



Reid State Marketing and Advertising RFP

RFP Issue Date: 9/22/25

RFP # - RFP2501

Purpose: Marketing, Advertising, and Rebranding Services for Reid State Community College

Procurement Method: Invited Competitive Proposals

Contract Term: One-year contract with option to extend annually for four (4) additional years

Issuing Office: Reid State Technical College, Office of the President

Issuing Office Point of Contact: Jason Daniel, Public Relations - jdaniel@rstc.edu

Deadline for Receipt of Proposals: 10/10/25

1. Purpose

Reid State Technical College (RSTC), a proud member of the Alabama Community College System (ACCS), is issuing this Request for Proposals (RFP) to identify a fully integrated marketing, communications, and branding agency ("Agency") to lead a comprehensive rebranding initiative as the college transitions to Reid State Community College.

The selected Agency will assist in every aspect of the rebranding effort — from research and strategy to execution and measurement — ensuring that the new identity honors the college's legacy, incorporating its theme, "Transforming Lives. Changing Generations," while clearly communicating its expanded mission, enhanced offerings, and renewed commitment to student and community success.

2. Overview

Reid State, located in Evergreen, Alabama, serves students from Wilcox, Conecuh, Monroe, Butler, Escambia, and surrounding counties. As part of its continued evolution and in alignment with ACCS's strategic goals, the college will undergo a formal name change to Reid State Community College to better reflect the breadth of academic, technical, and workforce programs it now provides. In addition, we want to refresh our programmatic



advertising to include a newsbank of posts that are readily available to post at any time.

This rebranding will involve:

A. College Identity Rebrand

- Developing a new identity system (excluding logo and palette design, which may be proposed as an option)
- Strategic marketing planning and execution
- Media strategy and placement
- Community and stakeholder engagement
- Website and digital platform alignment
- Physical and digital asset conversion, “scrubbing” previous branding from online
- Launch event coordination and collateral
- Legacy branding retirement and scrubbing

B. College Recruiting Collateral

- Development of advertising collateral using “Transforming Lives, Changing Generations” theme
 - o Video Series of student/community success stories
 - o Updated Programmatic Advertising of all programs
 - Square graphics for social media
 - Websliders for website
 - Accompanying verbiage for posts

3. Anticipated Scope of Work

Research & Strategy

Conduct internal and external brand perception audits

- Facilitate stakeholder focus groups
- Identify unique value propositions
- Conduct competitive analysis

Brand Development

- Create brand standards manual
- Develop brand messaging frameworks

Marketing Campaigns

- Develop rollout strategy
- Design creative for traditional and digital media



- Plan and place media buys (Also include options if college is media buyer)
- Create print and digital marketing advertisements
- Create print and digital marketing templates for future additions/edits

Digital Services

- Update website content and visuals
- Implement SEO/SEM strategy
- Oversee social media transition

Asset Transition

- Inventory and scrub outdated branding
- Replace with updated materials

Event Planning

- Plan and execute rebranding launch event
- Coordinate media and public outreach

Media & Public Relations

- Develop press kits and talking points
- Coordinate earned media efforts

Measurement & Reporting

- Establish KPIs
- Submit performance and budget reports

4. Proposal Requirements

- - Introduction of firm and approach
- - SWOT analysis of RSTC
- - Sample work from comparable branding campaigns
- - Project team bios and roles
- - Sample Campaign Themed Ads
 - Please include a few samples of the ads you plan to submit for consideration to these campaigns.
 - Please include the quantity of Videos included in your proposal
 - Please include the quantity of programmatic posts you plan to include in your proposal. (There will be 16-20 programs of study)
- - Three client references



5. Estimated Budget Tiers

- Tier 1: Up to \$100,000
- Tier 2: Up to \$75,000
- Tier 3: Up to \$50,000

6. Evaluation Criteria

- Strategy (30%)
- Creativity (25%)
- Experience (20%)
- Cost-effectiveness (25%)

7. Timeline

- RFP Issue Date: 9/22/25
- Proposal Submission Deadline: 10/10/25
- Review and Agency Selection: 10/17/25
 - Top Three (3) will be subject to 45 Interview with 2-3 key college personnel.
- Contract Finalization Deadline: 11/1/25
- Anticipated Contract Start Date: 11/1/25

8. Submission Instructions

- Submit electronically to: lsteadman@rstc.edu
- Or mail to: Reid State Technical College, Attn: Business Office, 100 Hwy 83, Evergreen, AL 36401 by 5:00 p.m. 10/10/25.
- *Late submissions will not be considered.*
- Subject – RFP2501

9. Terms of Contract

- One-year contract with four optional annual renewals
- 30-day termination by College, 120-day termination by Agency
- - Agency must support asset transition at end of contract