

# Request for Proposals (RFP): Branding Services

## Chester Bowl Improvement Club

### Purpose of this Proposal

The Chester Bowl Improvement Club (CBIC) is seeking proposals from qualified consultants to provide branding and visual identity services.

The purpose of this rebranding effort is to refresh and modernize CBIC's visual identity and messaging so it more clearly reflects our mission, programs, and community impact. This initiative is timely due to:

- Development of a new Chalet (2026)
- Adoption of a new five-year strategic plan (2025)
- Opportunity to align physical improvements with a cohesive, long-term brand identity

A refreshed brand will:

- Increase recognition and awareness of Chester Bowl's programs and offerings
- Clearly communicate our mission and values
- Support sustainable organizational growth and fundraising

### Background

Chester Park is one of Duluth's greatest community assets. A forested, hilly oasis in the Central Hillside neighborhood, the park has provided a safe and welcoming outdoor environment for generations of Minnesotans.

The Chester Bowl Improvement Club was founded in 1980 and became a Minnesota 501(c)(3) nonprofit in 1982 to support programming for the thousands of users of City-owned Chester Bowl Park. In 2008, CBIC assumed responsibility for daily park programming when the City of Duluth could no longer commit financial resources to these services. The City remains responsible for maintaining the grounds and facilities, while all programming staff are employed by CBIC.

Our vision is:

**"To promote sustainable, quality programs for all Chester Bowl Park users in a healthy and safe environment."**

CBIC promotes healthy living through a wide range of outdoor recreational opportunities and strives to serve individuals and families from all socioeconomic backgrounds. Programs include:

- A winter downhill ski and snowboard area that has introduced generations of Minnesotans to winter sports
- Chester Bowl Day Camp and summer programming
- Year-round youth development, recreation, and community events

CBIC works closely with the City of Duluth Parks and Recreation Department and partners with organizations that share our mission.

More information: <https://www.chesterbowl.org/>

## **Scope of Work**

The selected consultant will design and facilitate a process for stakeholder engagement and testing of brand concepts, messaging, and visual identity.

Final approval of all deliverables will be provided by the Board of Directors, Executive Director, and Marketing Committee. The Marketing Committee will serve as the primary liaison and will designate a single point of contact.

The engagement process should include some or all of the following stakeholder groups:

- Board of Directors
- Marketing Committee members
- Other committee members
- Staff
- Community stakeholders (donors, City partners, past staff, campers, families, vendors, and the general public)
- Cadets

Stakeholder engagement should be structured, time-bound, and supported by clear decision-making processes led by CBIC.

## **Deliverables**

Project deliverables will include:

1. New logo and logo variations
2. Brand style guide (including color palette, typography, brand elements, and usage guidance)
3. Tagline (able to stand alone or be used with the logo)

## Submission Requirements

Proposals are limited to **10 pages total**, including cover letter and appendix. Proposals must be formatted on 8.5" x 11" pages with a minimum 11-point font and organized in the order listed below.

Please submit proposals digitally (PDF format, 10 MB maximum) by emailing **Ryan Streit** at **ryanstreitz@gmail.com** no later than **5:00 PM on February 28, 2026**.

Questions must be submitted via email by **5:00 PM on February 20, 2026**. Responses will be shared with all interested firms.

Proposals must include:

1. **Firm and/or Personal Background Information**
  - a. Cover letter, including any previous connection to or knowledge of Chester Bowl
  - b. Resumes and identification of the primary point of contact
2. **Three Relevant Case Studies/Project Examples**

Include description of work, cost, project timeline (start and completion month/year), project team, and reference contact information.
3. **Approach**

Overview of the firm's philosophy and approach to branding projects.
4. **Work Plan**

Detailed methodology including tasks, responsibilities, and deliverables for each project phase.
5. **Schedule**

Proposed timeline showing phases, meetings, and deliverables. CBIC anticipates at least four meetings (kickoff, workshop, feedback, and presentation).
6. **Bid Price**
  - a. Total fees and estimated reimbursable expenses for the scope outlined in this RFP
  - b. Costs itemized as clearly as possible
  - c. Fee structure submitted as an hourly, not-to-exceed amount
  - d. Hourly rates broken down by personnel role

## Background Information and Materials

The following materials will be provided to the selected consultant:

- Strategic Plan (2025)
- Strategic Plan (2020)
- Client surveys and stakeholder input
- Previous logos, historical documents, and former Chester Bowl artwork

## Evaluation Criteria

Proposals will be evaluated using the following criteria:

- Approach: 30%
- Background and Relevant Experience: 20%
- Schedule: 20%
- Cost: 30%

CBIC anticipates selecting a consultant by **Tuesday, March 10, 2026**. All work and deliverables are expected to be completed by **May 31, 2026**.