



Request for Proposal:
Re-Branding Services

Environmental Learning for Kids (ELK)

ABOUT ELK: ELK is a Denver-based, 501(c)3 organization established in 1996. ELK was founded with the belief that all young people deserve strong educational support, good role models, and opportunities for positive community action to become engaged, productive, and successful members of society.

ELK reaches out to students who have been traditionally overlooked and under-encouraged in science and science-related careers, most notably, youth of color, LGBTQ+, and girls.

Currently ELK serves:

- Approximately 5,000 youth annually
- Students ages 5 to 25 and their families
- 83% of the students are in a free/reduced price lunch program
- 95% Students self-identity as Black, Indigenous, Students of Color (BIPOC)

ELK opens doors for new opportunities by engaging and mentoring youth through programs that provide a real-life context for learning. Youth experience Colorado's natural world, increase their academic science skills, become involved in their neighborhoods, and gain exposure to careers in the field of natural resources. They grow into stewards and engaged members of their communities while cultivating positive educational values to ensure high school and college graduation.

ELK completed a major milestone by reaching the goal for a multi-year capital campaign in 2020, that resulted in the establishment of our own Open Space Park (2020) and facility (2021) within the far northeast community we primarily serve. Now that we have a home of our own, we are seeking to establish our presence here in a way that effectively connects with our youth, families, and community at large.

PURPOSE AND OVERVIEW: Environmental Learning for Kids (ELK) is seeking qualified companies or individuals to provide the necessary components for a complete and strategic re-branding of the organization. Final items requested are as follows:

- A redesigned logo that will be created through a participatory process; including but not limited to staff, Board, youth, and community partners
- Review and determination of color scheme(s)
- Review and determination of fonts
- The creation and rollout of a branding guide for internal and external use (separate if needed)
- Comprehensive website update – color and logo
- 7-10 flyer/invitation/announcement templates as created in Canva
- The creation of a 1–2-minute video unveiling our new logo/brand
- Staff/Board training – more details below

CONTRACT DETAILS AND SCOPE OF SERVICES:

Contract start date: May, 2023 with complete services to be finalized on or before September 1st.

Estimated contract length: as needed within the four-month period of May-September 2023.

The selected company/organization/individual will work with ELK's Director of Marketing and Communications to re-brand/create all materials as established and facilitate a training for all staff/Board members on updated branding guidelines and the navigation of such within their respective roles.

PROPOSAL FORMAT AND REQUIREMENTS

Proposals should include the following information:

1. Full name, address, telephone, and email.
2. A brief cover letter that details why you are interested in this opportunity. The letter should also include your availability (including time restraints).
3. Describe your branding, WordPress, and other relevant experience and qualifications that demonstrate your ability to do the work as described. Please make sure to include why you would like to work with ELK. Additionally, in your own words, please describe your interpretation of ELK's mission.
4. A branding guide example or the outline of such example that successfully captures and uplifts a company/organization, etc. visually and stylistically. Other work welcome if relevant.
5. Describe how would you engage with our community, partners, Board, and ELK staff to ensure buy-in and incorporate their feedback in the process.
6. Submission should be no more than three pages, excluding samples.

Contract range is \$13,000-\$15,000.

RFP RESPONSES

Send all proposal materials by April 16th, 2023 to our Director of Marketing & Communications – Kristina Gray (Kgray@elkkids.org) with subject line “Re-Branding Strategist”. RFP will be open until company has been selected.

For any questions, feel free to also contact our Director of Marketing and Communications by email.