



Student Government Association



# **REQUEST FOR PROPOSAL**

*2012-13 Marketing Campaign: Logo*



**DATE:** 9 May 2012  
**FROM:** SGA Marketing Committee  
**SUBJECT:** Request for Proposal – *Logo*

*Please electronically submit proposals no later than 5/30/2012*

**CONTACT INFORMATION:**

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## **1. Organization Abstract**

*The Student Government Association of Webster University is charged with improving student life by accurately representing student interests and advocating for student needs. SGA consists of twenty-three members: two Senators from each school, four Senators at-large, and the seven member executive board. We charter and support student organizations, provide financial support for student trips and events, and advocate for students in administrative committees. The Student Government Association strives to preserve a meeting ground of peace and education in all its pursuits.*

## **2. Purpose of the RFP**

*The Student Government Association is seeking to rebrand before the start of the 2012-13 academic year. The SGA Marketing Committee is charged with soliciting the creation of a new SGA logo, marketing campaign and media strategy. The RFP is specifically for the creation of the new SGA logo. This logo will be used in all SGA pursuits, including but not limited to SGA-funded event advertising, SGA marketing materials, the SGA newspaper readership program, SGA online presence, official documents, and any other use SGA sees fit.*

## **3. Scope of Work**

*The artist is charged with creating one or more possible logos for the Student Government Association of Webster University. The recipient must design the logo in accordance with the criteria of the SGA Marketing Committee and the mission of SGA. The artist must submit the logo electronically to both the President and Director of Communications by midnight on May 23<sup>rd</sup>, 2012.*



### ***Dates and Deadlines***

<b>Deadline</b>	<b>Date</b>
Issue RFP to Student Body	May 15 <sup>th</sup>
Logo Submissions Due	May 30 <sup>th</sup>
Marketing Committee Review	May 30 <sup>th</sup> – June 2 <sup>nd</sup>
Finalist Notification	June 3 <sup>rd</sup>
SGA General Body Review	June 3 <sup>rd</sup> – 5 <sup>th</sup>
Winner Notification	June 6 <sup>th</sup>
Official Sanction of New Logo	Aug 2012
Check Approval and Delivery	Aug 2012

## **4. Proposal**

### **4.1 *Artist Profile***

- *Include artist name, email, and phone number*
- *Include school, major, and year*
- *Note: The new logo will have a page on the SGA website including a brief biography of the artist. SGA will contact the winner for this information.*

### **4.2 *Logo Criteria***

- *Must include the year of establishment – 1995*
- *Must represent in some manner the arts, athletics, global citizenship, and the pursuit of knowledge*
- *Must be a high resolution image*
- *Must say “Student Government Association” or “SGA”*
- *Must take the form of a crest or seal (see appendix)*
- *May include the Gorlok, at the artist’s discretion*
- *Should most likely include blue and gold*
- ***For further information please contact the SGA Marketing Committee***

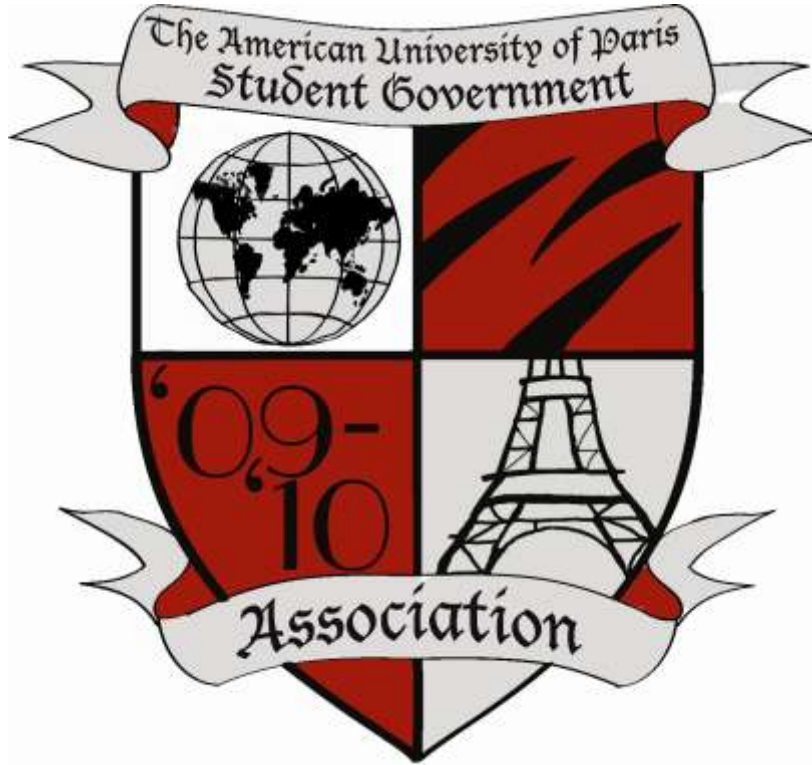
#### 4.3 *Payment*

- *The artist will be paid a sum of \$50 by check in August 2012*
- *This money will come from the SGA Fall 2012 budget and thus is dependent upon approval by the general body, Budget Committee, and Comptroller.*

### 5. Appendix

#### 1.1 *Sample Crests and Seals*









## **6. Evaluation and Award Process**

### ***6.1 Evaluation***

*SGA is seeking a logo that will communicate professionalism, energy, and advocacy. The SGA Marketing Committee will review the submissions and choose finalists. Those finalists will be notified May 27<sup>th</sup>. The SGA general body will then review the finalists' submissions. The winner will be notified May 31<sup>st</sup>.*

### ***6.2 Award Criteria***

*The winning logo will be decided based on the above criteria at the discretion of the members of the Student Government Association. The decision is subjective and therefore not subject to appeal.*

## **7. Disclosure – Proprietary Agreement**

*By submitting a logo to the SGA Marketing Committee, the artist hereby grants all image rights and permissions to the Webster University Student Government Association and forfeits rights to compensation beyond the initial prize of \$50.*