

Asheville Area Food Guild

Request for Proposals

Food Guild Branding and Marketing Materials Development

RFP release date: 12/17/24

Responses due by: 12:00pm (noon) on Monday, 01/13/25

The Asheville Area Food Guild, housed at Mountain BizWorks, is seeking proposals from qualified branding and design firms to evolve its brand - including a new logo, brand guide, and marketing materials - to better reflect the region's diverse and vibrant community of local food and beverage consumer packaged goods (CPG) manufacturers.

Background

The Asheville Area Food Guild (the Food Guild) is an inclusive community of food and beverage businesses based in and around Asheville, NC, learning from and supporting one another to scale up profitably with integrity. Western NC (WNC) is one of the fastest-growing hotspots for CPG brands in the country, building on the region's reputation for craft food and beverage excellence, as well as the creativity and entrepreneurial mindset of WNC's people.

CPG is a rapidly moving industry, and the Food Guild started in late 2018, as brands both big and small recognized the need for an organization that could bring folks together to grow the industry and connect local CPG brands to resources, education, and one another. The Guild was in the middle of scaling up when COVID hit, and took a hiatus during the peak years of the pandemic. Operations started back up in 2023, and as 2024 draws to a close, participation and interest has come back strong, with numerous opportunities on the horizon and a dedicated group of renowned local brand leaders leading the Guild's Steering Committee.

About this RFP

The Food Guild is doing this branding refresh in order to capitalize on this renewed interest, and help market local CPG brands to national and international buyers interested in supporting WNC brands after Hurricane Helene. The goal of this project is to refresh the Guild's branding, and create marketing materials for tradeshow, collaborative products and gift boxes, and other shared marketing opportunities.

The new logo, branding, and marketing materials should evoke WNC's Appalachian mountain heritage as well as Asheville's national recognition as a craft food and beverage powerhouse. Moreover, it should be authentically Asheville and WNC - quirky, creative, and unabashedly awesome - while still remaining highly legible and practical to use.

There is a separate project being developed to revamp the Guild's website, ashevillefood.org; vendors interested in bidding on both projects are encouraged to note this in their RFP responses.

Scope

- Develop a new logo for the Asheville Area Food Guild, including square, horizontal, and black & white variants.
- Create a Brand Guide for the Guild, to include:
 - Primary and Secondary Colors
 - Fonts - with an emphasis on choosing widely available free fonts for all non-logo text and materials
 - Recommendations on the Tone and Voice of the Brand based on stakeholder interviews and market research
 - Ready made templates for Instagram, Pinterest, Canva, and Powerpoint
- Trade Show Booth Materials and Collateral - design of, and production costs for marketing collateral, such as:
 - Booth background and/or banner
 - Vertical roll-up banners
 - Branded tablecloth
 - Postcard with QR code to our website to give out at trade shows and use in Guild gift boxes and swag bags
 - Merch ideas for trade shows

Desired Project Timeline

RFP & Contracting Timeline:

- RFP published on December 13, 2024
- Responses requested by 12:00pm (noon) on Monday, January 13, 2024
- Interviews with potential firms during the weeks of 1/13 and 1/20
- Select and contract with firm before January 31, 2025

Project Timeline (all dates are in 2025):

- Early February 2025 - finalize project strategy and deliverables including a meeting with the Food Guild Steering Committee
- Late February through March - Development of draft logo and branding guidelines; Introduction of selected firm to Food Guild at a Guild Social or Roundtable; Presentation of 1st set of draft logos to Steering Committee by end of March
- April - Iterate logo and decide on final design; deliver core brand identity package including logo, colors, fonts, etc.
- April-May - Develop marketing materials based on final design; print finalized materials and collateral in advance of summer and fall trade shows
- June - Launch
- Deliverables fully completed, accepted, and delivered before July 1, 2025

Budget

The Asheville Area Food Guild has a budget of \$10,000 for this project.

Desired Outcomes

A visually attractive, legible, and distinctive brand and marketing package for the Food Guild, including designs for collective tradeshow materials and a collective booth/tabling setup

Proposal Guidelines

Please include the following information:

- Contact information
- Brief description of your interest in the project
- Examples of relevant work
- Please itemize hours required for each key deliverable item and sub-items
- If you or your firm recommend adjusting the RFP's timeline or key components, based on your experience, please let us know what you might suggest and why.
- The proposed itemized project budget and how you envision this being allocated across the various project deliverables/components

How to Submit a Proposal

A PDF copy of your proposal is requested to be delivered to the addresses below. Questions may also be addressed via email to these same contacts.

Please submit responses via email by no later than 12:00pm on Monday, January 13, 2025 to the following people, using the subject line “[Your Company Name] Food Guild Branding and Marketing Materials Development RFP Response”. Thank you!

Asheville Area Food Guild - foodguild@mountainbizworks.org

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