



REQUEST FOR PROPOSAL (RFP) MARKETING ASSESSMENT SERVICES NILES-MAINE DISTRICT LIBRARY

September 16, 2025

Submission Due Date: October 8, 2025 by 5 p.m. CST

Submission Guidelines: Email one (1) digital PDF copy of your proposal to the contact information listed below.

Anneliese Tillmann
Niles-Maine District Library
atillman@nileslibrary.org

6960 Oakton St, Niles, IL 60714

The Niles-Maine District Library reserves the right to reject any and all proposals or parts thereof, to waive any irregularities or informalities in proposal procedures, and to award the contract in a manner best serving the interest of the Library. Submissions will not be opened or read in a public forum.

I. Statement of Purpose

The Niles-Maine District Library seeks proposals from qualified firms or consultants to conduct a comprehensive marketing assessment. The goal is to evaluate the library's current marketing strategies, identify gaps and opportunities, and provide actionable recommendations to improve engagement, branding, and communication effectiveness.

II. Background

The Niles-Maine District Library serves a population of over 59,000 residents in Niles and portions of unincorporated Maine Township, providing a broad range of services including access to physical and digital collections, programs for all ages, and community resources. The Library currently employs a range of marketing strategies including social media, printed materials, e-newsletters, and community outreach.

The Library's Community Engagement and Marketing Department has recently undergone a restructuring to better align staff roles with organizational goals. This transition presents a valuable opportunity to establish clear processes, strengthen our visual identity, and build a consistent, sustainable approach to marketing across all channels. Our goal is to align operations, visual identity, and messaging to create a cohesive brand and a clear strategic direction across all marketing efforts.

III. **Project Context and Objectives**

The Niles-Maine District Library is committed to building a strong, consistent, and sustainable marketing foundation to better connect with our community. While current marketing efforts are active across multiple channels, there is a need for cohesive operational standards and a clearly defined visual identity.

The selected firm or consultant will help develop the operational infrastructure including standardized processes, tools, and communication protocols while clarifying and documenting our brand identity. The intent is to create a unified, repeatable, and sustainable marketing approach that can be applied consistently across all campaigns, departments, and media.

IV. **Scope of Work**

The selected vendor will be expected to:

- a. Review existing marketing materials, strategies, digital presence, and communication workflows for review processes.
- b. Evaluate branding, messaging, and communication consistency across platforms and materials.
- c. Conduct market research, including community demographics, stakeholder interviews, and competitor benchmarking of other area libraries.
- d. Identify areas of opportunity and gaps in current marketing efforts.
- e. Recommend strategies for increased visibility, engagement, and impact, with a focus on underserved populations.
- f. Assess the integration and alignment of marketing and community engagement functions to recommend a unified and effective strategy.
- g. Develop or refine operational standards, including standard operating procedures (SOPs), workflows for content creation and review, and communication protocols.
- h. Provide tools and templates to support marketing operations, such as design briefs, content calendars, and request tracking systems.
- i. Deliver updated brand and visual identity guidelines to ensure consistent and professional representation of the Library's brand.
- j. Provide a final assessment report including a phased implementation plan and actionable insights.
- k. Collaborate closely with Library staff throughout the engagement to ensure recommendations are practical and tailored to organizational needs.
- l. Present key findings to Library leadership and relevant stakeholders. |

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V. **Deliverables**

The selected firm/consultant will provide:

- a. **Marketing Assessment Report**
 - i. Evaluation of current marketing strategies, channels, and materials.

- ii. Identification of strengths, weaknesses, gaps, and opportunities.
- iii. Benchmarking against peer libraries and relevant industry standards.

b. Brand & Visual Identity Guidelines

- i. Updated or clarified brand standards, including color palettes, typography, imagery style, and logo usage rules.
- ii. Recommendations for maintaining visual consistency across all platforms and formats.

c. Standard Operating Procedures (SOPs) for Marketing & Communications

- i. Workflows for content creation, review, and approval.
- ii. Defined communication protocols between departments.
- iii. Integration of a ticketing or request-tracking system.

d. Marketing Tools & Templates

- i. Design brief template(s) for project requests.
- ii. Content calendar framework.
- iii. Standardized reporting template for marketing results and analytics.

e. Audience & Messaging Framework

- i. Development or refinement of audience personas.
- ii. Key message guidelines tailored to each audience segment.

f. Implementation Roadmap

- i. Prioritized recommendations for rollout.
- ii. Timeline and resource estimates for adoption of new standards and processes.

VI. Library Resources

The Library will provide access to current marketing materials, brand assets, internal statistics, and relevant reports. Staff will assist in coordinating meetings, interviews, or community engagement activities required for the assessment.

VII. Proposal Format and Contents

For ease of review and to facilitate evaluation, proposals should be organized in the following sections:

a. Organizational Information

Include the legal name, address, website, and phone number of your firm, along with the name and contact information for the individual authorized to execute the contract. Provide a brief description of your organization and its core competencies.

b. Resume, Qualifications and Experience

Provide resumes for all key project personnel, along with a summary of qualifications and relevant experience. Detail your experience in providing marketing assessment services for libraries or similar institutions, including specific examples of comparable projects. Include references with contact information.

c. **Project Approach and Work Schedule**

Describe your proposed approach to the scope of work and include a project timeline with key milestones. Indicate the extent of library staff involvement expected and any tools or software used.

d. **Cost of Service**

Provide a breakdown of all project costs, including personnel time, materials, travel, and any other reimbursable expenses.

e. **Subcontractors**

List any subcontractors, if applicable, including the portion of work they will perform, their percentage of total project responsibility and their resumes.[WK2]

f. **Additional Information**

Include any relevant information not captured above.

VIII. **Schedule**

Estimated Project Timeline

The timeline for this project will be finalized in collaboration with the selected firm. The following milestones are anticipated, but specific dates are to be determined:

- **RFP Release Date:** September 16, 2025
- **Proposal Submission Deadline:** October 8, 2025, by 5:00 p.m. CST
- **Vendor Interviews (if conducted):** TBD
- **Contract Approval & Selection Announcement:** TBD
- **Project Commencement:** TBD
- **Final Report Due:** TBD

Questions

Questions should be submitted in writing no later than Friday, October 3 to: Anneliese Tillmann, Community Engagement and Marketing Supervisor, at atillman@nileslibrary.org.

Questions will not be accepted by phone.

IX. **Selection Process**

Proposals will be evaluated based on:

- Experience and demonstrated ability to perform the described services
- Quality and feasibility of proposed methodology
- References and previous performance
- Cost-effectiveness and value
- Interviews may be scheduled with top candidates. Final selection is subject to approval by the Library Board. All firms will be notified following the selection process.

General Information

The Library is not responsible for any costs incurred in preparing or submitting a proposal.

All submitted proposals will become property of the Library.

The Library may request additional information or clarification from any proposer.

The selected vendor must enter into a contract with the Library.

Proposals may be withdrawn or modified prior to the deadline.

We look forward to reviewing your proposal and working together to strengthen the marketing efforts of the Niles-Maine District Library.

Thank you,

Niles-Maine District Library

Anneliese Tillmann

Community Engagement and Marketing Supervisor

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847-663-6431[WK3]