



Urban League of
Broward County

REQUEST FOR QUOTE

Urban League of Broward County

RFQ# EC05012026-1

PURCHASE FOR
Marketing Services for the Entrepreneurship Center

Issue Date: May 1st 2026

Due Date: May 15, 2026

The Urban League of Broward County (ULBC), founded in 1975 as an affiliate of the National Urban League, is a 501(c)(3) tax-exempt, nonprofit organization authorized in the State of Florida. The Urban League of Broward County is a community-based organization dedicated to empowering communities and changing lives in the areas of education, entrepreneurship, jobs, justice, housing, and health. For more information about ULBC, please refer to www.ulbroward.org.

1. PURPOSE OF RFQ

1.1 STATEMENT OF PURPOSE AND SCOPE

The Urban League of Broward County, Inc. is seeking qualified marketing firms to plan and execute a comprehensive marketing and communications initiative in support of its Entrepreneurship Center. The initiative will promote small business lending, business development services, financial education, and overall brand awareness within the Broward County community. This procurement is funded in whole or in part with Florida State funds and is conducted in accordance with 2 CFR Part 200.

1.2 CONTRACTING RESULTING FROM RFQ

This Request for Quote (RFQ) (Solicitation No. EC05012026-1) is issued to obtain pricing and qualifications for marketing services as described herein. ULBC intends to select and engage one (1) service provider that demonstrates the best overall value, considering experience, qualifications, ability to meet required timelines, and reasonable price. Any material produced will be intellectual property of the Urban League of Broward.

Any resulting engagement shall be subject to ULBC's standard terms, conditions, and applicable compliance requirements.

1.3 PERIOD OF PERFORMANCE

The contract period is **May 15, 2026, through June 30, 2026**. The selected Contractor shall complete all work within this period.

2. CALENDAR OF EVENTS

Listed below is the calendar of important actions, including dates and times by which these actions must be taken or completed. If the organization finds it necessary to change any of these dates or times, it will do so by addendum. Any addendums will be posted on the dedicated website or email.

Quotes will be received until **May 15th, 2026, by 4:00 PM EST** for furnishing the services described herein.

	Estimated Calendar of Events	Date
1	RFQ Issue Date	5/1/2026
3	Quote Submission Due Date	5/15/2026
3	Notifications and Final Selection	5/20/2026
4	Project Completion Deadline (All Deliverables Completed)	6/30/2026

3. ADDENDA

The Urban League of Broward County (ULBC) has the absolute right to cancel, amend, modify, supplement, or clarify this RFQ at any time in its sole discretion. If any revisions become necessary or appropriate, as determined in the sole discretion of the, an addendum issued by will be posted. Failure to follow the RFQ guidelines could result in a determination that the Quote is non-responsive.

4. SCOPE OF WORK

4.1 SCOPE OF WORK DETAILS

The selected firm will be responsible for providing end-to-end marketing support, including strategy, content creation, digital media, video production, and campaign execution. All work must align with the timeline outlined below and achieve the stated projected outcomes.

Key Deliverables Include (but are not limited to):

Strategy, Planning, Reporting

- Participation in a planning and strategy meeting with Urban League of Broward County leadership
- Development of a detailed implementation and content plan
- Review reporting cadence and deliverable submission

Website & Digital Presence

- Review and finalization of all Entrepreneurship Center program information on the website

Content Development

- Development of a marketing content calendar
- Creation of social media copy and campaign messaging
- Creation and expansion of newsletter content
- Subject matter expert (SME) content coordination and editing

Video Production & Editing

- Development of a video production plan
- Recording and editing of workshop content
- Creation of the following video formats:
 - o 5-minute videos
 - o 1-minute videos
 - o 30-second videos
- Video testimonials featuring portfolio businesses
- Uploading and posting videos to YouTube and social media platforms

Branding & Collateral

- Rebranding and redesign of internal marketing materials, including brochures, business cards, and flyers

Media & Outreach

- Press release creation and distribution
- Social media campaign launch and management
- Promotion through social channels
- Place developed content on social media platforms as determined

Campaign Review

- Campaign performance review
- Feedback and recommendations

Scope of Work (Continued)

4.2 PROJECT TIMELINE (Summary)

The marketing initiative will occur between **May 15, 2026 and June 30, 2026**, with major milestones including:

May 15 – May 30: Strategy meetings, planning, website updates, content development, and newsletter creation

June 1 – June 7: Video workshops, recording, editing, rebranding kickoff, and posting initial video content

June 8 – June 12: Social media campaign launch and press release distribution

June 15 – June 19: Business testimonials, SME features, expanded newsletter content, and application drives

June 22 – June 30: Campaign review, evaluation, and feedback

Bi-weekly reporting cadence- production of deliverables and summary write up/invoice Responding firms must clearly demonstrate their capacity to meet this fast-paced schedule.

4.3 PROJECT OUTCOMES

The selected firm will support the Urban League of Broward County in achieving the following outcomes:

- Increased brand recognition and awareness of the Urban League of Broward County and its Entrepreneurship Center / Central County Community Development Corporation's Small Business Loan Fund
- Increased volume of high-quality small business loan applications
- Positioning the Urban League of Broward County as a first-choice resource for small business lending, training, and development services

5. CONTRACTOR QUALIFICATIONS

- Marketing for nonprofits, CDFIs, government programs, or small business development organizations
- Digital marketing and social media campaign management
- Video production and editing
- Content development, storytelling, and brand building
- Working under accelerated timeline

6. SUBMISSION REQUIREMENTS

6.1 REQUIRED CONTENTS OF QUOTE

The Contractor must submit a **written narrative proposal** that includes the following sections. Each section must be clearly labeled to correspond with the headings below.

Firm Overview

- Business name, address, and primary contact
- Years in operation and size of firm

Relevant Experience & Qualifications

- Description of similar projects completed
- Examples or links to prior work (especially video, digital campaigns, or nonprofit marketing)

Proposed Approach & Work Plan

- Description of how the firm will execute the scope of work
- Proposed staffing and roles
- Explanation of how the firm will meet the required timeline

Timeline & Capacity Statement

- Confirmation of availability to complete all work by **June 30, 2026**
- Identification of any potential risks or constraints

Cost Quote

- Total proposed cost
- Itemized budget by major task or deliverable
- Identification of any optional or additional costs

References

- At least two (2) professional references for comparable work

6.2 SUBMISSION DEADLINE

May 15th, 2026, at 4:00 PM EST

6.3 SUBMISSION METHOD INSTRUCTIONS

Email complete quotation package to: procurement@ulbcfl.org

Subject line: ULBC-RFQ# EC05012026-1 – Marketing Service for Entrepreneurship Center

6.4 QUESTIONS

Questions must be submitted via email to procurement@ulbcfl.org.

7. CONE OF SILENCE (PROHIBITED COMMUNICATIONS)

Effective upon issuance of this RFQ and continuing through the award and for a period of twenty-four (24) hours thereafter, all communication regarding this solicitation shall be directed solely to the designated ULBC procurement contact identified in this RFQ. No Quoter, or any individual or entity acting on its behalf, shall contact or communicate with any ULBC Board member, officer, employee, or agent, or any consultant or party involved in the development or evaluation of this RFQ, regarding this procurement. Violation of this provision may result in disqualification of the Quoter or other appropriate action, as determined by ULBC.

8. EVALUATION AND AWARD

ULBC will evaluate quotes, and an award will be made to the contractor whose quote is determined to be most advantageous. Quotes will be evaluated based on the following criteria:

Evaluation factors include:

- Relevant experience and demonstrated qualifications
- Ability to meet the required timeline
- Quality and clarity of the approach
- Cost competitiveness and overall value

9. NOTICE TO QUOTERS

9.1 COMPLIANCE WITH LAWS/RULES/REGULATIONS

The selected contractor shall comply with all applicable federal, state, and local laws, regulations, and industry standards. This procurement may involve federal funding; therefore, the service provider must comply with all requirements outlined in Appendix B – Federal & State Procurement Compliance (Non-Construction), which is incorporated by reference and must be signed as part of this quote. The service provider is responsible for ensuring compliance by any subcontractors. Failure to comply may result in termination.

9.2 ACCEPTANCE/REJECTION OF QUOTES AND WAIVER OF IRREGULARITIES

ULBC reserves the right to reject any or all Quotes, waive minor irregularities, and accept the Quote that is determined to be in the best interest of ULBC. ULBC may cancel, revise, or re-solicit this RFQ at any time without liability. ULBC may request clarification of a Quote; however, such clarification shall not permit modification of the Quote or submission of new information that would alter the original response.

9.3 DISQUALIFICATION

A Quoter may be disqualified if the Quoter or any affiliate:

1. Is debarred, suspended, or otherwise ineligible to participate in federal or state programs;
2. Has been placed on the Florida discriminatory Contractor list (F.S. § 287.134) or convicted Contractor list (F.S. § 287.133);
3. Has failed to comply with an order to repay disallowed costs issued by a federal or state agency;
4. Has demonstrated unsatisfactory performance on a prior contract with ULBC or another public entity;
5. Has had a contract terminated for cause by a public entity; or
6. Has participated in the development of this RFQ in a manner that creates a conflict of interest.

9.4 NO DISCRIMINATION

ULBC will adhere to Title VII of the Civil Rights Act of 1964.

9.5 NOTICE OF CONTRACT AWARD

ULBC intends to award to the responsive and responsible Quoter whose Quote is determined to provide the best value, considering price and other evaluation factors stated in this RFQ. Notice of award or delay will be communicated via email or posted to ULBC's procurement platform. ULBC is not obligated to disclose evaluation scores, rankings, or deliberations unless explicitly stated in this RFQ. All procurement records shall be retained in accordance with ULBC's record retention policies and may be subject to federal and state audit requirements.

9.6 WITHDRAWAL OF QUOTE

A Quoter may withdraw its Quote prior to the submission deadline by submitting a written request signed by an authorized representative to procurement@ulbcfl.org.

9.7 PRE-CONTRACTUAL EXPENSES & COST OF PREPARATION

ULBC shall not be liable for any costs incurred by a Quoter in the preparation or submission of a Quote, participation in the procurement process, or any related activities prior to contract award.

9.8 INSURANCE REQUIREMENTS

ULBC requires contractors to obtain appropriate insurance coverage within the prescribed minimum limits set forth for the proposed goods and/or services. The required proof of insurance must comply with all federal, state, and local requirements as required for executing the proposed goods and/or services.

9.9 INTELLECTUAL PROPERTY & OWNERSHIP OF WORK PRODUCT

All materials, content, and deliverables developed, produced, or created under this contract, including but not limited to marketing materials, branding assets, digital content, graphics, videos, written content, and any supporting documentation (collectively, “Work Product”), shall be considered work made for hire and shall become the sole and exclusive property of ULBC upon creation.

To the extent any Work Product does not qualify as “work made for hire” under applicable law, the proposer hereby irrevocably assigns, transfers, and conveys to ULBC all rights, title, and interest in and to such Work Product, including all intellectual property rights.

Intellectual Property, Ownership, and Marketing Platform Control (2 CFR § 200.315)

1. Ownership

All deliverables and materials developed under this contract, including marketing campaigns, content, reports, and digital assets (“Work Product”), shall become the sole and exclusive property of the **Urban League of Broward County** (“ULBC”) upon creation.

2. Federal Rights

In accordance with 2 CFR 200.315, the Federal awarding agency retains a royalty-free, nonexclusive, and irrevocable license to reproduce, publish, or otherwise use the Work Product for Federal purposes.

3. Marketing Tools & Platform Control

Any marketing tools, platforms, or accounts created or used under this contract shall be established in the name of ULBC. The Contractor shall provide ULBC with full administrative access, credentials, and control of all accounts and data upon request and at contract closeout.

4. Copyright & Data

The Contractor may hold copyrights, subject to the Federal license above, and grants ULBC a perpetual, royalty-free license to use, reproduce, and modify all Work Product. Data produced may be subject to disclosure, including under the Freedom of Information Act, as applicable.

5. Restrictions

The Contractor shall not sell, assign, or otherwise use the Work Product without the prior written approval of ULBC.

APPENDIX A
QUOTE SUBMISSION FORM (REQUIRED)

SECTION 1 – CONTRACTOR INFORMATION

Contractor Legal Name: _____
 DBA (if applicable): _____
 Physical Address: _____
 City/State/Zip: _____
 Primary Contact Name/Title: _____
 Phone: _____ Email: _____
 Federal Tax ID (EIN): _____ UEI (if applicable): _____
 Is Contractor suspended or debarred from federal contracting? No Yes

SECTION 2 –REQUIRED CONTENTS OF QUOTE

The Contractor confirms that a written narrative proposal has been attached and includes all required sections as outlined in **Section 6.1** of this RFQ.

- Firm Overview
- Relevant Experience & Qualifications
- Proposed Approach & Work Plan
- Timeline & Capacity Statement
- Cost Quote
- References

SECTION 3 – Cost

Deliverable / Task	Cost
Strategy & Planning	\$
Content Development	\$
Video Production	\$
Branding & Collateral	\$
Media & Outreach	\$
Reporting & Evaluation	\$

Total Proposed Cost: \$ _____

SECTION 8 – COMPLIANCE CERTIFICATION

By signing below, Contractor certifies:

- Contractor is not suspended or debarred from federal contracting
- Contractor will comply with all applicable Federal requirements including Appendix II to 2 CFR Part 200
- Contractor acknowledges ULBC’s rights and requirements as outlined in this solicitation
- Pricing is firm, fixed, and includes all costs necessary to meet RFQ requirements
- No material changes to scope, pricing, or deliverables will be made without prior written ULBC approval
- Pricing shall remain valid for 60 calendar days

AUTHORIZED SIGNATURE	COMPANY NAME
PRINTED NAME	MAILING ADDRESS
TITLE	CITY, STATE, ZIP
DATE	

APPENDIX B

FEDERAL & STATE PROCUREMENT COMPLIANCE (NON-CONSTRUCTION)

This procurement is funded in whole or in part with federal funds. As such, the solicitation and any resulting purchase order or contract are subject to applicable provisions of 2 CFR Part 200 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards) and other applicable federal and Florida state laws and regulations.

Only those provisions applicable to the scope of this non-construction vehicle purchase shall apply.

EQUAL EMPLOYMENT & NON-DISCRIMINATION

Equal Employment Opportunity (Executive Order 11246) prohibits discrimination in employment practices, as applicable.

Americans with Disabilities Act (ADA) (42 U.S.C. 12101 et seq.) applies to employment-related nondiscrimination requirements, as applicable.

FEDERAL AND STATE CONTRACTING & PROCUREMENT STANDARDS

2 CFR 200.318-327 Establishes procurement requirements for federal funds, including competitive bidding and contract oversight.

2 CFR § 200.322 – Domestic Preferences for Procurements.

Byrd Anti-Lobbying Amendment (31 U.S.C. 1352) prohibits federal funds from being used for lobbying efforts.

Florida Preference Law (F.S. § 287.084) grants preference to Florida-based businesses when competing against out-of-state firms.

DEBARMENT & TRANSPARENCY REQUIREMENTS

Debarment and Suspension (Executive Orders 12549 & 12689) prohibit federally debarred contractors from bidding.

Florida Debarment Law (F.S. § 287.133) prohibits contracts with any persons or entities convicted of public entity crimes, barring them from bidding on public contracts.

Access to Records & Audits (2 CFR 200.336) and Florida's Public Records Law (F.S. Chapter 119) require public agencies to provide access to procurement records for auditing and transparency.

EMPLOYMENT & FOREIGN CONTRACT RESTRICTIONS

Employment Eligibility Verification (E-Verify) (F.S. § 448.095) requires employers to verify the legal status of all new employees.

Scrutinized Companies List (F.S. § 287.135) prohibits contracts with companies engaged in business operations with Sudan, Iran, or those boycotting Israel, aligning state investments with U.S. foreign policy.

CONTRACTOR CERTIFICATION

By signing below, Contractor certifies that:

- All information provided in the quotation is true, complete, and accurate.
- Contractor will comply with all applicable Federal requirements incorporated into the resulting contract, including applicable provisions of Appendix II to Part 200.
- Contractor acknowledges ULBC's termination rights described above where applicable.

AUTHORIZED SIGNATURE	COMPANY NAME
PRINTED NAME	MAILING ADDRESS
TITLE	CITY, STATE, ZIP
DATE	

APPENDIX C

CONTRACTOR CONFLICT OF INTEREST DISCLOSURE FORM

To ensure compliance with 2 CFR 200.318 and the Urban League of Broward County (ULBC) Conflict of Interest Policy, all bidders must complete this form to disclose any actual, potential, or perceived conflicts of interest before participating in the procurement process. A conflict of interest arises when an individual or entity involved in the procurement process has another interest that could materially interfere with their duty to act impartially. This includes ownership, personal, financial, or professional relationships that could create undue influence over the selection process. Failure to disclose a conflict of interest may result in disqualification from this procurement, contract termination, or other actions as permitted by law and ULBC policy.

Please check the appropriate box:

No Conflict of Interest – I certify that no owner, officer, director, or employee of my company has a financial or personal interest in the procurement process or any relationship with ULBC staff, board members, or procurement officials that would create a conflict of interest as defined under 2 CFR 200.318.

Potential Conflict of Interest – I disclose the following relationships that may be considered a conflict (attach additional pages if necessary):

Name of Individual: _____

Nature of Interest (Direct/Indirect***):** _____

Relationship to ULBC or Procurement Process: _____

* Immediate Family/Relative includes spouse/partner, children, parents, siblings, and in-laws Section 112.3143, F.S.

** Direct ownership means an individual owns any amount of a company or has decision-making control over procurement-related matters. Individuals with direct ownership must recuse themselves from procurement decisions in compliance with 2 CFR 200.318(c)(1).

*** Indirect ownership includes shares held through immediate family/relatives*, trusts, business partnerships, or any entity in which the individual has an interest but no controlling power. Even without control, individuals with an indirect interest must disclose the relationship to ensure transparency.

By signing below, I certify that:

1. I have reviewed my affiliations and financial interests, and to the best of my knowledge, I have disclosed all actual, potential, or perceived conflicts of interest.
2. I understand that I am required to update this disclosure annually and immediately report any new conflicts that arise.
3. I acknowledge that failure to disclose a conflict of interest may result in contract termination, disqualification from this procurement, and other legal consequences as permitted under 2 CFR 200.318.

AUTHORIZED SIGNATURE	COMPANY NAME
PRINTED NAME	MAILING ADDRESS
TITLE	CITY, STATE, ZIP
DATE	