

# Request for Proposals

## “Rebranding and Website Overhaul for NY Loves Nano”



**New York State Economic Development  
Council  
Albany, NY 12210**

## Overview

**A. Contract Title:** Consultant Services for NY Loves Nano (“NYLN”) Rebranding and Website Overhaul.

**B. Description:** The New York State Economic Development Council (NYSEDC), in coordination with Empire State Development (ESD), is seeking proposals from qualified full-service digital marketing firms to lead a comprehensive rebranding effort for NY Loves Nano and a complete overhaul of the consortium’s digital presence.

NYLN is a consortium of industry, academic, and public partners dedicated to promoting New York State as a global leader in semiconductor and nanotechnology research, development, and manufacturing.

This RFP seeks a full-service digital marketing partner to lead a comprehensive rebranding effort for NYLN and overhaul the consortium's website. The goal of this procurement is to modernize NYLN’s brand identity and create a high-performance digital hub that reflects New York’s current status as a premier destination for semiconductor industry investment and job creation.

A successful engagement will entail the following integrated components:

- **Brand Evolution:** Transforming the existing NY Loves Nano identity into a modern, sophisticated brand that resonates with semiconductor and supply chain company C-suite executives, site selectors, and the world’s leading researchers.
- **Strategic Messaging:** Developing a value proposition that highlights New York’s growing leadership in the global race for semiconductor industry investment focusing on the state's talent pipeline, infrastructure, and the massive federal and state investments in the chip industry.
- **Digital Transformation:** Overhauling the consortium's website into a high-performance digital hub that serves as a primary tool for economic development and industry information.

The project is split into two tracks:

- **Track I:** Modernize the NYLN brand identity, including a brand audit and the development of a new visual system (logo, palette, typography) that reflects New York’s leadership in semiconductor and nanotechnology manufacturing and the breadth of New York’s semiconductor ecosystem including but not limited to advanced packaging, chip design, semiconductor materials and equipment suppliers.

- **Track II:** Overhaul the NYLN website into a high-performance, secure, and mobile-optimized digital hub designed to attract site selectors, C-suite executives, and high-tech talent.

**C. Qualifications:** Respondents must provide proof of expertise in brand strategy, UI/UX design, and technical website development, specifically for high-tech industry clusters or economic development organizations.

Proposals will be evaluated based on the firm’s ability to demonstrate technical competence in both creative design and complex technical implementation. NYSEDC and ESD are looking for a partner that offers:

- **Deep Industry Knowledge:** Experience in high-tech, semiconductor, and/or B2B economic development sectors.
- **User-Centric Design:** A project plan that prioritizes intuitive navigation and mobile-first responsiveness.

### Scope of Work

NYSEDC and ESD seek a partner to execute a dual-track digital transformation. This project requires the simultaneous evolution of the NY Loves Nano brand identity and the technical overhaul of its primary digital asset, ensuring that the new visual narrative is seamlessly embedded into the user experience.

- I. **Track I:** Brand Strategy and Visual Identity Consultant will work with NYSEDC and ESD to redefine the NYLN brand for a global audience. Specific factors to include in the analysis are, including but not limited to:
  - **Brand Audit:** Perform a comprehensive audit of existing NYLN brand assets and facilitate discovery sessions with NYSEDC, ESD, and consortium partners to define a new strategic direction.
  - **Persona Mapping:** Identify and map the needs of primary target audiences, including but not limited to site selectors, semiconductor C-suite executives, academic researchers, and high-tech talent.
  - **Draft 1 & Draft 2 Concepts:** Presentation of initial brand directions followed by a refined second draft based on NYSEDC/ESD feedback.
  - **Brand Style Development:** Design a modern visual identity, including a new logo, color palette, and typography that aligns with the semiconductor industry’s aesthetics.
  
- II. **Track II:** Website Engineering and Implementation The consultant shall design and build a modern digital platform to serve as the primary information hub for the consortium with features including but not limited to:

- **Website Architecture & UX/UI Design:** Develop site maps and wireframes for a responsive, intuitive digital interface optimized for both desktop and mobile.
- **Draft 1 & Draft 2 Prototypes:** Interactive wireframes and UI designs provided for review and revision prior to the final build.
- **Content Migration:** Audit current content, migrate necessary data, and produce new high-impact multimedia assets.
- **Technical Build:** Build a secure, SEO-optimized website on a scalable CMS (e.g., Drupal or WordPress) that prioritizes functionality, SEO, and LLM optimization.
- **Quality Assurance (QA):** Conduct rigorous cross-browser, accessibility, and analytics integration testing prior to launch.
- **Launch & Training:** Develop a go-to-market digital launch plan and provide staff training for ongoing CMS management.
- **Lead Generation & Integration:** Design and implement secure inquiry forms for site selectors and investors, with a clear data flow to designated NYS stakeholders.
- **Global Performance & Accessibility:** Ensure the site is optimized for global performance (low latency) and adheres to WCAG 2.1 AA standards for universal accessibility.
- **Data Security:** Specify the proposed hosting environment and security protocols (SSL, SOC2, or similar) to protect consortium data.
- **Ownership:** The selected firm will grant full ownership and intellectual property rights for all final assets, code, and brand materials to NYSEDC/ESD upon project completion.

### III. Deliverables

#### Track I: Brand Identity Assets

- **Strategic Brand Report:** A written document summarizing the brand audit, target audience personas, and the professional opinion on NYLN’s market leverage.
- **Final Brand Style Guide:** A comprehensive digital brand book including but not limited to all final logo files, color palettes, typography, and messaging standards.

#### Track II: Digital Platform and Launch Tools

- **Live Digital Hub:** A fully functional, tested, and SEO-optimized website on an approved CMS. Proof of successful cross-browser testing and WCAG 2.1 AA accessibility compliance. Integrated SEO metadata and Google Analytics (GA4)

setup. The platform should be architected to support future multi-language localization and global CDN distribution for fast load times in Asia and Europe.

- **Technical Documentation:** A complete CMS user training manual and a plan for ongoing maintenance.
- **Go-to-Market Launch Kit:** A strategic digital launch plan including but not limited to social media rollout, email templates, website content plan, to announce the new brand and website to the global industry.
- **Lead Capture & Integration:** Develop secure lead capture forms that gather relevant info and data that could be integrated into ESD/NYSEDC's existing CRM or database systems to ensure seamless follow-up with potential investors.

### Proposal Contents

- A. **Fixed Fee for Track I (Brand Strategy & Visual Identity):** Provide a firm, fixed-fee price for all Track I activities and deliverables. This fee must include the full ecosystem audit (packaging, materials, and design) and two (2) formal rounds of revision (Draft 1 and Draft 2).
- B. **Fixed Fee for Track II (Website Engineering & Implementation):** Provide a firm, fixed-fee price for all Track II activities and deliverables. This must cover the mobile-first, AI-ready technical build, content migration, and two (2) formal rounds of UI/UX revisions.
- C. **Post-Launch Rate Card:** Provide a schedule of hourly personnel rates for maintenance, updates, and post-launch activities. These rates will be utilized for any work requested after final project acceptance or for services outside the initial Scope of Work.
- D. **Relevant Experience:** Pertinent qualifications demonstrating a minimum of five years' experience in full-service digital marketing and tech-sector branding.
- E. **Methods and Schedule:** A detailed description of the proposed methods including but not limited to a discussion of any alternative approaches and/or additional services that may be offered to more adequately achieve NYLN's goals and a timeline to accomplish both Track I and Track II objectives.
- F. **Post-Launch Support:** Provide a post-launch warranty period for bug fixes and technical support, along with an optional quote for long-term maintenance and hosting.

### Selection Criteria

The selection of the successful proposal will be based on:

- A. **Firm and Staff Experience (40 Points):** History of successful rebranding and web projects in the tech sector.
- B. **Project Plan and Approach (40 Points):** The quality and clarity of the proposed dual-track methodology.
- C. **Cost of Services (20 Points):** The total fee for the scope of work. Not to exceed \$150,000.

## Insurance Requirements

### **Minimum Insurance Coverage**

The selected Firm shall, at its own expense, maintain the following insurance coverage for the duration of the contract and for a period of no less than two (2) years following the completion of the project:

- A. **Professional Liability (Errors & Omissions):** Covering damages arising out of any negligent act, error, or omission in the performance of professional services, including media liability (copyright/trademark infringement).
  - a. Minimum Limit: \$1,000,000 per claim and \$2,000,000 annual aggregate.
- B. **Cyber Liability:** Covering data breaches, unauthorized access, and network security failures.
  - a. Minimum Limit: \$1,000,000 per occurrence.
- C. **Commercial General Liability:** Covering bodily injury and property damage.
  - a. Minimum Limit: \$1,000,000 per occurrence / \$2,000,000 aggregate.  
*Note:* NYSEDC shall be named as an Additional Insured on this policy.
- D. **Workers' Compensation:** In accordance with statutory requirements of the state(s) in which the Firm operates.

### **Proof of Insurance**

Proposals must include a Certificate of Insurance (COI) demonstrating the Firm's ability to meet these requirements. If the Firm's current coverage is lower than the requirements above, the proposal must include a written statement confirming their intent to increase coverage to the required limits upon contract award.

### **Indemnification**

The Firm agrees to indemnify, defend, and hold harmless NYSEDC, its officers, and employees from and against any and all claims, losses, or liabilities (including reasonable attorney's fees) arising out of:

- A. Any breach of the warranties or obligations set forth in the agreement.
- B. Any claim that the deliverables (including logos, copy, and website code) infringe upon the intellectual property rights of a third party.
- C. Gross negligence or willful misconduct by the Firm or its subcontractors.

Submission of Proposal

All proposals are due on **Friday, March 27<sup>th</sup>, 2026, at 5:00 PM.**

Label and deliver your proposal as follows:

**Ryan Silva  
NYSEDC  
111 Washington Avenue, 6th Floor  
Albany NY 12210**

**Attn: NY Loves Nano Rebranding**

Questions

All questions shall be made via email with subject heading: **NY LOVES NANO REBRANDING RFP QUESTION** to: [Silva@nysedc.org](mailto:Silva@nysedc.org). All Questions need to be submitted by **Friday, March 13<sup>th</sup> at 3pm.**