

**Request for Statements of Interest and Qualifications
Marketing Services for the Carolyn Smith Innovation Center
Issued by: Forward Sumner Economic Partnership**

November 24, 2025

I. Introduction

Forward Sumner Economic Partnership is soliciting Statements of Interest and Qualifications from professional firms to provide comprehensive marketing services for the Carolyn Smith Innovation Center, a transformative educational facility operated by Sumner County Schools. This initiative is supported by the State of Tennessee's Three Star Grant program.

The selected firm will deliver strategic, creative, and technical support for digital and content marketing, including branding, storytelling, and multimedia production. Services will be essential to shaping the public identity and engagement strategy of the Innovation Center as it prepares students for future careers through AI-integrated, career-connected learning.

II. Project Background

Located in Hendersonville, Tennessee, the Carolyn Smith Innovation Center occupies the former headquarters of Smith Travel Research (STR). This 60,000-square-foot facility serves as a regional hub for experiential learning, bringing together students from all nine Sumner County high schools to collaborate with mentors and instructors on real-world challenges.

The Center emphasizes multidisciplinary learning across technology, business, aviation, healthcare, leadership, and the arts. It fosters creativity, problem-solving, and community engagement, empowering students to explore their potential and contribute to regional development.

III. Scope of Services

The selected firm will provide the following marketing services:

- Project Planning and Strategic Oversight
- Vision, Branding, and Strategy Workshop(s)
- Brand Narrative and Creative Brief
- Brand Identity Development (Naming, Logo, Tagline)
- Brand Identity Foundation and Brand Guide
- Storytelling and Engagement Strategy
- Communications Plan and Pitch Deck
- Vision Video and Video Production
- Website Content Development
- Other services necessary for successful project completion

IV. Submission Requirements

Interested firms must submit a Statement of Interest and Qualifications that addresses the following criteria:

1. Qualifications
 - Firm and individual contact(s)
 - Roles and responsibilities of each team member
 - Identification of any consultants or sub-consultants
2. Experience
 - Relevant experience with similar projects
 - Key staff expertise in branding, digital marketing, and education-focused campaigns

Grading:

- a) Qualifications- Max 25 points
 - Firm and individual contact(s)
 - Roles and responsibilities of each team member
 - Identification of any consultants or sub-consultants
 - b) Experience-Max 25 points
 - Relevant experience with similar projects
 - Key staff expertise in branding, digital marketing, and education-focused campaigns
 - b) References-Max 10 points
 - Credentials and recommendations from past clients
 - d) Project Approach and Delivery -Max 25 Points
 - Proposed approach to the project
 - Timeline for delivery of services
 - e) Capabilities and Availability -Max 15 Points
 - Commitment of project team for the duration of the engagement
- V. Submission Instructions
- Statements must be received no later than December 10th, 2025.

Submit the following to the address below:

- Four (4) original hard copies
- One (1) copy electronic media (flash drive)

Late submissions will not be accepted.

Mailing Address:

Forward Sumner Economic Partnership
1598 Greenlea Blvd
Gallatin, Tn 37066

Contact:

Chris Taylor
615-506-4976
chris@forwardsumner.org