



Iowa Brewers Guild Brewed In Iowa Marketing Campaign RFP

Promote and Grow Iowa Craft Brewing

The Iowa Brewers Guild is a non-profit 501(c)6 trade association that exists to unify craft brewing professionals, promote Iowa beer, and advocate for the industry's growth. The Iowa Brewers Guild is seeking proposals from qualified marketing firms to develop and execute a comprehensive brand and supporting marketing campaign for our "Brewed in Iowa" craft beer initiative. The objective is to promote and celebrate the vibrant craft beer scene in Iowa, emphasizing local breweries and encouraging support of taprooms and retail purchases.

Objectives

1. Increase Awareness of Iowa Craft Beer to Iowa consumers.
2. Encourage craft beer drinkers to purchase Iowa craft beer.
3. Promote the quality and local availability of Iowa Craft Beer.
4. Emphasize the benefits of Community and Pride in Iowa's Craft beer products.

Scope of Work

The selected firm will be responsible for:

1. Crafting a creative and cohesive campaign concept that aligns with the objectives.
2. Utilizing existing assets including Brewed in Iowa logo.
3. Developing a strategy including but not limited to social media, digital advertising, and other media outlets, both traditional and emerging.
4. Providing regular progress reports and analytics on effectiveness.

Timeline

- Proposal Submission Deadline: January 31, 2024
- Finalists Interviewed: February 2024
- Contract Awarded: February 29, 2024
- Campaign Duration: dependent on proposals. IBG is open to proposals that can be built upon as multi-year efforts.

Proposal Submission Requirements

1. Cover Letter
2. Company Profile
3. Proposed Concept including creative elements and strategies.
4. Budget including breakdown of costs.
5. References and Samples of Previous Work

The Iowa Brewers Guild has earmarked approximately \$15,000 for this branding and marketing effort.

Proposal Evaluation

Proposals will be evaluated on:

1. Creativity and Innovation
2. Budget and Cost Effectiveness
3. Ability to scale up to multi-year effort
4. Relevant experience and qualifications

Submission Instructions

Please submit all proposals electronically to Iowa Brewers Guild Executive Director Noreen Otto at notto@iowabeer.org. Any questions or concerns should be submitted to the same.

Contractual Information

The selection marketing partner firm will enter into a formal contract with the Iowa Brewers Guild. The contract terms will be negotiated following the selection process. We look forward to reviewing your proposal and appreciate your interest in the Iowa Brewers Guild's efforts to grow the Brewed in Iowa campaign.

