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## **RFP Marketing and Branding Services for the Cowlitz Economic Authority**

Issued: January 22, 2026

The Cowlitz Economic Authority (CEA) seeks a qualified partner to develop an authentic, inclusive brand identity and multi-channel marketing strategy that honors Cowlitz heritage while promoting regional economic growth.

Cowlitz Economic Authority  
1 Cowlitz Way  
Ridgefield, WA 98642

### **Submission Instructions**

Submission Deadline: February 14, 2026 by 5:00 PM PST

Proposals must be submitted electronically with the subject line: "Marketing and Branding Services for the Cowlitz Economic Authority". Proposals must include:

- Methodology and overall approach to the project
- Scope of Work
- Project Schedule
- Deliverables
- Business License
- Certificate of Insurance

Proposals must be submitted via PDF or secure access link. Late or incomplete submissions may not be considered. [info@cowlitzea.com](mailto:info@cowlitzea.com).

Submission Questions and Clarifications: You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal.

Attn: Tiffini Johnson  
Phone: (360) 353-9509  
Email: [tjohnson@cowlitzea.com](mailto:tjohnson@cowlitzea.com)

### **Background**

The Cowlitz Economic Authority (CEA) seeks a qualified firm to develop a brand identity and multi-channel marketing strategy that is authentic, inclusive, and forward-thinking. This initiative must honor the cultural heritage of the Cowlitz Tribe while advancing regional economic aspirations.

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CEA serves as the Tribe's economic development arm, driving projects that create opportunity, stability, and long-term prosperity. While CEA operates independently from Tribal government, its work remains guided by the Tribe's values, cultural priorities, and long-term vision. All branding must respectfully incorporate Cowlitz history, language, and symbolism, with leadership approval at key milestones.

Our mission is to foster sustainable economic growth while preserving cultural traditions. The new brand should reflect the values and heritage of the Cowlitz Tribe, convey a sense of community, and position CEA as an innovative partner and catalyst for future business opportunities.

## **Scope of Work**

The goal of this project is to create a cohesive brand identity and marketing strategy that reflects Cowlitz heritage and positions CEA as a leader in regional economic development.

The Cowlitz Economic Authority (CEA) is seeking proposals from qualified entities to:

### **Cowlitz Economic Authority Brand Identity & Marketing System (Project 1)**

This project establishes the core brand identity for the Cowlitz Economic Authority and produces the foundational marketing system used across the organization.

#### **Brand Identity Development**

- Logo Suite: Create a primary and secondary logo set suitable for print, digital and signage applications.
- Tagline and Visual Guidelines: Develop a tagline and visual standards aligned with Tribal heritage and leadership approved motifs.
- Color Palette & Typography: Define consistent visual standards for use across all platforms.
- Brand Style Guide: Produce a detailed guide documenting visual identity standards, including cultural elements such as icons, patterns and motifs.
- Brand Booklet: Develop a concise booklet summarizing identity elements for internal and external use.
- Vendor must submit a minimum of 3 initial logo concepts unless otherwise directed by CEA.

#### **Cultural Integration Requirements**

- Ensure branding elements thoughtfully reflect Tribal heritage by incorporating Cowlitz history, language and symbolism in an authentic, respectful manner.
- Highlight the Tribe's heritage and contributions to regional economic development in all marketing materials.
- Create a brand identity balancing cultural heritage with regional economic aspirations.
- All cultural elements proposed by the vendor are subject to review and approval by the designated Cultural Representative to ensure accuracy, respect and cultural integrity.
- The Cultural Representative may request revisions to ensure alignment with Cowlitz.

#### **Marketing Strategy & Content**

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- Multi-Channel Marketing Plan: Develop a strategy for digital, print and social media platforms.
  - Content Creation: Produce compelling content for campaigns, press releases and promotional materials.
  - Adaptability: Ensure all designs and content are optimized for use across web, social media, signage and additional platforms.
  - All content must be culturally appropriate and consistent with CEA's communications standards.
  - Develop a cohesive suite of marketing templates for multi-channel use.

### **Cowlitz Tobacco Outlet Branding (Project 2)**

This project extends the CEA Brand System to the Cowlitz Tobacco Outlet while ensuring full compliance with applicable laws.

#### **Brand Foundation**

- Include CTO mission, values and customer profiles within Brand Identity.
- Develop clear Brand Voice Guidelines for internal and external communications.
- Use the existing CTO logo as the foundation for the expanded visual system.
- Ensure CTO brand tone is friendly, retail oriented and remains distinctly different from the formal tone used in Tribal Government communications.

#### **Tobacco Outlet Templates and Applications**

- Provide brand assets and customizable templates within Canva for both print and digital.

<b>Deliverables</b>
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| <ul style="list-style-type: none"> <li>• Two comprehensive brand guideline packages, one for CEA and one for the Cowlitz Tobacco Outlet.</li> <li>• Brand Strategy/positioning, narrative pillars and messaging platform.</li> <li>• Visual identity system (logos, typography, color, iconography).</li> <li>• Document templates (letterhead, PPT, briefing memo, fact sheet, social graphics, email header, press release boilerplate).</li> <li>• Photo style guide and recommendations</li> <li>• Launch plan and internal rollout toolkit</li> <li>• Biweekly progress report.</li> <li>• The vendor will provide a final performance insights summary covering recommended KPI's and usage guidance.</li> </ul> |
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<b>Timelines &amp; Milestones</b>
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| <ul style="list-style-type: none"> <li>• Proposal Submission Deadline: February 14, 2026, 5:00 PM</li> <li>• Vendor Interviews: (if requested): February 17-February 20, 2026</li> </ul> |
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- Final Selection & Notice Award: February 27, 2026
  - Project Kickoff: March 9, 2026 Estimate Project Completion: May 11, 2026

### **Information Sharing and Confidentiality Agreement**

Prior to receiving supplemental information related to the scope of work, the selected consultant will be required to sign a Non-Disclosure and Confidentiality Agreement. All information provided by CEA and any data gathered by the consultant must be securely maintained, with appropriate measures taken to ensure confidentiality. All reporting will be directed exclusively to designated CEA staff, and no information may be shared outside these parameters.

### **Terms and Conditions**

The consulting entity or entities selected will engage services as soon as practicably able, but in no case more than 30 days of award. Ongoing progress reports will be provided to the appropriate project manager or their designee; a biweekly (or more frequent as events dictate) report summary of work performed together with any recommendations on modification to the scope of work will be provided to the appropriate project manager or their designee.

Invoices for services will be presented monthly and will be paid on a net 30-day basis.

### **Selection Criteria**

The Cowlitz Economic Authority will select a consultant based on the following criteria:

#### **Relevant Experience and Expertise**

- Demonstrated experience working in Indian Country and with tribal organizations.
- Understanding of tribal sovereignty, cultural protocols, and ability to authentically represent tribal heritage in branding.

#### **Quality and Clarity of Proposal**

- Clear, well-structured proposal that outlines the company profile, relevant experience, and examples of similar projects.
- Creativity and strategic approach in the proposed methodology.

#### **Project Approach and Feasibility**

- Proposed approach and methodology for achieving project objectives.
- Realistic project timeline and ability to meet deadlines.

#### **Detailed Cost Estimate**

- Break down costs by major deliverables (logo design, brand style guide, marketing plan, content creation).
- Show costs aligned with project milestones (Discovery, Design, Review, Final Delivery).

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- Include hourly rates for key roles.
  - Identify any anticipated travel, consultation fees, or third-party costs.
  - Identify any added-value services offered at no extra cost

#### References and Past Performance

- References from at least three clients on similar projects.
- Proven track record of successful delivery and cultural competency.

CEA staff may contact vendors during the evaluation process for clarifications regarding proposal content.

This RFP does not commit CEA to enter into any agreement, to pay any expenses incurred in preparation or delivery of any response to this request, or to procure or contract for any supplies, goods, or services. CEA reserves the right to accept or reject any or all proposals not in compliance with the RFP or if it is in the CEA's interest to do so.