



Request for Proposal (RFP) Event Communications & Marketing Consultant

Background

Front Porch Investments, Spark CDI, and the Omaha Municipal Land Bank (OMLB) are jointly planning a conference scheduled for June 3rd and 4th, 2026 and are seeking a communications consultant to support event branding, marketing, and media relations. Front Porch Investments is serving as the fiscal agent and will hold the contract with the selected consultant(s) on behalf of the partners.

2026 will be the third annual event. In 2025, *Reignite 2 Unite (R2U)* convened nearly 300 housing leaders, developers, advocates, and public officials over two days of sessions, tours, and networking opportunities focused on equitable development, capital access, and policy reform. Hosted collaboratively by Front Porch Investments, the OMLB, and Spark CDI, the event served as a catalyst for solutions and momentum in affordable housing.

For 2026, we seek to build on this momentum with a refreshed identity and streamlined format (which may include a new name).

- June 3: Optional bus tour and networking happy hour at the Marriott Omaha Downtown
- June 4: Full-day conference at the Marriott Omaha Downtown

Key elements of the 2026 event are already in motion. The venue and a national keynote speaker have been secured, and the event will feature three breakout session tracks, an awards ceremony, and post conference happy hour. We expect 275–300 attendees, including developers, lenders, public-sector leaders, funders, and community partners.

A planning group made up of representatives from Front Porch, Spark CDI, and OMLB will meet bi-weekly from January through June to refine the program. Major event decisions are expected between February and April. The communications consultant will be integrated into this process, helping ensure that branding, messaging, and outreach reflect the evolving program and position the conference as a leading regional convening on housing and community development.

Objectives

We are seeking a partner or partners who can help us:

- Facilitate a structured brand review process and, if agreed by the partners, develop a refreshed brand identity for the event (name, logo, and visual system)
- Create and execute a marketing and communications strategy (for before/during/after event), including a sponsorship packet to support outreach
- Manage media relations and press outreach
- Manage photo and video production
- Work with our event planning partner, PlanIt, to establish the conference website and registration site (hosted on the AttendIt platform)



Scope of Work

The work is organized into four grouped categories, reflecting typical industry expertise. Respondents may propose on the full scope or on one or more grouped categories.

1. Brand Review & Digital Assets

- Facilitate a brand review and brainstorming session with the planning committee to assess whether the event should keep the existing name, refine it, or consider a new name.
- Review existing brand collateral, domains, and digital assets to determine what should be retained, adapted, or refreshed.
- Provide a brief recommendations summary outlining the options (keep as-is, small refinements, or rebrand) along with rationale, pros/cons, and level-of-effort considerations.
- If partners choose to move forward with refinements or a new direction, develop digital logo, refreshed visual identity reflecting new name and assist with obtaining a dedicated web domain for the event. (*This phase should be priced separately*)
- Work with event planners (PlanIt) on design of website (incorporated into Attendit site) by providing content, design assets and imagery.

2. Communications & Marketing Strategy

- Develop a comprehensive marketing and media strategy and timeline, including recommendations for a light paid promotion approach (e.g., boosted posts).
- Develop a sponsorship packet that outlines event purpose, audience, visibility opportunities, levels, and benefits to support early 2026 outreach.
- Create a timeline and content calendar (social, email, web) to align all communications with program development milestones (keynote announcement, session tracks, awards program, sponsorship recognition).
- Develop key messaging aligned with program themes, keynote content, and session tracks.
- Design digital promotional assets.
- Create and manage a new, dedicated social media account(s) on behalf of the conference and execute social media posting via dedicated social media account(s) before, during and after the event, as well as coordinated cross-promotion with partner organizations.
- Provide metrics/reporting on marketing with a post-event report with lessons learned and recommendations for the future.

3. Media Relations + On-Site Communications Support

- Draft and distribute press materials (press release, media kit).
- Build media lists, coordinate outreach and pitch to media/arrange interviews with partner organizations.
- Coordinate media coverage before, during, and after the event & serve as point of contact for media the week of the event.



- Manage on-site media needs, including press check-in and support for interviews or media requests during the conference.

4. Photo/Video

- Develop a plan for photo/video coverage.
- Engage and manage photographers/videographers for June 3-4.
- Oversee post-production (edits, highlight reel, short clips).
- Provide a curated set of edited photos suitable for immediate post-event use and deliver all raw photos and raw video files.

Ownership of Work

All final creative assets, branding materials, and media content produced under this contract will be owned by Front Porch Investments, Spark CDI and OMLB jointly. Final assets should be delivered in editable formats (e.g., design source files or templates) as well as web-ready and print-ready versions.

Timeline

We recognize that the turnaround time between the consultant selection and project kick-off is relatively short, and there are a few key deliverables needed in the first month. We ask you to include your availability for a kick-off meeting in your proposal so that we can schedule that meeting immediately upon selection.

- **RFP Issued:** December 4, 2025
- **Deadline for Submission:** 12pm on January 5, 2026
- **Consultant Selection:** Week of January 5, 2026
- **Kick Off Meeting** and brand review discussion (1.5-2 hours): TBD week of January 19, 2026
- **Conference Dates:** June 3-4, 2026
- **Post-Event Project Completion:** Early July 2026

Key early target dates to be aware of:

- Brand review process complete and, if applicable, new logo files delivered: **February 23, 2026**
- AttendIt conference website complete: **March 18, 2026**

Proposal

Please include **one single PDF** proposal containing the following. Proposals should be clear, concise, and demonstrate an understanding of the event's goals, audiences, and values. Limit proposals to 10 pages, excluding samples.

1. Project Approach

- Your understanding of the conference goals and audiences
- How your approach aligns with Front Porch, Spark, and OMLB values and the spirit of the event



- How you ensure communications are inclusive, accessible, and community-centered
- How you will collaborate with the planning committee

2. Work Plan & Timeline

- Your strategy for pre-event, day-of, and post-event
- Key activities and deliverables for the categories you will address (from Scope of Work)
- Timeline aligned with major milestones/deliverables
- Availability for a kickoff meeting the week of January 19th

3. Team & Experience

- Team members and their roles
- Relevant experience (events, branding, or community-focused work)
- 2–4 examples of similar or relevant projects

5. Cost & Budget Breakdown

- Provide a clear budget organized by the four grouped categories (or those you are addressing). Respondents may bid on all categories or specific categories:
 - Branding + Digital
 - Communications, Marketing, Social Media
 - Media Relations + On-Site Support
 - Photo + Video
- For each category, include total cost, key assumptions (hours, revisions, subcontractors) and hourly/variable rates
- Please note if the proposal includes in-kind or reduced-rate services as part of a sponsorship contribution. Firms would receive any recognition associated with that sponsorship level.
- Identify any anticipated subcontractors and how they will be managed
- Include a payment schedule

6. References

- Include at least two testimonials or contact information for at least two previous clients.

7. (Optional) Value-Add Services

- Any additional services you could offer that could enhance the conference experience or visibility

Evaluation Criteria

1. Alignment with Event Goals & Values – 30%

- Understanding of the conference's purpose and audiences
- Alignment with partner values (human-centered, bold, inclusive, collaborative)
- Commitment to equitable, community-centered, and accessible communications



- Strength of collaboration plan

2. Project Approach & Strategy – 30%

- Clarity and creativity of the proposed approach
- Quality of pre-event, event-week, and post-event strategy
- Strength and realism of work plan and timeline

3. Experience, Work Samples & References – 30%

- Relevant experience with events, branding, or community-based work
- Quality and applicability of past projects
- Strength of team members assigned

4. Cost & Value – 10%

- Transparency of budget and assumptions
- Competitiveness and value relative to scope
- Consideration of in-kind or reduced-rate services offered

Submission Instructions

Interested consultants should submit via email to hello@frontporchinvestments.org by **12pm on Monday January 5, 2026**.

Applicants may submit questions in writing to hello@frontporchinvestments.org through 5pm on December 10, 2025. Responses will be compiled and posted on the [Do Business With Us](#) page on the Front Porch Investments website by 5pm on Friday, December 12.

Thank you!