



Request for Proposals

Leadership Tulsa is an award-winning 501(c)3 not-for-profit corporation, with a mission to identify, develop and connect diverse leaders who impact the community through service.

Leadership Tulsa will be celebrating their 50th Anniversary in 2023. We have grown exponentially over the life of the organization, now with multiple important leadership development programs, several paid professional staff, and a very long list of alumni and active members. We are currently in the process of finalizing a move into a much larger physical space that will create a Leadership Center.

As the organization has grown it was determined that the Leadership Tulsa brand and program elements needed to be refreshed. Leadership Tulsa is seeking a creative partner that will refresh the brand that not only celebrates Leadership Tulsa's new organizational offerings, but also honors its rich history in the Tulsa community.

Request for Proposals

This is a Request for a Proposal issued on behalf of Leadership Tulsa. This information must be submitted to Wendy Thomas by 5:00 p.m. on October 1, 2019. Submissions must be electronic and should be sent to wendy@leadershiptulsa.org. All responses received will be the property of Leadership Tulsa and will not be returned.

If clarifications are needed to interpret this RFP, please contact Wendy Thomas no later than noon on September 30, 2019. No information provided verbally or by any other personnel will be considered binding. All respondents should use this written document and all attachments as the sole basis of the RFP. An award may be made without discussion with the respondents.

Leadership Tulsa reserves the right to request additional information as may reasonably be required to make this determination and to further investigate the qualifications of the respondent and see additional work samples as deemed appropriate.

Leadership Center Brand Requirements

The Leadership Tulsa Branding Task Force has determined that the organizational name will remain Leadership Tulsa, but all other aspects of the Leadership Tulsa brand may need to be refreshed. **Leadership Tulsa is looking for a strong, bold, and forward thinking refreshed brand.**

The Branding Task Force has already completed a branding survey, and those results will be shared with candidate who is awarded the project. Leadership Tulsa has an accelerated timeline for completion of this project – December 20, 2019.

Refreshed branding elements will include, but will not be limited to:

- Leadership Tulsa logo
- Leadership Center name
- Comprehensive and cohesive Leadership Tulsa program names and logos
 - Leadership Tulsa Program (also called Flagship or Traditional)
 - Thrive Tulsa
 - Hispanic Leadership Institute
 - New Voices
 - Lead Together
 - Community and Police Leadership Collaborative
- Branding related to annual Leadership Tulsa events and offerings
 - Good News Summit
 - Women's Leadership Summit
 - Paragon Awards
 - Leadership Connections Luncheons
- Branding design elements
- Brand style guide

Scope of Request

The following information must be included in your submission. Supplemental materials providing additional information may be attached.

- Name and contact information for the individual/organization/firm making the submission.
- Background, history or mission of the responder
- Breakdown of refreshed branding elements costs
- At least two examples of previous branding projects
- Proposed project timeline for deliverables (12/20/19 completion deadline)
- References

Selection Criteria

Leadership Tulsa, guided by the branding task force, will consider multiple criteria including affordability, prior work samples, proposed timeline, and congruence of organization values.

In conclusion, they are looking for a creative partner who can help Leadership Tulsa open its new Leadership Center with an elevated brand that community members feel connected to regardless of their affiliation to Leadership Tulsa.