

Request for Qualifications (RFQ)
Brand Strategy Consultant



REQUEST FOR QUALIFICATIONS (RFQ)

Brand Strategy Consultant

RFQ No. 20250901

Issue Date: 08/25/2025

Submissions Due: September 25, 2025

1. Introduction

Metropolitan Mosquito Control District (“the Organization”) is seeking statements of qualifications from experienced brand strategy consultants or firms to assist in developing a comprehensive brand strategy. The selected consultant will help define our brand identity, positioning, and messaging to ensure consistency and alignment with our mission, vision, and values.

2. Background

The Metropolitan Mosquito Control District (MMCD) was established under Minnesota Laws 1959, Chapter 488 (Codified as Minnesota Statutes 2009, 473.701 to 473.716). The District operates under the Metropolitan Mosquito Control Commission, comprised of 18 County Commissioners representing the seven-county metropolitan area. MMCD was created to control mosquitoes and black flies and to perform surveillance on Lyme ticks in the metropolitan area.

MMCD employs an integrated pest management approach in controlling biting insects and monitors ticks for disease transmission. The organization also maintains a strong public outreach effort to educate and assist citizens throughout the region.

Purpose of Seeking Brand Strategy Support

Our organization has a strong Public Affairs department, led by a Public Affairs Manager and supported by two dedicated team members. This team has done an excellent job of strengthening partnerships and growing community relationships through proactive and consistent outreach efforts.

Building on this success, we are now seeking a brand strategy consultant to help us align our brand with our core mission. Specifically, we need assistance in ensuring our brand consistently reflects our public health message and our safety goals. Our goal is for the community to clearly understand who we are and what we do, particularly when our operations are located near residential areas or when interacting with the public at events. We also seek to establish a consistent message across all our physical assets and communication channels.

We want to leverage the brand equity our Public Affairs team has already successfully established and expand upon it to achieve greater clarity, consistency, and community understanding.

3. Scope of Services

The consultant will be expected to:

1. Conduct a brand audit of current communications, visual identity, and positioning.
2. Engage in stakeholder research, including interviews, surveys, or focus groups.
3. Develop a brand positioning statement and messaging framework.
4. Provide recommendations for visual identity and brand guidelines.
5. Present findings and recommendations to the Organization's leadership team.
6. Assist with rollout and implementation planning.
7. Support development of updated brand visuals.

4. Submission Requirements

Interested consultants should submit a Statement of Qualifications that includes:

1. Cover letter summarizing interest and relevant expertise.
2. Description of the consultant's approach to brand strategy development.
3. Profiles of key personnel who will be assigned to the project.
4. Summary of relevant experience, particularly with public sector, nonprofit, or similar organizations.
5. Examples of past brand strategy work (include links or attachments).
6. At least three client references with contact information.

Note: Detailed project proposals and pricing are not required at this stage. Shortlisted firms may be invited to submit a proposal or participate in interviews.

5. Evaluation Criteria

Submissions will be evaluated on:

1. Relevant experience and qualifications (40%)
2. Demonstrated understanding of brand strategy principles (30%)
3. Quality and creativity of past work (20%)
4. References and client feedback (10%)

6. Schedule

Event	Date
RFQ Release Date	08/25/2025
Questions Due	09/05/2025
Responses to Questions Issued	September 12, 2025, By 3:30 PM CST

Submission Deadline	September 19, 2025, By 3:30 PM CST
Shortlist Notification	September 23, 2025, By 3:30 PM CST
Interviews/Proposal Request	September 24, 2025-October 10, 2025
Selection and Notification	October 15, 2025, By 3:30 PM CST

7. Submission Instructions

Submit qualifications electronically in PDF format to:

Maria Mancilla-Diaz, Business Administrator

mmancilla-diaz@mmcd.org

Subject Line: RFQ – Brand Strategy Consultant

Submissions must be received by September 19, 2025, By 3:30 PM CST. Late submissions will not be considered.

8. Questions

All questions regarding this RFQ must be submitted by email to Maria Mancilla-Diaz, Business Administrator, mmancilla-diaz@mmcd.org no later than 09/05/2025. Responses will be shared with all prospective respondents.

9. Rights Reserved

The Organization reserves the right to:

- Reject any or all submissions.
- Waive any informalities or irregularities.
- Request additional information from respondents.
- Cancel the RFQ at any time.
- Invite only selected firms to proceed to the RFP stage.