

REQUEST FOR PROPOSALS (RFP)

Strategic Brand Launch, Integration & Digital Partner Allegheny Conference on Community Development

I. Introduction & Purpose

The Allegheny Conference on Community Development (“the Conference”) is seeking proposals from qualified firms to support the strategic launch of a new organizational brand identity.

The Conference is currently undertaking a comprehensive rebranding initiative to better reflect its role as the unifying driver of economic growth, policy leadership, and business engagement across the 10-county Pittsburgh region. The organization has identified and finalized a brand assets, which will reposition the current identity.

At this stage, the Conference is seeking a partner to:

- Design and execute a comprehensive brand activation and launch strategy
- Translate the new identity into clear, consistent messaging and positioning
- Build critical internal and external communications assets
- Develop a unified digital presence, including a new website
- Support the integration of multiple affiliated entities into a cohesive, unified system

Note: Due to the public nature of this RFP, the brand assets and related creative elements will be shared only with selected finalists and the chosen partner under NDA.

This is a high-priority, time-sensitive engagement, with a target public launch in Fall 2026.

II. Organizational Overview

The Allegheny Conference on Community Development serves as the Pittsburgh region’s leading civic and economic development organization, working in close alignment with several affiliated entities, including:

- Pittsburgh Regional Alliance
- The Greater Pittsburgh Chamber of Commerce
- The Economy League of Greater Pittsburgh

Through this rebranding effort, the Conference is establishing a single, unified organizational identity that:

- Clearly communicates its full scope of work
- Aligns its family of organizations under one coherent structure and brand
- Strengthens understanding among investors, partners, and stakeholders

Allegheny Conference on Community Development Brand Launch RFP

- Simplifies how external audiences identify and engage with the organization

This transition represents both a forward-looking repositioning and a continuation of more than 80 years of regional leadership and impact.

III. Project Goals

The selected partner will support the organization in achieving the following:

- Activate a New Brand Identity – Translate already-developed brand assets into a clear and compelling public brand presence
- Unify Organizational Structure – Integrate multiple entities into a single, accessible and understandable identity
- Preserve Institutional Credibility – Maintain trust, recognition, and equity built under the legacy names
- Engage Key Audiences – Strengthen resonance with investors, partners, and stakeholders
- Execute with Speed & Precision – Deliver an effective launch on an accelerated timeline

IV. Scope of Work

The Allegheny Conference has already completed core brand development, including brand assets.

This engagement is not a brand creation exercise. The selected partner will focus on activation, integration, and execution—bringing the new brand to life across all channels and audiences.

A. Brand Activation Strategy

Develop a comprehensive strategy to introduce, position, and deploy the new brand in market and out-of-market.

- Refine and codify messaging architecture based on existing brand strategy
- Develop audience-specific positioning and value propositions
- Create a full activation roadmap:
 - Internal rollout strategy
 - External launch sequencing
 - Stakeholder engagement plan

B. Messaging & Asset Deployment

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Translate the brand into a complete suite of deployment-ready communications materials.

- Scale messaging across core audiences:
 - Board of Directors
 - Regional Investors Council
 - Corporate and industry partners
 - Public and civic stakeholders
- Develop key assets:
 - Investor presentations and materials
 - One-pagers and fact sheets
 - Sector/industry narratives
 - Executive talking points
 - Internal FAQs and collateral to support internal brand training

C. Legacy Brand Transition & Institutional Continuity

A critical component of this work is ensuring that the transition to a new brand is both forward-looking and respectful of the organization's legacy.

The selected partner will support the development a thoughtful transition strategy that:

- Clearly communicates continuity between the legacy organization and new identity
- Acknowledges and honors more than 80 years of transformative leadership and impact
- Maintains credibility and trust among long-standing investors, partners, and stakeholders
- Minimizes confusion during the transition period

Scope includes:

- Development of transition messaging framework, including:
 - Narrative connecting past accomplishments to future direction
- Recommendations for:
 - Duration and use of dual-branding or endorsement strategy
 - Integration of legacy references within materials and digital platforms
- Creation of:
 - Stakeholder-specific transition messaging (investors, board, public sector, etc.)
 - FAQ and supporting communications addressing anticipated questions

Allegheny Conference on Community Development Brand Launch RFP

- Guidance on:
 - Preserving institutional equity while establishing the new identity
 - Monitoring of brand perception and reputational risks during brand launch

D. Digital Integration & Website Development

Design and deliver a unified digital platform reflecting the new brand and organizational structure.

- Develop streamlined information architecture integrating all entities
- Design and build a user-centric website aligned to the new identity
- Implement scalable CMS and backend structure

Key priorities:

- Clarity of organizational structure
- Simplified navigation and content
- Strong calls to action for engagement and investment
- Long-term maintainability
- Operating guidance and messaging parameters

E. Launch Execution & Implementation

Provide hands-on support to deliver a coordinated and high-impact public launch.

- Execute in alignment with the Allegheny Conference team:
 - Public launch strategy
 - Stakeholder announcements
 - Media and digital rollout
- Develop:
 - Launch toolkit (press releases, announcements, digital assets)
 - Campaign and social content
 - Event support strategy (if applicable)
- Support:
 - Internal rollout and staff readiness
 - Leadership communications

5. Deliverables

- Brand Guide Document with clear operating guidance for stakeholders
- Brand activation strategy and roadmap
- Messaging framework and deployment toolkit
- Full suite of core communications materials

Allegheny Conference on Community Development Brand Launch RFP

- Legacy transition strategy and messaging assets
- Website (audit, strategy, design, development, launch-ready)
- Internal rollout and training materials
- Comprehensive launch plan and toolkit

6. Timeline

- RFP Issued: June 17, 2026
- Questions Due: June 24, 2026
- Proposals Due: July 3, 2026
- Finalist Presentations: July 10, 2026
- Selection: July 20, 2026
- Project Kickoff: July 27, 2026
- Project Execution: 12 Weeks
- Target Launch: October 2026

Note: Ability to meet an accelerated timeline is essential.

7. Proposal Requirements

Firms must provide:

- Relevant experience with:
 - Brand launches (not just development)
 - Multi-entity or complex organizational integration
 - Institutional reputation transitions
- Clear methodology and workplan
- Project team and roles
- Case studies demonstrating measurable outcomes
- Detailed timeline and cost structure
- References

8. Evaluation Criteria

- Strategic and executional approach
- Relevant experience and past work
- Ability to operate at speed and scale
- Strength of proposed team
- Cost/value alignment

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Brand Launch RFP***

9. Terms & Conditions

The Conference reserves the right to:

- Reject any or all proposals
- Negotiate with selected firms
- Modify or cancel this RFP

All work will be considered work-for-hire, with ownership retained by the organization.

10. Submission Instructions

Submit proposals electronically to:

Kolt Codner, Chief Operating Officer
The Allegheny Conference on Community Development
kcodner@alleghenyconference.org
412.392.1020