



New York Wine & Grape Foundation

1 Keuka Business Park,
Suite 208
Penn Yan, NY 14527

T 315-924-3700
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www.newyorkwines.org

Request for Proposals Global Messaging & Marketing Assets October 27, 2021

I. Background Information

The New York Wine & Grape Foundation (NYWGF) was created by the State of New York in 1985 as a private, non-profit organization. The enabling legislation established a financing mechanism for promotion and research, providing the industry with both short-term assistance and the potential for long-term viability. NYWGF's programs are developed by a 21-member Board of Directors in consultation with other representatives from industry and state government. The activities carried out by NYWGF are designed to support all uses of New York-grown grapes from all regions of the state. The mission of the NYWGF (updated in February 2018) is to "promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy." The vision of the NYWGF (updated in February 2018) is "to be the world's premier region for cool and cold climate viticulture."

II. Scope of Services

The brand identity and logo for New York Wines was professionally updated to **Boldly, NY.** in 2019 to reflect the industry's growth, its approach, and its emerging status among the leading international wine regions. As a next step, in 2020, NYWGF worked with a marketing partner to identify **key audiences and messaging pillars.**

In 2021, NYWGF developed a **library of core assets** to support the new brand, including updated statewide and regional maps, infographics of major New York grape varieties, a brochure, and presentation templates for New York wines curriculum. The organization is also now in the process of a comprehensive update of the *New York Wine Course & Reference Guide*, which will be the main source of information for future trade and consumer education initiatives, as well as the basis of marketing and point-of-sale collateral.

NYWGF now seeks to partner with an experienced tactical and design oriented consultant, with a background in wine region marketing, to a) build-out existing messaging pillars for domestic and international target audiences; b) create marketing toolkits for domestic and international target audiences; c) audit existing *newyorkwines.org* website for strategic and structural improvements needed to be deploy assets; d) create a plan to onboard and train key constituents such as the NYWGF network of global market representatives, retail and restaurant association partners, trade and media ambassadors, and winery and grower members.

III. Deliverables:

Based on the NYWGF Audience & Messaging Pillars, build out additional messages and assets that can be used in global marketing activations. Focusing on the priority themes for each audience, provide the following:

- Expanded New York State Wine Messaging Content
- Creation of AVA Specific Messaging Pillars and Content
- State & Regional graphics
- Brand Training Curriculum, and Schedule for Onboarding Key Partners
- Marketing Partner Assets
 - Tasting Room Toolkit
 - Grower Toolkit
 - Retail Toolkit
 - Media Toolkit
 - Restaurant Toolkit
- *Campaign Assets*
 - *New York Wine Month Campaign Toolkit*
- Website Audit and Suggestions for Restructure & Deployment of Assets

RESOURCES

1. [Boldly, NY. Brand Guide \(2019\)](#)
2. [Boldly, NY. Audience Personas and Messaging Map \(2020\)](#)
3. [Boldly, NY. Press Kit \(2020\)](#)
4. [Boldly, NY. Maps & Varietal Infographics \(2021\)](#)
5. [New York Wine Course & Reference Guide \(2018\)](#)
6. [New York Wine Course & Reference Guide RFP \(2021\)](#)
7. Peer Wine Region Marketing - References
 - a. [Oregon – Consumer](#)
 - b. [Oregon – Trade](#)
 - c. [Beaujolais](#)
 - d. [Austria](#)
 - e. [Australia](#)

The timeframe for the completion of this project is July 1st, 2022.

IV. Project Budget



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The budget available for the development and execution of the Year-1 plan is **\$75,000**. Additional funds may be available for subsequent years.

V. Evaluation of Proposal

Proposals must include a timeline for the development of the messaging strategy and should also summarize:

- Demonstrated wine region marketing experience
- Key project personnel and relevant credentials
- Examples of management of similar projects and successful messaging strategy deployment
- Detailed project budget and timeline

VI. Authority

The selected agency will work under the direct supervision and with the prior approval of NYWGF for all program activities. All expenditures must fall within the program budget and must be pre-approved by NYWGF.

VII. Discrimination Clause

The NYWGF is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The NYWGF complies with all provisions of the U.S. government's Executive Order 11246 dated September 24, 1965 and the rules, regulations and relevant orders of the Secretary of Labor.

VIII. Instructions for Submitting Proposals

Proposals should be submitted electronically to:

Valerie Venezia-Ross
Director of Programs and Marketing
Email: valerieross@nywgf.org
Phone: 518-229-3765

Questions regarding this RFP should be directed to valerieross@nywgf.org no later than November 10th, 2021.

All proposals are due by 5:00PM on Monday, November 22nd, 2021.



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IX. Estimated Project Timeline

Issue RFP	10/28/2021
RFP Questions to NYWGF	11/10/2021
RFP Deadline	11/22/2021
Review Deadline (Candidates Notified of Interview Dates)	12/6/2021
Project Award	1/7/2022
Project Completion	7/1/2022

NYWGF reserves the right not to award a contract if in the opinion of the evaluators, no suitable proposal is received. NYWGF is not liable for any costs associated with any company's response to this RFP.