



# **Leader Valley Rebranding Initiative & 15-Year Celebration Gala Launch**

Leader Valley Foundation  
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## **RFP Introduction**

Leader Valley (LV) is celebrating **15 years of impact** in leadership development and community engagement. As we look toward the future, we are undertaking a comprehensive rebranding initiative to reflect our evolution, strengthen brand cohesion, and clearly articulate our mission, vision, and value to the community.

This rebrand will culminate in a **January/February 2027 Gala**, serving as the official public launch of the new brand.

## **Location and Sponsor**

Leader Valley Foundation is located in Cedar Falls, IA 50613.

## **About Leader Valley Foundation**

The mission of Leader Valley is to change lives through leadership. Our mission is accomplished by elevating leadership and employability skills in the Cedar Valley for kindergarten through 12th-grade students, businesses, and nonprofits. Our vision is to be the Cedar Valley Leadership hub!

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## **RFP Process Goal**

By the end of this RFP process, we hope to select an agency(s) to assist us with:

- Celebrating 15 years of Leader Valley's history and impact
  - Introducing the next iteration of Leader Valley; new focus on Pre-K-12 as well as the current business community.
  - Creating cohesion and consistency across all visual and written materials
  - Clarifying and strengthening messaging around mission and vision
  - Modernizing and updating the overall look and feel of the organization
  - Creating distinction between Leader Valley branding and **Leader in Me**.
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## **Project Specifications**

Respondents may propose completing the **full scope of work** or **specific portions** of the project. Leader Valley is evaluating whether to issue one comprehensive contract or multiple contracts across project components.

### **A. Brand Development**

- Brand strategy and positioning
- Color palette
- Logo(s) and sub-brand alignment
- Slogan / tagline
- Brand guidelines
- Canva brand library

## **B. Digital Assets**

- Website (design and/or rebuild)
- Social media templates and assets
- Video branding elements
- Master PowerPoint template
- Network for Good integration (branding alignment)

## **C. Written & Marketing Collateral**

- Program descriptions and materials:
  - Leader Valley
  - Leader in Me
  - Business Programming
  - Sponsorship materials
- Letterhead and envelopes
- Business cards

## **D. Visual & Environmental Branding**

- Pop-up displays and signage
- Tent branding
- Swag concepts and designs
- Gala visuals aligned with rebrand theme

## **E. Roll-Out & Communications Plan**

- Comprehensive brand roll-out strategy
- Pre-gala launch activities
- Gala reveal strategy (captive audience)
- Post-gala follow-up communications
- PR and media coordination

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## **Gala Integration**

- The **15-Year Celebration Gala** will serve as the official rebrand launch.
- Proposals should include:
  - Gala theme concepts aligned with the new branding
  - Messaging support for the event
  - Visual elements that reinforce the rebrand narrative

## **Inventory & Transition Planning**

Proposals should address:

- Inventory of existing branded assets
- Identification of items requiring replacement
- Creation of an inventory tracking spreadsheet
- Phased replacement recommendations to manage cost

## **Collaboration & Partnerships**

Leader Valley values collaboration. Respondents should describe:

- Willingness to partner with other vendors or organizations
- Experience working on multi-vendor project teams
- Local or Cedar Valley-based experience (preferred)

## **Budget & Payment Structure**

- Proposals should include project cost estimates (excluding printing costs).
- Leader Valley will include a budget range in the final negotiation step.
- Preference will be given to:
  - Proposals including in-kind contributions
  - Flexible payment structures (50/50 or monthly payments)
- Respondents should note:
  - Percentage of work offered in-kind
  - Any donor, sponsorship, or grant support opportunities
  - Experience working with grants to offset costs of rebranding efforts (e.g., Black Hawk County Gaming – Capacity Building).

## **Community Engagement Approach**

Respondents may propose:

- Focus groups (or rationale for not using them)
- Stakeholder interviews
- Community listening sessions
- Other research or engagement methods

## **Marketing & Outreach for RFP Distribution**

The RFP will be promoted through:

- Social media
- Email blasts and curated emails
- Grow Cedar Valley
- SHRM
- AAF
- AMA
- Additional community networks as appropriate

## Requirements

1. Firm overview and key contacts
  2. Relevant experience and case studies
  3. Proposed scope of work (clearly identifying included vs. excluded items)
  4. Project timeline and milestones
  5. Budget and payment structure
  6. In-kind contribution details
  7. Collaboration approach
  8. Local/Cedar Valley connections (if applicable)
  9. Previous examples of comparable work
  10. Any assumptions or recommendations
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## Proposal Contents and References

Please forward a completed proposal and references by March 6, 2026. The proposal should include three key elements:

### 1. Responses to the Following Questions

- Tell us about your company and who works within your company. Who would work on our account and what are their credentials?
- Why would having Leader Valley as a client be important to your organization?
- What does your business provide that others don't? What will we miss out on if we don't collaborate with you?
- How is your company involved in the community?
- How do you support nonprofits? Do you provide a discount for nonprofits?
- How do you balance stakeholder input with decisive creative direction?
- What does post-launch brand support look like?
- What are your expectations for clients?
- What does the onboarding process for a new client look like?
- What are things we should consider as it relates to integrating with your systems?
- What is your experience with integrating inclusion and accessibility within your product?

### 2. Expense Breakdown

Please include a detailed list of all expected fees and expenses associated with the project scope of work. Please break down the expenses associated with bookkeeping, as well as accounting elements noted above.

### 3. References

Include a minimum of 2 references that represent nonprofit clients you have serviced within the last 3 years that are like the Leader Valley Foundation. Please include organization information, along with primary contact name, and up-to-date contact information.

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#### Timeline

<u>Milestone:</u>	<u>Date:</u>
Proposal Deadline	March 18, 2026
Selection and notification	March 30, 2026
Preliminary transition work started	April 15, 2026
Project Start Date	May 1, 2026
Project Completion Date	January 31, 2027

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#### Selection

Selection will be made based on the information presented in the proposals received. Decisions will be made based on a variety of factors, with priority given to the proposal that is most beneficial to our organization. Leader Valley Foundation reserves the right to select more than one provider, accept the lowest price offer, and refuse any proposal without obligation to Leader Valley Foundation or to the company offering the proposal. Preference will be given to organizations willing to offer in-kind services, having ties to the Cedar Valley and willingness to offer a flexible payment structure.

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#### Proposal Deadline

All proposals must be submitted to the Leader Valley Foundation by **March 6, 2026** to be considered. Only those proposals submitted by the deadline and fully completed will be considered. Please send proposal to Kristen Kimball via [kristen@leadervalley.org](mailto:kristen@leadervalley.org).

Leader Valley Foundation may suspend or discontinue proposals at any time without notice or obligation to the company that submitted the proposal.

#### Contact Information

Please contact Kristen Kimball for questions about the proposal and/or to submit your proposal: Phone: 319-558-8805 E-mail: [kristen@leadervalley.org](mailto:kristen@leadervalley.org)