



**REQUEST FOR PROPOSALS
FOR
MARKETING SERVICES**

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON:

March 23, 2026

All questions regarding this RFP must be submitted in writing to:

Sarah Duchemin at sarah.duchemin@wedc.org

by March 31, 2026, at 4:00 pm CT

PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY:

April 16, 2026, 4:00 PM CT

To:

sarah.duchemin@wedc.org

Wisconsin Economic Development Corporation

2352 S. Park St., Suite 303

Madison, WI 53713

1) Introduction

The purpose of this Request for Proposals (RFP) is to provide interested proposers with the information needed to prepare and submit a Proposal for the following:

The Wisconsin Economic Development Corporation (WEDC) seeks a highly capable, full-service marketing agency vendor to develop and deliver integrated, brand led programs that position Wisconsin as a premier location for business, innovation, talent, and community vitality. The engagement is expected to operate as a strategic partnership—not a transactional vendor relationship—and the scope may evolve as priorities shift.

2) Engagement Objectives

The selected agency will collaborate with WEDC to:

- 1. Strengthen Wisconsin's Economic Brand**
Refine and activate a statewide economic brand that is competitive, inclusive, and future -ready—consistently expressed across sectors, regions, and audiences.
- 2. Translate Priorities into Market Impact**
Convert WEDC initiatives—business attraction and expansion; innovation and entrepreneurship; community development and placemaking; talent and workforce—into compelling narratives and programs that drive awareness, consideration, and action.
- 3. Deliver Full Funnel Performance**
Architect audience journeys and growth loops for businesses, entrepreneurs, investors, and talent, integrating awareness, lead generation, nurture/retargeting, and conversion pathways (e.g., site visits, inquiries, RFI downloads, trade mission signups).
- 4. Equip and Align Partners**
Provide tools, templates, and guidance to ensure brand consistency and scalability across local and regional economic development partners.
- 5. Measure What Matters**
Establish decision useful KPIs tied to talent attraction, qualified business leads, investment intent, and community engagement, with closed loop learning for continuous optimization.

Note on scope flexibility: WEDC anticipates priorities may evolve based on market conditions. The partner must demonstrate the ability to adapt strategy, deliverables, and resourcing while preserving brand continuity and performance.

Note on capabilities: Agency partner capabilities must include, but are not limited to, providing integrated marketing services across multiple disciplines. At a minimum, the selected agency must demonstrate experience and capacity in the following areas: brand strategy and branding support; creative services; market research and audience insights; marketing planning and campaign execution; media strategy, planning, and buying; digital marketing services; website and production services; social media strategy, content development, and execution; and analytics, measurement, and reporting.

The agency is expected to coordinate these capabilities cohesively to support WEDC's marketing objectives and ensure consistency across channels and initiatives. The selected agency will be responsible for managing assigned workstreams, meeting agreed upon deliverables and

timelines, and providing clear reporting on activities and results.

3) Project Timeline

The work needing to be completed under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline.

| Milestone | Date (2026) |
|------------------------------------------------------------------------------------------------|-------------------------|
| RFP Released | Mon, Mar 23 |
| Deadline to submit questions | Tue, Mar 31 |
| Answers to submitted questions distributed to the agency short list and published on wedc.org. | Thu, Apr 3 |
| Proposals Due | Thu, Apr 16 |
| Target date to notify finalists | Fri, Apr 24 |
| Target date for finalist presentations/interviews | Tue, May 6 → Thu, May 8 |
| Target date for the Notice of Intent to Award | Thu, May 15 |

I. Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin’s lead economic development organization.

WEDC provides grants, loans, loan guarantees, tax credits and other financial and technical assistance to its customers. Additional information about WEDC can be found on our website wedc.org or in the Wisconsin Statutes Ch. 238.

The agency selected will be required to provide a high level of quality services typically associated with handling an account of this size and scope. It is the expectation that there will be frequent contact between WEDC and the selected agency.

II. Proposal Requirements

Proposers responding to this RFP must provide sufficient responses to all of the following requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

a. Mandatory Requirements

- i. Strategic and creative—Provide examples of work similar in scope to WEDC’s needs, including work designed to drive action toward highly considered business decisions, from awareness to engagement to ultimate product/service selection. Include information relating to brand strategy, market research and insights, and marketing planning and execution, and demonstrate how strategy drove creative. Highlight any work you’ve done

for government departments, trade associations and/or economic development authorities, including dates of service.

- ii. Integrated marketing—Detail the makeup of the agency’s integrated marketing capabilities. Include case studies that demonstrate your integrated marketing capabilities. List major projects completed and provide information on noteworthy strategy-driven innovation you’ve implemented to help clients achieve their marketing goals.
 - iii. Media Planning/Purchasing—Detail your media planning and purchasing capabilities, including traditional and digital media.
 - iv. International Capabilities—Detail experience you have supporting international marketing efforts including trade shows and conferences; paid and social media; and media relations. Include information on international offices or partners you use to support such efforts.
 - v. Public relations and national pitching—Detail the experience supporting public relations efforts related to business attraction and economic development. This scope may include strategic public relations planning; development of key messages and pitch narratives; and targeted national outreach to business, trade, and economic development media to support Wisconsin’s visibility and reputation as a competitive location for business investment and expansion.
 - vi. References—Please provide the names, titles, and contact information for three client references who can attest to your agency’s customer service, strategic approach, and creative execution strengths.
- b. Organizational and Staff Capabilities
- i. Provide a brief description of the agency’s history and organization.
 - ii. Provide a list of all staff persons who will be involved in carrying out the tasks covered by this RFP, describing each in terms of their involvement in specific tasks and qualifications.
 - iii. Provide a brief description of how the firm is working to promote diversity and inclusion within the firm. The Proposer should, at a minimum, describe its organization in terms of the following:
 1. Size
 2. Structure
 3. Areas of practice
 4. Office location(s)
 5. Whether the proposer is a minority-owned, women-owned, disabled-owned, or veteran-owned business
- c. Technical Requirements/Approach to the Project
- i. Describe in detail how your agency envisions gathering the necessary input from WEDC, its statewide economic development partners, and members of its target audiences to develop and deliver a maximally effective marketing strategy in fulfillment of the organization’s goals. Provide a timeline for this discovery process.

- d. Documents
 - i. Provide a copy of the proposer’s W-9.
 - ii. Provide a copy of the proposer’s standard contract documents.

III. Cost Proposal

Please submit the hourly rates for key team members/positions that would serve on the WEDC account. Detail your agency’s mark-up percentages for outside services, including media placement. Provide information on rates you charge for travel time. Also include an estimate of the hours and costs that you feel would be applied to the “immersion” phase of this engagement (i.e., gaining an understanding of WEDC’s strategic plan and conducting the necessary research to build a marketing plan for fiscal year 2027/2028).

IV. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

- a. Contract Term

The contract will cover from proposal acceptance through the conclusion of fiscal year 2027 (June 30, 2027), renewable for up to four years thereafter.
- b. Confidentiality

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer’s attention during the course of its response to this RFP or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose Confidential Information, either directly or indirectly, to any person, entity or affiliate without prior authorization by WEDC unless required to do so by legal process of law. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during the course of its performance under the terms of any resulting Agreement, proposer shall not use any Confidential Information for its own purposes.
- c. Conflict of Interests

Proposers’ response to this RFP must include, in writing, disclosure of any potential conflict of interest that may arise from the proposer’s performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor’s contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest.
- d. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFP will include the

following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

e. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents “confidential” where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

f. Insurance

If awarded the contract, the proposer shall maintain Worker’s Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

V. RFP Process

a. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

b. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC’s vice president of marketing and brand strategy, Sarah Duchemin, at sarah.duchemin@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. All questions regarding this RFP must be submitted in writing via email to Sarah by **Tuesday, March 31, 2026, at 4:00 p.m. CT.**

c. Incurring Costs

WEDC is not Liable for any cost incurred by a vendor for responding to this RFP.

d. News Releases

News releases pertaining to the RFP or to the acceptance, rejection, or evaluation of proposals shall not be made without the prior written approval of WEDC.

e. Submitting the Proposal

Proposers shall submit an electronic, PDF, version of their proposal to WEDC's vice president of marketing and brand strategy, Sarah Duchemin, at sarah.duchemin@wedc.org no later than **April 16, 2026, at 4:00 p.m. CT. Hard copies will not be accepted.** Proposal responses should follow the sequence and outline presented in this RFP.

VI. Evaluation of RFP

a. Proposal Review, Verification, and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with the instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

b. Proposal Scoring

Members of WEDC's agency selection committee will separately score agency proposals according to the requirements and capabilities listed in the RFP, assigning a score for each requirement and capability. Scoring will be weighted based on the agency selection committee's priorities. The committee will together determine which agencies to invite to deliver their capabilities in person.

c. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

d. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best overall value to WEDC, taking into consideration the proposers' overall quality of work, experience, expertise, and cost proposals.

e. Notice of Intent to Award



All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.



BUSINESS OWNERSHIP DEMOGRAPHIC REPORTING FORM

Vendor Name

Procurement Description

While collecting the following data will help the Wisconsin Economic Development Corporation improve the diversity of its procurements, completion of this form is voluntary.

Please fill in the following table, marking off all categories that apply for each owner.

Or, check here if you prefer not to respond to the below.

| | Owner Name (Optional) | Ownership Percentage | Female | Male | LGBTQ | American Indian or Alaska Native | Asian | Black or African American | Native Hawaiian or Other Pacific Islander | White | Hispanic or Latino | Disabled Veteran | Non-Disabled Veteran | Non-Veteran |
|----|-----------------------|----------------------|--------|------|-------|----------------------------------|-------|---------------------------|-------------------------------------------|-------|--------------------|------------------|----------------------|-------------|
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LOOK FORWARD

Signature

Date

Print Name, Position at Vendor