



## New York Wine & Grape Foundation

1 Keuka Business Park,  
Suite 208  
Penn Yan, NY 14527

T 315-924-3700  
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[www.newyorkwines.org](http://www.newyorkwines.org)

### **Revised Request for Proposals Global Messaging & Marketing Assets January 10<sup>th</sup>, 2022**

The New York Wine & Grape Foundation would like to thank those who showed interest in this important project. In response to the myriad of questions and proposals that were submitted during the initial request, we are re-issuing the Global Messaging RFP to provide further clarity on deliverables, examples of expected assets and their use, and a revised budget and timeline to align with NYWGF's and the successful partner's expectations for quality and performance.

We encourage all potential partners to review the previous RFP's [Q&A document](#) as well.

#### **I. Background Information**

The New York Wine & Grape Foundation (NYWGF) was created by the State of New York in 1985 as a private, non-profit organization. The enabling legislation established a financing mechanism for promotion and research, providing the industry with both short-term assistance and the potential for long-term viability. NYWGF's programs are developed by a 21-member Board of Directors in consultation with other representatives from industry and state government.

The mission of the NYWGF (updated in February 2018) is to "promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy." The vision of the NYWGF (updated in February 2018) is "to be the world's premier region for cool and cold climate viticulture."

**Each year, NYWGF carries out a series of domestic and international marketing activities designed to raise awareness and sales of New York wines in target markets. All assets developed under this RFP will be used to support these educational and promotional activities.**

Domestically, NYWGF has sponsored a virtual tasting series called [New York Wines, Online!](#) focused on trade and media from target markets such as New York, Pennsylvania, Washington D.C., and Florida. We also work with national publications (i.e., [SevenFifty](#), Wine Enthusiast), Wine Educators (i.e., [GuildSomm](#)), and other wine-related promotional partners (i.e., Wine.com). NYWGF supports regional marketing by working with New York's [Wine Trails](#), [regional associations](#), and trade associations to reach their audiences as well.



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Internationally, NYWGF has received funding from the USDA's Market Access Program for over 30 years. An Advisory Committee of wineries identify target markets annually and, as of 2022, those markets include Canada, Western Europe, China, Hong Kong, Vietnam, South Korea, and Japan. Each market employs experts "on the ground" to represent New York wines abroad. These experts engage in a series of different marketing activities depending on audience need. NYWGF "reps" partner with influential wine educators in each market to host a series of virtual events called "[New York State of Wine,](#)" These can be focused on trade or consumers, depending upon the market. Each rep also maintains partnership with major publications (i.e., [The Buyer](#)), wine critics (i.e., [James Suckling.com](#)), and other wine-related promotional sites (i.e. [WineAlign.com](#)).

### I. Scope of Services

The brand identity and logo for New York Wines was professionally updated to **Boldly, NY.** in 2019 to reflect the industry's growth, its approach, and its emerging status among the leading international wine regions. As a next step, in 2020, NYWGF worked with a marketing partner to identify **key audiences and messaging pillars** (*linked below.*)

In 2021, NYWGF developed a **library of core assets** (*linked below*) to support the new brand and marketing activities, including updated statewide and regional maps, infographics of major New York grape varieties, a brochure, and presentation templates for New York wines curriculum. The organization is also now in the process of a comprehensive **update of the New York Wine Course & Reference Guide** (*linked below*), which will be the main source of information for future trade and consumer education initiatives, as well as the basis of potential point-of-sale collateral.

NYWGF now seeks to partner with an experienced tactical and design-oriented consultant, with a background in wine region marketing, to:

- a. Build-out existing statewide messaging and identify new AVA messaging themes for domestic and international target audiences
- b. Create marketing toolkits for key domestic and international audiences.
- c. Create and implement a plan to train key constituents such as the NYWGF network of global market representatives, regional marketing partners such as wine trails, retail and restaurant association partners, trade and media ambassadors, and winery and grower members.
- d. Review [newyorkwines.org](http://newyorkwines.org) website and provide suggestions on how to use the site to best deploy toolkits and other assets your team will create.

Please note, NYWGF staff have the capability "in-house" to do basic Point of Sale design, write text for marketing toolkits, and use Google analytics, however, we are looking for a partner to provide that "wow" factor and bold brand vision, including innovative design, a creative approach to messaging for key audiences, an ability to inspire our constituents through education + training, and the skill to map out an engaging and logical website user journey to the new assets you build.

We expect the unexpected and bold. We realize this is a significant amount of work, and that costs money and takes time.

## II. Deliverables:

We believe there are unique stories to be told about New York State wine and our AVAs that go beyond acres, varietals, and climates (but those are important too). It is the people that make New York... New York. We know regional messaging will take some consensus building, but we believe it is possible and we want to start the process. We also know that this is just the beginning, and we are committed to improving our assets and toolkits regularly.

As noted in [the Q&A document](#), NYWGF has provided some samples as to what other regional messaging and graphics look like from our wine peers across the United States and abroad. NYWGF would depend upon the consulting partner, however, to provide a logic model/rationale as to their proposed set of core assets based on their knowledge of our goals, resources, and brand identity. NYWGF will provide the winning bidder with information about differences and similarities among its domestic U.S. and International audience.

- Expanded New York State Wine Messaging Content
  - o Create messaging for four audiences- familiar consumers, new consumers, media, trade. The messaging will enable NYWGF marketing partners listed above to easily adapt this text to their audience & the media type. For example, messaging can be used on its own as educational talking points for a virtual seminar, or act as the start of a story for *SevenFifty*, talking points can be used to feature New York wines on a menu or retail shelf.
- Creation of AVA Specific Messaging and Content
  - o A general description of each AVA, including relevant facts and figures, regional highlights, and written in Boldly, NY. tone and voice. This should provide information and inspire the reader to want to learn more about each region.

- o At least one (1) story to support each highlight included in the AVA description (people and history stories, varietal stories, unique approaches to winemaking or business are just a few ideas).
- State & Regional graphics
  - o These may consist of regional emblems or logos, map illustrations that can be used on bottles, packing boxes, POS – any creative visual that lets trade and consumers know they are selecting a New York wine.
  - o There is no specific number of graphics in mind – quality and versatility are prioritized here. Can the graphics be used on a website? bottle? shipping box? menu? point of sale materials? If so, tell us how. NYWGF views this as a starter kit of regional tools and will review and add to them on a regular basis.
- Brand Training Curriculum, and Schedule for Onboarding Key Partners
  - o Create and implement an educational module (e.g., videos and/or live webinars) to train key constituents on the existing statewide messaging and new AVA messaging.
  - o Key constituents consist of: (1) Market Representatives (2) Wineries (3) Growers (4) Trade & Media (5) Restaurants & Retailers
- Marketing Partner Assets

NYWGF would certainly like to see creative solutions based on your previous experience, however, we have included some ideas below to get the conversation started. We imagine each partner would need a “core” toolkit of items including logos, colors, fonts, etc. Items listed below would be in addition to that. We would also expect some level of outreach to key partners to determine what works best in each environment. Please note your approach to that outreach in your proposal.

- o Tasting Room Toolkit
  - Ideas include tasting mats, shelf talkers, posters, pop-up signage, displays
- o Retail Toolkit
  - Similar to Tasting Room Toolkit
- o Media Toolkit
  - In addition to updating our current Press Kit with expanded messaging and regional themes, inclusion of top-line NY wines story lines, winemaker + grower profiles, hi res images, international contact info, other suggestions are welcome.
- o Restaurant Toolkit
  - Menu inserts, signage, email templates, suggested text for regular promotions

- Campaign Assets
  - o New York Wine Month Campaign Toolkit
    - Suggested: Tasting Mat, Retail POS and Displays, menu inserts, promo language, and the messaging theme(s) for NY Wine Month (i.e., the “why” behind NY Wine Month”)
- Website Suggestions for Deployment of Assets
  - o For clarity, we are not looking for a holistic website audit, but rather suggestions on how to best integrate and deploy the toolkits and assets you create on our existing website.

## RESOURCES

1. [Boldly, NY. Brand Guide \(2019\)](#)
2. [Boldly, NY. Audience Personas and Messaging Map \(2020\)](#)
3. [Boldly, NY. Press Kit \(2020\)](#)
4. [Boldly, NY. Maps & Varietal Infographics \(2021\)](#)
5. [New York Wine Course & Reference Guide \(2018\)](#)
6. [New York Wine Course & Reference Guide RFP \(2021\)](#)
7. Peer Wine Region Marketing - References
  - a. [Oregon – Consumer](#)
  - b. [Oregon – Trade](#)
  - c. [Beaujolais](#)
  - d. [Austria](#)
  - e. [Australia](#)

### III. Project Budget and Timeline

**Budget** – The budget range for this project is **up to \$150,000**, however NYWGF will entertain an increased amount for this project with sufficient rationale and demonstrated ROI. NYWGF anticipates that success on this initial project could provide an opportunity for ongoing partnership in following years.

Please provide a detailed budget in your proposal.

**Timeline** – We would like you to propose the specific timeline to us. We are hoping the above might be achievable within **12 months**. If that is not achievable, please tell us and propose the timeline that you believe would work best.

Please provide a detailed timeline in your proposal.

#### **IV. Evaluation of Proposal**

If all the necessary skills are not on your current team, we still welcome you to submit a proposal.

Do you have the ability to pull together skills from your network and assemble the absolute best of the best? We would love to have them work on our project - we just need to know why you think they are so great and how you will manage that partnership.

Alternatively, if you feel strongly that your company is the absolute right fit for a few components of this RFP, and you would prefer to deliver solely on those, just tell us. If you are the best fit and partner for that deliverable, we will certainly consider your proposal.

Again, all proposals must include a **detailed budget and timeline** for the deliverables and should also summarize:

- Demonstrated wine region marketing experience
- Key project personnel and relevant credentials
- Examples of management of similar projects and successful messaging strategy deployment

#### **V. Authority**

The selected agency will work under direct supervision and with the prior approval of NYWGF for all program activities. All expenditures must fall within the program budget and must be pre-approved by NYWGF.

#### **VI. Discrimination Clause**

The NYWGF is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The NYWGF complies with all provisions of the U.S. government's Executive Order 11246 dated September 24, 1965, and the rules, regulations and relevant orders of the Secretary of Labor.

#### **VII. Instructions for Submitting Proposals**

Proposals should be submitted electronically to:

Valerie Venezia-Ross  
Director of Programs and Marketing  
Email: [valerieross@nywgf.org](mailto:valerieross@nywgf.org)



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Questions regarding this RFP should be directed to [valerieross@nywgf.org](mailto:valerieross@nywgf.org) no later than January 24th, 2022.

**All proposals are due by 5:00PM on Friday, February 11<sup>th</sup>, 2022.**

### VIII. Revised Project Timeline

Issue RFP	01/12/2022
RFP Deadline	02/11/2022
Review Deadline (Candidates Notified of Interview Dates)	02/21/2022
Project Award	03/07/2022
Project Completion	03/31/2023

NYWGF reserves the right not to award a contract if in the opinion of the evaluators, no suitable proposal is received. NYWGF is not liable for any costs associated with any company's response to this RFP.