Marketing, Branding & Website Design Services

REQUEST FOR PROPOSALS

Important Dates

RFP Release Date:	**Friday, August 7th, 2026**
Proposal Due Date:	**Friday, August 28th, 2026 at 4:00 pm EST**
Anticipated Award Date:	**Monday, September 14th, 2026**
Project Start Date:	**Immediate Upon Contract Execution**

Proposals must be submitted via email to EPG Contracts, adminandcontracts@co.pg.md.us. **PROPOSAL APPLICATIONS SUBMITTED AFTER 4:00 PM EASTERN STANDARD TIME (EST) ON FRIDAY, AUGUST 28TH WILL NOT BE ACCEPTED.** Employ Prince George's is not responsible for any errors of omission. Mailed, faxed, hand delivered proposal, or proposals submitted outside of the submission process listed above will not be accepted.

Employ Prince George's, Inc. does not discriminate against faith-based organizations or against any Bidders or Proposer(s) because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

1. Organization Overview

Employ Prince George's is a nonprofit organization dedicated to advancing workforce development in Prince George's County, Maryland. Our mission is to connect job seekers, youth, and dislocated workers with training, credentials, and employment opportunities that lead to sustainable, family-supporting careers, while helping local employers build a skilled, ready workforce. We operate the County's American Job Center system and administer WIOA-funded programs including job readiness training, occupational skills training, youth workforce programs, apprenticeships, and employer partnership services.

As we continue to grow our impact, we are seeking a qualified marketing and branding agency or freelance consultant to strengthen our public identity, improve how we communicate our mission and outcomes, and modernize our digital presence.

2. Purpose of this RFP

Employ Prince George's is requesting proposals from qualified firms or consultants to provide comprehensive branding and marketing services, including the development of a new or refreshed brand identity, the design and development of two new organizational websites: Employ Prince George's (employpg.org) and the American Job Center Community Network (pgcajc.com), along with supporting marketing collateral. The selected vendor will help us better tell our story to job seekers, employer partners, funders, and the community, and support our efforts to grow enrollment, deepen employer relationships, and increase visibility for our workforce programs.

3. Scope of Work

We are seeking proposals that address the following core deliverables. Vendors may propose a phased approach and are encouraged to recommend additional services that support our goals.

3.1 Brand Identity & Logo Design

- Discovery session(s) to understand our mission, programs, and target audiences (job seekers, employers, funders, community partners)
- Development of 2–3 original logo concepts with revisions based on feedback
- Final logo files in all standard formats (vector and raster) for print, web, and social use
- Brand style guide covering logo usage, color palette, typography, imagery style, and voice/tone
- Templates for letterhead, business cards, email signature, and social media profile assets

3.2 Website Design & Development – EmployPG.org & PGCAJC.com

The selected vendor will design, develop, test, and launch two distinct websites: the Employ Prince George's organizational website (employpg.org) and the American Job Center Community Network website (pgcajc.com). Each website should maintain its distinct purpose and audience while aligning with the overall brands and digital strategies.

- Discovery and sitemap planning (recommend 8–15 pages, e.g., Home, About, Programs/Services, Employer Partners, Success Stories, News/Blog, Donate, Contact)
- Custom, mobile-responsive design aligned with new brand identity
- Content management system that allows non-technical staff to update pages, post news/events, and manage a jobs/opportunities board
- Accessibility compliance (WCAG 2.1 AA) and basic SEO setup
- Integration with donation platform, email newsletter signup, and CRM/applicant tracking tools currently in use (list current tools, if any)
- Migration of existing content, staff training, and documentation for ongoing site maintenance
- Hosting and domain recommendations, plus a plan for post-launch support

3.3 Marketing Collateral & Strategy

- Marketing and communications strategy aligned with organizational goals and target audiences
- Program flyers, brochures, and one-pagers for participants and employer partners
- Social media templates and a content calendar framework
- Annual report or impact report design template
- Optional: photography/videography direction for participant success stories (subject to consent and privacy guidelines)

4. Deliverables Summary

1. Brand style guide and finalized logo package
2. Two fully built, tested, and launched websites | employpg.org and pgcajc.com
3. Editable marketing collateral templates
4. Staff training materials/documentation for website and brand asset use
5. Final project report summarizing work completed and recommendations for future phases

5. Proposed Timeline

We anticipate the following timeline; vendors should propose a realistic schedule based on their process and recommend adjustments as needed.

- RFP released: August 7, 2026
- Vendor questions due: August 18, 2026
- Proposals due: August 28, 2026 by 4:00 PM ET

6. Budget & Pricing Requirements

As a nonprofit organization focused on workforce development, we operate with limited and grant-funded resources. To help us evaluate options that fit within our budget while understanding the full range of what's possible, all proposals MUST include three distinct pricing tiers as outlined below. For each tier, please clearly itemize costs by deliverable (branding, website, collateral) and note any ongoing/recurring costs (hosting, maintenance, licensing).

Website pricing must account for the design and development of both employpg.org and pgcajc.com. Vendors should clearly identify costs associated with each website, where applicable, within each proposed pricing tier.

Tier	Suggested Scope	What We're Looking For
Option A — Essentials	Lean, budget-conscious package	Refreshed logo/brand basics, template-based websites build (e.g., WordPress/Squarespace), and a small set of core collateral. Total cost, timeline, and what would be excluded at this tier.
Option B — Standard	Full branding + custom websites	Complete brand identity system, two custom-designed responsive websites with CMS, full collateral suite, and staff training. Total cost, timeline, and payment schedule.
Option C — Premium	Comprehensive brand + marketing partnership	Everything in Standard for both websites plus a communications/marketing strategy, photography/video direction, annual report design, and a defined period of post-launch marketing support (e.g., 3–6 months). Total cost, timeline, and ongoing support terms.

Please also disclose hourly/day rates for any out-of-scope work, payment schedule/milestones, any nonprofit or grant-funded organization discounts available, and estimated ongoing costs (hosting, domain, CMS licensing, maintenance retainer) beyond the initial project.

7. Vendor Qualifications

Proposals should demonstrate the following:

- Prior experience with nonprofit, workforce development, education, or mission-driven organizations (preferred but not required)
- A portfolio of at least 3 relevant branding and/or website projects
- Ability to work within nonprofit budget constraints and grant compliance/reporting needs
- References from at least two prior clients
- Clear process for collaboration, feedback rounds, and change management

8. Proposal Submission Requirements

Please submit a proposal that includes the following sections:

1. Cover letter and firm/consultant overview
2. Relevant experience and portfolio samples (3+ examples, including at least one nonprofit or mission-driven client if available)
3. Proposed approach and methodology for each scope area, including the vendor's approach to the design, development, content migration, testing, and launch of both EmployPG.org and PGCAJC.com.
4. Proposed timeline
5. Pricing — three tiers as described in Section 6, with itemized costs that clearly account for both websites.
6. Team bios and roles for anyone who would work on this project
7. At least two client references (name, organization, contact information)
8. W-9 or equivalent, and proof of insurance if applicable

9. Evaluation Criteria

Proposals will be evaluated based on the following (weights may be adjusted by the selection committee):

- Quality and relevance of portfolio/past work — 25%
- Understanding of our mission and workforce development audience — 20%
- Proposed approach, timeline, and feasibility — 20%
- Value and transparency of pricing across all three tiers — 25%

- References and organizational fit — 10%

10. General Terms & Conditions

- This RFP does not commit Employ Prince George's to award a contract or pay any costs incurred in preparing a proposal.
- Employ Prince George's reserves the right to reject any or all proposals, negotiate with any qualified vendor, or cancel this RFP at any time.
- All materials submitted become the property of Employ Prince George's and will be treated as confidential where applicable.
- The selected vendor will be required to sign a services agreement prior to project starts, including standard nonprofit terms (e.g., ownership of final files/IP transferring to Employ Prince George's upon final payment).

11. Questions & Contact Information

All questions regarding this RFP should be submitted in writing to:

EPG Contracts Administration
Employ Prince George's

adminandcontracts@co.pg.md.us

SCHEDULE FOR RFP SUBMISSION, REVIEW & AWARDS

ACTIVITY	DATE
RFP Published	**Friday, August 7th, 2026**
Deadline to submit Proposal	**Friday, August 28th, 4:00 pm**
Anticipated Award Date	**Monday, September 14th, 2026**
Project Start Date	**Immediate Upon Contract Execution**

QUESTIONS

All questions regarding the RFP must be submitted in writing via email to **Employ Prince George's Contracts & Operations Department** at *adminandcontracts@co.pg.md.us*

no later than **Tuesday, August 18th, 2026**. Answers to written questions will be posted and sent via email. Interested bidders are strictly prohibited from directly contacting members of the Workforce Development Board, and EPG staff regarding this RFP.

BIDDER'S CONDITIONS, REPRESENTATIONS & AUTHORIZATIONS

By submitting its proposal, each Bidder understands, represents, and acknowledges that:

A Bidder or his/her authorized representative may withdraw or modify his/her proposal by written notice received at the Issuing Office's address, prior to the exact hour and date specified for proposal receipt.

The Bidder's information and representations in the proposal are material and important, and the Issuing Office may rely upon the contents of the proposal in negotiations, contractual obligations, and awarding the contract(s). The Bidder agrees that the proposal will remain firm for a period of one hundred twenty (120) calendar days after the date specified for receipt of proposals or until a sub-recipient agreement is fully executed.

The Bidder selected is a sub-recipient of a Federal award and thus are required to follow the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR 200).

Each Bidder, by submitting its proposal, authorizes the WDB to release to the State of Maryland information concerning the Bidder's Maryland taxes, unemployment compensation, workers' compensation liabilities, and total compensation for individuals charged to the subrecipient agreement. The Bidder has arrived at the cost(s) and amount(s) in its proposal independently and without consultation, communication, or agreement with any other Bidder or potential Bidders.

The Bidder shall not disclose any of these items on or before the proposal submission deadline specified in this RFP.

The Bidder has not attempted, nor will it attempt, to induce any firm or person to refrain from submitting a proposal on this sub-recipient agreement, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.

The Bidder has not made, under separate sub-recipient agreement with the WDB, any recommendations to the Issuing Office concerning the need for the goods and services described in its proposal or the specifications for the goods and services described in the proposal.

The Bidder is not currently under suspension or debarment in the State of Maryland, any other State or the Federal government and, if the Bidder cannot certify, then it shall submit along with its proposal a written explanation of why it cannot make such certification.

The Bidder must clearly identify and describe the services being offered in response to this RFP. Bidders are cautioned that the organization, as well as the thoroughness of the response, is critical to the evaluation process.

The Bidder's Proposal forms must be legible and complete in their entirety, with all required supplemental information presented in an organized, comprehensive, and easy-to-follow manner. The WDB is not liable for any costs the Bidder incurs in preparation and submission of its proposal, in participating in the RFP process, or in anticipation of award of the sub-recipient agreement.

The WDB reserves the right to reject any proposal if the evidence submitted by the Bidder proves the Bidder is not qualified to carry out the obligations of the RFP and to complete the Project as specified.

The WDB may make investigations (including on-site visits and contacting any or all references) as deemed necessary, to determine that the Bidders competence, number of qualified employees, business organization, and financial resources are adequate to perform per the RFP.

To the best knowledge of the person signing the proposal for the Bidder, the Bidders, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as the Bidder has disclosed in its proposal.

To the best knowledge of the person signing the proposal for the Bidder and unless the Bidder has otherwise disclosed in its proposal, the Bidder has no outstanding, delinquent obligations including, but not limited to, any Federal and State tax liabilities not being contested on appeal or other obligation of the Bidder that is owed.

Until the selected Bidder receives a fully executed and approved written sub-recipient agreement from the Issuing Office, there is no legal and valid sub-recipient agreement, in law or in equity. The WDB reserves the right to vary or change the terms of any sub-recipient agreement executed as a result of this RFP, including funding levels, the scope of work, performance standards, and shortening or extending the sub-recipient agreement period, as it deems necessary in the interest of the Board and its programs, pending availability of funds.

The fully executed Agreement will require the selected Bidder to assume responsibility for all goods and services offered in its proposal whether it produces them itself or through subcontract. Additionally, if the Bidder uses any subcontractor, the proposal should be clear on the roles, responsibilities, and outcomes of each. The substitution of one subcontractor for another must be made at the discretion and prior written approval of the Issuing Office. The WDB considers the selected Bidder to be the sole point of contact regarding all contractual matters.

Bidders shall not issue press releases, internet postings, advertisements or any other public communications pertaining to this Project without prior written approval of the Issuing Office, and then only in coordination with the Issuing Office.