

# Walla Walla Watershed Management Partnership

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500 Tausick Way • Walla Walla, WA 99362  
wallawallawatershed.org • (509) 524-5216 • Fax: (509) 524-5209

## REQUEST FOR PROPOSALS

#10-001

**Professional Services:** Development of Communication Materials and a Branding Program

The Walla Walla Watershed Management Partnership (Partnership) solicits interest from qualified applicants to develop communication materials and a branding program. This Request for Proposals (RFP) does not constitute a contract for services performed or to be performed. Following the selection of the provider, the Partnership will negotiate a contract including a finalized scope of services.

**INTRODUCTION:** The Partnership is a public agency formed as a Water Management Board under Chapter 183, Session Laws of 2009. The Partnership operates in the Walla Walla Watershed located in Walla Walla and Columbia Counties. More information on the Partnership is available online at [www.wallawallawatershed.org](http://www.wallawallawatershed.org).

### **SCOPE OF WORK / SERVICES REQUIRED:**

1. A cohesive brand identity/concept for the Partnership (logo, letterhead, fonts, colors, business cards, & envelopes) to assist in maintaining effective communications.
2. Joomla 1.5 website theme (template), newsletter template, and tri-fold brochure template to integrate with brand concept.
3. Copy, design, and layout services for outreach communication materials.

**CONTRACT TERM:** The Partnership anticipates entering into a contractual agreement with the selected provider(s) beginning June 1, 2010 and continuing to June 28, 2010.

**TO APPLY:** To be considered as an applicant submit a Proposal, limited to six pages, including the following information:

1. An overview of your qualifications and experience,
2. Examples of comparable work,
3. A brief description of your approach,
4. A not-to-exceed amount for tasks 1&2 and an hourly rate for task 3, inclusive of travel and any out-of-pocket expenses.

Proposals must be received no later than 4:00 p.m., May 14<sup>th</sup> 2010. Office hours are 8:00 a.m. to 4:00 p.m. Monday through Friday. Contact for this Proposal is Matt Rajnus at 509.524.5217 or [matt.rajnus@wwcc.edu](mailto:matt.rajnus@wwcc.edu).

Submit an electronic PDF copy of your Proposal to:

**Walla Walla Watershed Management Partnership**  
**ATTN: Matt Rajnus**  
**WWCC Water and Environmental Center**  
**500 Tausick Way**  
**Walla Walla, WA 99362**

Or email: [office@wallawallawatershed.org](mailto:office@wallawallawatershed.org)

The Partnership will not be liable for any costs incurred by applicants in preparation of a submittal in response to this RFP, in conduct of a presentation, or any other activities related to

responding to this RFP. This RFP does not obligate the Partnership to contract for services specified herein. The Partnership reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP. The Partnership reserves the right to select more than one provider. The Partnership reserves the right to award the contract to that proposal that best meets the needs and interest of the Partnership.

**SELECTION PROCESS:** Proposals received by the deadline will be subject to preliminary staff review to identify that all required information is provided in the Statement. Evaluation and a potential interview of applicants will occur by May 25, 2010. The Partnership will select the preferred consultant(s) and negotiate with each selected consultant to develop a contractual agreement, which will be considered for approval by the Partnership Board on June 1, 2010.

**EXPECTED PROJECT SCHEDULE:**

Deadline for Proposal	May 14, 2010
Proposal Evaluation	May 14-25, 2010
Conduct Interviews	By May 25, 2010
Approval of Contract with Selected Proponent	June 1, 2010
Period of Performance	June 1-28, 2010
Deliverables and Final Invoice Due	June 28, 2010

Participation by minority and women-owned firms is encouraged. The Walla Walla Watershed Management Partnership is an Equal Opportunity Employer and complies with the Americans with Disabilities Act.