



**CLEAN ENERGY**  
FINANCE AND INVESTMENT AUTHORITY

**CONNECTICUT DEPARTMENT OF ENERGY AND ENVIRONMENTAL PROTECTION  
ENERGY EFFICIENCY BOARD, AND  
CLEAN ENERGY FINANCE AND INVESTMENT AUTHORITY**

## **ANNOUNCEMENT OF REQUEST FOR PROPOSALS**

### **CONNECTICUT STATEWIDE CLEAN ENERGY BRANDING, MARKETING, OUTREACH & WEBSITE DEVELOPMENT**

When it comes to clean energy, Connecticut has always been ahead of the curve. Connecticut was the nation's first state to launch a full-scale finance authority to promote renewable energy and energy efficiency investments, and it is among the nation's top ten for energy conservation.

Recently, Connecticut committed itself to become the nation's leader in clean energy. Fulfilling this vision requires a strong, comprehensive marketing and communications platform that drives Connecticut's residents, businesses, and communities to action. The Connecticut Department of Energy and Environmental Protection (DEEP), the Energy Efficiency Board (EEB), and the Clean Energy Finance and Investment Authority (CEFIA) jointly invite your proposal to make this marketing and branding platform a reality.

#### **THE SUCCESSFUL SUPPLIER WILL:**

- Develop and test an overarching brand identity, logo, and messaging to unify and promote the entire suite of energy efficiency and renewable energy offerings.
- Perform market research to better understand core consumer motivations and attitudes.
- Develop brand and style guidelines and branded marketing and outreach collateral templates to support the unifying brand.
- Design, develop, implement, and host a user-friendly, engaging, and interactive website that serves as the "one-stop shop" for diverse Connecticut audiences to access and share information on energy efficiency and renewable energy.
- Develop and execute the initial launch of a strategic public relations and outreach/marketing campaign.

**RFP TO BE ISSUED: THURSDAY, JANUARY 12, 2012  
DUE DATE FOR PROPOSALS: WEDNESDAY, FEBRUARY 1, 2012  
-- YOU MUST REGISTER TO RECEIVE THE RFP --**

To express your interest in the RFP and for instructions on how to register to receive the RFP, please send an email with your name, firm, and contact information to Mr. Rick Rodrigue at the Department of Energy and Environmental Protection (DEEP): [Richard.Rodrigue@ct.gov](mailto:Richard.Rodrigue@ct.gov).

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