



From the Office of Secretary of State

John A. Gale

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Vendor needed to help brand the Nebraska Sesquicentennial

LINCOLN – Marketing experts are being asked to offer their expertise as the Nebraska Sesquicentennial Commission (NSC) searches for an official brand. Secretary of State John Gale, who is also chairman of the commission, says that agencies interested in pitching their ideas can find information online at the Nebraska State Historical Society website.

“We’ve published a Request for Information (RFI) and are gathering proposals from interested parties. The deadline to submit the necessary paperwork is rather quick, by 2:00 p.m. on Monday, February 9.”

Vendor responses must be sent by email and a hardcopy mailed by that date to the Nebraska Historical Society, at which time the submissions will be made public and the review process will begin. Given the limited budget available, emphasis will be given to vendors who are able to do the work pro bono.

“The brand that is selected will grace the website, Facebook page, Twitter account and stationary used by the Nebraska Sesquicentennial Commission. In essence, it will be the look by which official sesquicentennial events are marketed and publicized,” explained Gale. “We’re looking for an agency or individual that can bring their creative talents to this effort.”

Guidelines and instructions for submitting a proposal can be found at the following web address: <http://www.nebraskahistory.org/nshs-nsc-rfi.pdf>. Anyone with questions about the RFI needs to submit them via email by 2:00 p.m. on Friday,

January 29 to John Strobe, Jr., chair of the NSC communications subcommittee at: strobe@louisville.edu.

The RFI is limited to vendors with full-time offices and staff located in Nebraska. Submissions received after the deadline will be returned to the sender. After all applications are made public, vendors may contact the state to schedule an appointment for viewing RFI responses.

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