if applicable)
3. Any information that the design expert wishes MAMBA to consider in the evaluation of its proposal
4. Fee: The fee and all associated costs for successful completion of project as outlined in RFP. Please also provide the fee and all associated costs for items outside scope of this RFP. The MAMBA Board has recommended a budget not to exceed \$4,000.
5. References: List of three current or past clients to whom the applicant has provided services.
6. Timeline: Provide a timeline for completion of the project as well as the final completion date of the project.

If you have questions as you develop your proposal, please reach out. Submit final proposals electronically to:

Gail Pivetti

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