



NOTICE TO CONTRACTORS – INVITATION FOR REQUEST FOR PROPOSALS

HAPPY CAMP BIOMASS CAMPUS
MARKETING PLAN, BRANDING & MATERIALS DEVELOPMENT
for Happy Camp Community Action, Inc

Project Overview

Happy Camp Community Action, Inc. (HCCA) is soliciting proposals from qualified and experienced firms to develop a comprehensive Marketing Plan, Outreach Strategy, and key marketing materials in support of the Happy Camp Biomass Campus Project, which includes a specialty sawmill, pilot-scale wood wool cement facility, and bioenergy air burner machine.

The selected consultant will develop a plan that supports customer acquisition, investor/funder engagement, and community/stakeholder communications, and will also produce design-ready drafts of core marketing materials. This work will help position the project for long-term success by building awareness, trust, and market readiness and by equipping HCCA with professional tools to communicate project value.

This project supports HCCA's mission to strengthen local economic resilience and promote sustainable forest management through the development of biomass-based infrastructure.

Submit To / Project Contacts

Submit questions regarding the project or RFPs to Abigail Yeager at ayeager@happycampcc.org by **January 27, 2026, @5PM (PST)**.

Submit your proposal to Jasmine Borgatti at jborgatti@happycampcc.org by **February 17, 2026 @5pm (PST)**.

Schedule

Issue RFP	January 20, 2026
Questions from potential consultants accepted through	January 27, 2026; 5:00pm
Responses to questions sent out by	February 3, 2026
Proposal Due Date	February 17, 2026; 5:00pm
RFP Award Date	TBD
Consultant begins work	TBD

Organization Background / Overview

Happy Camp Community Action, Inc. (HCCA) is a 501(c)(3) nonprofit organization located in Happy Camp, California. HCCA promotes community resilience, local economic development, and environmental restoration through strategic projects and partnerships. Building on ongoing efforts under state and federal climate resilience grants, the Biomass Campus initiative aims to utilize locally sourced biomass materials for sustainable energy and economic regeneration. **Mission:** Community Action for Rural Economic Stability. **Vision:** To be a leader for collaborative action in providing resources to support the cycle of resilience.

Current Situation

Happy Camp is located in the Klamath River corridor of Siskiyou County and is surrounded by forested lands heavily impacted by wildfire. Post-fire restoration and forest thinning efforts have produced a surplus of woody biomass that currently lacks local markets or utilization pathways. The Biomass Campus project is moving through planning and development. HCCA seeks a Marketing Plan and materials package that supports near-term project communications and long-term market development by defining how the project will be positioned to customers, investors/funders, partners, agencies, and the broader community.

Project Objectives / Scope of Work

The selected consultant will deliver a strategy and professional materials that allow HCCA to communicate consistently and effectively across multiple audiences.

1. Marketing Strategy & Positioning

- a. Develop a draft marketing plan that includes strategic goals, guiding approach, brand positioning, and an implementation roadmap. HCCA will review and provide feedback on the draft prior to consultant finalization and acceptance.
- b. Define a clear, compelling value proposition and messaging framework
Identify risks/concerns and develop messaging strategies to address them, with draft messaging reviewed by HCCA prior to final approval.

2. Audience Identification & Segmentation: Identify and build strategies tailored to:

- a. Customers (buyers/users of lumber, wood wool cement products, energy components, etc.)
- b. Investors and funders (philanthropy, public agencies, private capital, impact investors)
- c. Partners (tribes, agencies, landowners, contractors, workforce partners)
- d. Community and stakeholders (local residents, civic leaders, regional advocates)
- e. Audience strategies may be refined based on HCCA input during the draft review process to ensure alignment with organizational priorities and stakeholder realities.

3. Branding / Identity Directions: Develop initial brand concept recommendations and identity drafts for three possible business names. Consultant must provide three logo/identity concept

directions per name (total: nine draft concept directions), including preliminary usage guidance. HCCA will review all draft brand concepts and provide feedback. Consultant shall revise selected concepts based on HCCA input prior to final recommendation and acceptance. Final brand direction(s) will not be considered accepted until written approval is provided by HCCA. The number of revision cycles included should be clearly stated in the proposal.

4. Communications & Outreach Strategy

- a. Recommended communications channels and tactics
- b. Community engagement approach (including public-facing communications)
- c. Partnership and media strategy
- d. A 12–24 month communications calendar framework

5. Marketing Materials Development (Design + Drafts): Design and develop a cohesive set of core marketing materials for investor/funder and customer engagement. All deliverables must be provided in fully editable, source-file formats (e.g., PPTX, DOCX, and Adobe/Canva working files, as applicable). Deliverables will follow a draft–review–revise–final workflow: the consultant will submit drafts for HCCA review, incorporate consolidated feedback, and resubmit for final approval. Final deliverables will be deemed complete only upon HCCA's written acceptance.

Minimum materials include:

- a. Investor/Funder pitch deck (draft + final)
 - o A presentation that communicates the project opportunity, market case, impact, and funding needs. Include a draft for HCCA review and a final revised version incorporating feedback.
- b. One-page project fact sheet (customer-facing)
 - o A concise, accessible one-pager describing products/services (e.g., lumber, wood wool cement products, energy components), capabilities, and how customers can engage.
- c. One-page investor/funder summary (funding-facing)
 - o A one-pager tailored for funders/investors summarizing the project's value proposition, readiness, financing needs, and expected outcomes.
- d. "About the Project" narrative copy set
 - o A reusable set of written copy blocks (short, medium, long versions) suitable for grant applications, web use, outreach, and partner communications.
- e. Press release template + media talking points
 - o A reusable press release template and a set of concise talking points for media inquiries and public messaging.
- f. Website content outline + recommended edits (copy drafts)
 - o A proposed website sitemap/content outline and revised copy drafts or recommended edits for key pages to improve clarity and alignment with positioning and messaging.
- g. Social media starter kit (templates + sample posts)
 - o A starter package of reusable templates and a set of sample posts aligned to key audiences and messaging themes.

- h. Brand/visual guidelines (lightweight style guide)
 - o A lightweight brand guide that documents, at minimum:
 - Logos: primary logo, secondary/stacked or horizontal variations (as applicable), icon mark (if created), and usage rules (clear space, minimum size, dos/don'ts)
 - Color palette: primary and secondary colors (with HEX/RGB/CMYK values, when feasible) and guidance on accessibility/contrast
 - Typography: recommended fonts (primary/secondary), hierarchy guidance (headings/body), and basic usage rules
 - Graphic elements: patterns, shapes, photo style guidance, icon style guidance (if applicable)
 - Template guidance: basic application examples (e.g., slide cover, one-pager header, social post layout) to ensure consistent use across materials

6. Implementation Roadmap & Metrics

- a. A phased implementation plan with priorities, staffing considerations, estimated effort, and dependencies
- b. Defined KPIs and measurement approach to track effectiveness
- c. Recommendations for future campaigns and content development

Proposal Requirements

Proposals must be complete, well-organized, and include the following elements. Proposals that do not address all requirements may be deemed non-responsive. Each proposal must include the following:

1. Firm Information

- o Firm name, address, website, contact info
- o Primary contact and project lead

2. Experience and References

- o Relevant experience (marketing plans, rural/community engagement, investor materials, economic development, climate resilience, forestry/biomass preferred)
- o 3–5 references for comparable work

3. Project Approach & Work Plan

- o Methodology and process
- o Stakeholder engagement approach (interviews, workshops, etc.)
- o Proposed deliverable list and workflow
- o Proposers should specify the number of revision rounds included for each major deliverable and any hourly rates for additional revisions beyond the included rounds
- o Assumptions and client responsibilities

4. Schedule and Timeline

- o Timeline for tasks and deliverables
- o Meetings, review cycles, and draft/final process

5. Cost

- o Detailed budget with line-item breakdown
- o Hourly rates and/or deliverable-based pricing

- Optional add-ons clearly separated

6. **Key Staff Biographies**
 - Resumes and relevant experience of staff assigned
7. **Work Samples**
 - At least 2–3 examples of comparable deliverables (pitch decks, fact sheets, marketing plans, brand guidelines, etc.)

Deliverables

The selected consultant will provide the deliverables below through a structured process that includes draft development, HCCA review, revision, and finalization. For each major deliverable, the consultant will submit a draft for HCCA review, incorporate consolidated feedback, and resubmit a final version for written acceptance. Deliverables will not be considered final or complete until HCCA provides written acceptance. Reasonable revisions are expected as part of this process to ensure alignment and to reduce the risk of disputes related to subjective brand and communications work.

1. **Draft and Final Marketing Plan**
 - Includes audience segmentation, messaging framework, channel strategy, and implementation roadmap
 - Draft submitted for HCCA review and revision prior to final
2. **Branding / Identity Concepts**
 - Three logo/identity concept directions per each of three business names (9 total)
 - Brief draft visual guidelines for each direction (colors, typography, usage examples)
 - One refined direction (or elements) based on HCCA input, plus a final recommendation for selection
3. **Marketing Materials Package (Design + Drafts + Final)**
 - Investor/funder pitch deck
 - Customer fact sheet
 - Investor/funder summary
 - Website copy drafts + content outline
 - Press release template + media talking points
 - Social media starter kit + templates
 - Brand/visual guidelines (lightweight style guide)
4. **Outreach Calendar Framework (12–24 Months)**
 - Recommended campaign themes and cadence
 - Key milestones and content suggestions
 - Draft calendar framework reviewed and refined with HCCA
5. **Presentation Materials**
 - Slide presentation summarizing the plan and materials
 - Presentation delivered to HCCA (and optionally at a public meeting if requested)
6. **Final Files & Ownership**
 - All deliverables provided in editable formats (e.g., PPTX, DOCX, AI/PSD where applicable, Canva links if used, etc.)
 - HCCA retains full usage rights to all final deliverables

Evaluation Criteria & Scoring Rubric

Proposals will be evaluated using the rubric below. HCCA may interview finalists and may request clarifications, additional information, or best-and-final offers. HCCA also reserves the right to negotiate scope, schedule, and/or pricing with one or more proposers prior to award.

Scoring Rubric (100 points total)

Criteria	Points
Relevant Experience & Past Performance (similar projects, rural context, economic development, public-facing and investor materials)	25
Proposed Approach & Work Plan (clarity, feasibility, alignment to scope, stakeholder engagement strategy)	25
Quality of Work Samples (strength of writing, design quality, professionalism, accessibility)	20
Project Team & Capacity (qualifications, roles, ability to meet timeline, responsiveness)	15
Cost Reasonableness & Value (detail, transparency, alignment of cost to scope)	15
TOTAL	100

Best Value Selection: HCCA intends to award the proposer that provides the best value based on the criteria above (not necessarily lowest cost).

Public Notice NOTICE TO CONTRACTORS

Notice is hereby given that Happy Camp Community Action, Inc. (HCCA) is soliciting Marketing Plan, Branding, and Marketing Materials Development services in support of the Happy Camp Biomass Campus Project from qualified contractors.

The Request for Proposals (RFP) will be posted at:

www.happycampstrong.org

HCCA shall be accepting proposals via email to jborgatti@happycampcc.org no later than **5:00 PM (PST) on Tuesday, February 17, 2026**. Late proposals will not be accepted.

There will not be a mandatory pre-proposal meeting. The RFP provides specific information about scope of services, submission requirements, evaluation criteria, and selection requirements. Questions must be submitted to ayeager@happycampcc.org no later than **5:00 PM (PST) on Tuesday, January 27, 2026**.

HCCA reserves the right to cancel this solicitation, reject any or all submissions with or without cause, waive technical errors and informalities, and to accept any proposal from a proposer that is qualified and best serves the interests of HCCA. Contractors shall affirm that their proposals, including pricing, will remain valid for a period of one hundred twenty (120) days from the proposal due date.

Standard Contract Scope & Federal Compliance (2 CFR 200 Best Practices)

This project may be supported by federal funds and must comply with applicable procurement and contracting requirements, including but not limited to 2 CFR Part 200 (Uniform Guidance).

A. Contract Type

HCCA anticipates awarding a professional services contract for a defined scope of work with a not-to-exceed amount.

B. Required Contract Elements (2 CFR 200-Aligned)

The final contract will include, at minimum:

Clear Scope of Work and Deliverables

- A defined work plan with deliverable descriptions, due dates, and acceptance criteria

Period of Performance

- Start and end dates; any extensions require written approval

Compensation & Payment Terms

- Payments tied to milestones/deliverables
- Invoices must include sufficient detail (task description, dates, hours, rates, and expense receipts if applicable)

Allowable Costs and Cost Principles

- All costs must be allowable, allocable, and reasonable under applicable federal guidance
- HCCA reserves the right to disallow unapproved or inadequately documented costs

Subcontracting Requirements

- Subcontractors must be disclosed in the proposal and approved in writing
- Contractor must ensure subcontractors comply with federal requirements

Records, Reporting & Audit Access

- Contractor must maintain complete records supporting invoices and deliverables
- HCCA, the State, and/or federal representatives may inspect records as required

Confidentiality and Data Ownership

- HCCA owns all final deliverables and may use them without restriction
- Contractor must protect sensitive information and obtain approval before publishing project-related content

Performance Standards & Remedies

- Contract will identify performance expectations
- HCCA may withhold payment until deliverables are accepted
- HCCA may terminate for cause or convenience under defined terms

Conflict of Interest

- Contractor must disclose potential conflicts and avoid conflicts in performance

Equal Opportunity & Affirmative Steps

- Contractor must take affirmative steps to include small businesses and minority/women-owned businesses where feasible in accordance with 2 CFR 200.321

Debarment and Suspension

- The contractor must certify that they are not suspended or debarred and are not listed as debarred in SAM.gov, and must maintain an active registration in SAM.gov for the duration of the contract.

Deliverable Review and Acceptance

- Deliverables will be reviewed by HCCA within a stated review window (e.g., 10 business days). Acceptance requires written confirmation by HCCA. Revisions may be required prior to acceptance.

Insurance (Recommended)

- HCCA may require evidence of insurance appropriate to the scope of work, including general liability insurance and professional liability (errors and omissions) insurance with minimum coverage limits of one million dollars (\$1,000,000), subject to final contract terms.