



Request for Proposals for Marketing and Communications for the Robotics Industry

RFP No. 2025-JAII-01

Amendment 1 July 31, 2024

1. The following is added as Section 2.3:

2.3 Primary goals and success metrics for this marketing campaign

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To tackle these issues, our campaign has the following overarching goals:

- **Present a Unified Brand for Robotics in Massachusetts:** We want to create a cohesive and recognizable brand that highlights the strengths and opportunities within the Massachusetts robotics sector. This will help attract talent and businesses from out-of-state and better publicize our capabilities.
- **Encourage Entrepreneurs to Build Businesses Here:** Whether they are already in-state or from out-of-state, we aim to motivate entrepreneurs to establish and grow their robotics ventures in Massachusetts. Our goal is to make Massachusetts the go-to destination for robotics startups.
- **Attract Investment in Local Businesses:** We aim to draw the attention of investors, particularly those interested in hardware technology, to the thriving robotics startups in Massachusetts. By showcasing the potential for high returns on investment, we hope to stimulate economic growth and innovation.
- **Foster Collaboration Across the Ecosystem:** We intend to enhance collaboration among various stakeholders, including academia, industry, and non-profits. By facilitating connections and partnerships, we believe we can unlock new opportunities and drive the industry forward.

This campaign is designed to strengthen the overall ecosystem, both by bringing in new talent and resources and by better connecting the existing players within the state.

2. The cover page is modified to add the information in red below:

RFP Issued:	7/8/2024
RFP Amended:	7/31/2024
Questions Due:	7/12/2024
Answers Posted:	7/17/2024
Updated Answers Posted:	7/31/2024
Responses Due:	8/6/2024



**Request for Proposals for Marketing and
Communications for the Robotics Industry
RFP No. 2025-JAII-01**

**Massachusetts Technology Collaborative
75 North Drive
Westborough, MA 01581-3340
<http://www.masstech.org>**

Procurement Team Leader:	Peter Haas
RFP Issued:	7/8/2024
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1. INTRODUCTION

1.1 Overview

Massachusetts Technology Collaborative (“Mass Tech Collaborative” or “MassTech”) is issuing this Request for Proposals for **Marketing and Communications for Robotics in Massachusetts** (RFP No.2025-JAII-01) (the “RFP”) to solicit responses from qualified contractors (“Respondents”) with experience in **developing and executing multi-pronged marketing campaigns**. Respondents will be competing against each other for selection to provide the services set forth herein (the “Services”). The submissions of all Respondents shall be compared and evaluated pursuant to the evaluation criteria set forth in this RFP, and a single Respondent may be selected.

Mass Tech Collaborative will enter into a Services Agreement and Statement of Work with selected Respondents containing certain standard provisions (the “Agreement”), located **HERE, which will contain the Additional Federal Provisions in Attachment D.**

1.2 Mass Tech Collaborative and the Innovation Institute

Mass Tech Collaborative is an independent public instrumentality of the Commonwealth of Massachusetts chartered by the Commonwealth to serve as a catalyst for growing its innovation economy. Mass Tech Collaborative brings together leaders from industry, academia, and government to advance technology-focused solutions that lead to economic growth, job creation, and public benefits in Massachusetts. Mass Tech Collaborative has six primary divisions: The Innovation Institute, the Massachusetts Broadband Institute, the Massachusetts e-Health Institute, the Center for Advanced Manufacturing, the MassCyberCenter, and the Northeast Microelectronics Coalition Hub. For additional information about Mass Tech Collaborative and its programs and initiatives, please visit our website at www.masstech.org.

Established in 2004, the mission of the Innovation Institute at MassTech is to enhance conditions for economic growth in the Commonwealth by supporting the industries and institutions that constitute the Massachusetts Innovation Ecosystems. The Innovation Institute continually evaluates trends in the state’s innovation economy and provides targeted services, often accompanied by investments, to support growth in key industry clusters in the Commonwealth. Its ability to engage in close proximity to industry leaders and key stakeholders and to allocate and invest resources in a flexible manner to address ever-changing market conditions is a vital advantage for the Innovation Institute’s work. The Innovation Institute also invests in building the research enterprise in Massachusetts.

In early 2024, MassTech launched a new initiative to boost the robotics sector across the state, an effort funded through \$5 million in investment. It established a Robotics Department within the Innovation Institute at MassTech, to help catalyze a comprehensive statewide cluster development effort for robotics, focusing on expansion of research and development (R&D), testing, commercialization, and workforce development throughout the state. For more information about the Innovation Institute and the Robotics Department and its activities and investments, please visit its website at <https://innovation.masstech.org/robotics>.

2. SERVICES REQUIRED

2.1 Overview - The Robotics Ecosystem in Massachusetts

Massachusetts stands as a beacon of robotics innovation, boasting over 400 companies, 40 robotics R&D labs, and key industry leaders that form the backbone of the robotics sector nationally. Coupled with a dynamic venture capital environment and robust support for burgeoning enterprises, the Commonwealth's innovation economy, startup communities, successful robotics businesses, and premier educational

programs collectively position Massachusetts as the preeminent hub for robotics development in the United States.

In a bid to harness this latent potential, the Robotics Department at MassTech is committed to fortifying the robotics community and ecosystem within Massachusetts. This will be achieved through the initiation of a comprehensive media campaign aimed at highlighting the unique strengths and opportunities available for robotics endeavors in the Commonwealth. This campaign seeks to articulate a cohesive narrative that celebrates the Massachusetts robotics cluster, resonating with audiences both within and beyond state lines. Similar campaigns exist both in other ecosystems within Massachusetts and in other robotics ecosystems across the country. Our vision for this campaign is founded on three pillars that exemplify the MA robotics ecosystem's core strengths: innovation, commercialization, and workforce/talent.

The Innovation Institute invites proposals from firms with a proven record in marketing and branding to craft and execute this campaign over a two-year period. The proposed campaign should adeptly convey the historical lineage, current achievements, and the promising future of robotics in Massachusetts, weaving together the state's rich heritage and its aspirations for an innovative and flourishing future.

2.2 Scope of Services

A successful Applicant will assist the Robotics Department in the creation and implementation of an economically efficient communications campaign that will highlight the strengths of the robotics cluster in Massachusetts and showcase the unique opportunities the cluster can offer new and existing entities. The campaign should create a strong brand identity for robotics in Massachusetts and be a platform to communicate the vitality of the states' innovation economy.

The marketing campaign will be executed in two phases. Phase 1 is brand creation and involves the creation of semi-permanent assets that the campaign will use over the long term, such as a website and videos. We envision Phase 1 to be executed within the first 90-120 days of the contract. Phase 2 is the ongoing maintenance of the campaign and includes development of social media posts and the creation of additional, smaller assets. Phase 2 will run through December 31, 2026.

The Innovation Institute is seeking an Applicant that can provide the following services. Specific deliverables are outlined and divided into the two phases of work:

Phase 1: Brand/Campaign Creation

- Tagline and artwork for a fresh initiative with the desired position of becoming the brand of the robotics cluster in Massachusetts. Deliverables include logo files in various formats (JPEG, PNG, etc.) for digital and print use, as well as a style guide.
- Website design files for a landing page as the center for this campaign. Design files should be compatible with DRUPAL and the website should include a homepage, about us, contact page, a news or highlights page, and any other critical information. The website will be hosted on a custom domain by MassTech.
- Design and production of 6 short videos (2-3 minutes each) that showcase the specific pillars of strength of the Massachusetts robotics ecosystem: innovation, commercialization, and workforce development/talent; and 3 longer videos that combine all the elements into a 5-minute overview of the ecosystem. Collect B-roll of robots and robotics company staff from robotics companies across the Commonwealth (the Robotics Department will select the companies). Deliverables include final edited videos as well as raw footage files, including b-roll.
- Creation of relevant social media account(s) to be managed by MassTech.

Phase 2: Brand/Campaign Maintenance

- Video content creation for social media accounts that highlight current events in the robotics ecosystem and promote audience engagement. The MassTech team will review and approve content to be posted.

- Design and production of 24 short videos (2-3 minutes each) that showcase the specific pillars of strength of the Massachusetts robotics ecosystem: innovation, commercialization, and workforce development/talent.
- Updates to the website with news highlights, changes to the ecosystem, etc.
- Creation of 24 short (30s - 1m) video clips highlighting projects that can be posted to social media
- Creation and distribution of digital advertising
- Creation of tradeshow assets such as brochures, flyers, banners, etc.
- Social media and advertising analytics, with reactive strategies to better reach our various audiences.

The materials submitted should comply with the branding requirements of MassTech's Communications Department, who will be adjacently involved in the design process to ensure alignment.

2.3 Primary goals and success metrics for this marketing campaign

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To tackle these issues, our campaign has the following overarching goals:

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- **Encourage Entrepreneurs to Build Businesses Here:** Whether they are already in-state or from out-of-state, we aim to motivate entrepreneurs to establish and grow their robotics ventures in Massachusetts. Our goal is to make Massachusetts the go-to destination for robotics startups.
- **Attract Investment in Local Businesses:** We aim to draw the attention of investors, particularly those interested in hardware technology, to the thriving robotics startups in Massachusetts. By showcasing the potential for high returns on investment, we hope to stimulate economic growth and innovation.
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3 APPLICATION PROCESS

3.1 Application and Submission Instructions

Respondents are cautioned to read this RFP carefully and to conform to its requirements. Failure to comply with the requirements of this RFP may serve as grounds for rejection of an Application.

- a. All Applications must be submitted electronically to proposals@masstech.org
- b. Required Submissions- All Applications must include the items listed below:
 - Application Cover Sheet (**Attachment A**)
 - Application, which shall include:

- A description of the firm responding to the RFP (including descriptions of proposed subcontractors, if any) and the firm's qualifications to perform the Services.
 - A high-level project plan that outlines the Applicant's approach to achieving the outlined deliverables: branding and artwork, website design, video production, and social media strategy. Applicants should include examples of their work in these areas. Applicants are invited to propose alternative(s) which provide substantially better or more cost-effective performance than achievable under the stated RFP scope of services. The project plan should provide:
 - Applicants' understanding of the project goals, particularly in relation to the Massachusetts robotics ecosystem;
 - Initial ideas or concepts for the campaign's thematic direction;
 - Discussion of approach and timeline for branding and artwork;
 - Discussion of approach and timeline for website design that aligns with the new branding;
 - Outline of the development process for several short videos;
 - List of audio/video recording and support equipment owned or leased
 - List of audio/video editing software owned or leased
 - Description of social media strategy including which accounts to create, what kinds of posts are appropriate for each account, and how to pivot strategies based on social media analytics.
 - Utilizing the **Budget Template (Attachment C)** provide the total not-to-exceed costs for providing the Services based on projected hours, proposed hourly rates, and any other appropriate costs. Please include the total cost for each phase of work. List additional fees, overhead charges, or reimbursable expenses, if any. As a general policy, the Mass Tech Collaborative does not pay mark-ups on reimbursables or out-of-pocket expenses. For travel costs, the Mass Tech Collaborative pays the IRS rate per mile. Budgets should not exceed \$250,000 for the entire project.
 - Three references for work previously performed by the Applicant that is substantially similar to the Services. References should include a contact person, address, and phone number.
 - Authorized Application Signature and Acceptance Form (**Attachment B**). **By executing the Authorized Respondent's Signature and Acceptance Form and submitting a response to this RFP, Respondents certify that they (1) are in compliance with the terms, conditions and specifications contained in this RFP, (2) acknowledge and understand the procedures for handling materials submitted to the Mass Tech Collaborative as set forth in subsection d. below, (3) agree to be bound by those procedures, and (4) agree that the Mass Tech Collaborative shall not be liable under any circumstances for the disclosure of any materials submitted to the Mass Tech Collaborative pursuant to this RFP or upon the Respondent's selection.**
 - Organization's W9
 - Exceptions to the **Services Agreement and Statement of Work**, located at [HERE](#), if any. **The Additional Federal Provisions for Contracting (Attachment D) will be incorporated into the Services Agreement and Statement of Work, but cannot be modified.**
- c. Applications **must** be delivered as follows:

This RFP requires electronic submissions only. Electronic versions must be submitted to-
proposals@masstech.org (please include the RFP number in the subject heading)

- d. Any and all responses, Applications, data, materials, information and documentation submitted to Mass Tech Collaborative in response to this RFP shall become Mass Tech Collaborative’s property and shall be subject to public disclosure. As a public entity, the Mass Tech Collaborative is subject to the Massachusetts Public Records Law (set forth at Massachusetts General Laws Chapter 66). There are very limited and narrow exceptions to disclosure under the Public Records Law. If a Respondent wishes to have the Mass Tech Collaborative treat certain information or documentation as confidential, the Respondent must submit a written request to the Mass Tech Collaborative’s General Counsel’s office no later than 5:00 p.m. ten (10) business days prior to the required date of Application submission set forth in Section 4.2 below. The request must precisely identify the information and/or documentation that is the subject of the request and provide a detailed explanation supporting the application of the statutory exemption(s) from the public records cited by the Respondent. The General Counsel will issue a written determination within five (5) business days of receipt of the written request. If the General Counsel approves the request, the Respondent shall clearly label the relevant information and/or documentation as “**CONFIDENTIAL**” in the Application and **shall only include the confidential material in the hard copy of the Application**. Any statements in an Application reserving any confidentiality or privacy rights that is inconsistent with these requirements and procedures will be disregarded.

3.2 Application Timeframe

The application process will proceed according to the following schedule. The target dates are subject to change. Therefore, Respondents are encouraged to check Mass Tech Collaborative’s website frequently for updates to the schedule.

Task	Date
RFP Released	7/8/2024
Questions Due	7/12/2024 by 5PM EST
Question and Answer File Posted	7/17/2024 by 5PM EST
Applications Due	8/6/2024 by 5PM EST

3.3 Questions

Questions regarding this RFP must be submitted by electronic mail to proposals@masstech.org with the following Subject Line: “Questions – RFP No. 2025-JAII-01“. **All questions must be received by 5:00 p.m. EST on July 12, 2024** . Responses to all questions received will be posted on or before 5:00p.m. on July 17, 2024 to Mass Tech Collaborative and Comm-Buys website(s).

4 EVALUATION PROCESS AND CRITERIA

4.1 Process

The Mass Tech Collaborative shall evaluate each Application that is properly submitted. As part of the selection process, Mass Tech Collaborative may invite finalists to answer questions regarding their Application in person or in writing. In its sole discretion, Mass Tech Collaborative may also choose to enter into a negotiation period with one or more finalist Respondent(s) and then ask the Respondent(s) to submit a best and final offer.

4.2 Criteria

Selection of an Applicant to provide the services sought herein may be based on criteria that include but are not limited to:

- Clarity and quality of proposed approach that demonstrates understanding of requirements and the significance of the project.
- Demonstrated capability in producing 4k video and marketing materials that define the characteristics and value proposition represented by a client.

- Experience of project team and sufficient bandwidth to deliver on the project on budget and on schedule.
- Possession of proper equipment and software.
- Examples that demonstrate experience in marketing and branding, preferably for technology industries.
- Overall pricing and rates proposed.

Lack of debarment status by either the state or federal government is also required.

The order of these factors does not generally denote relative importance. The goal of this RFP is to select and enter into an Agreement with the Applicant that will provide the best value for the Services to achieve Mass Tech Collaborative's goals. Mass Tech Collaborative reserves the right to consider such other relevant factors as it deems appropriate in order to obtain the "best value".

5.0 GENERAL CONDITIONS

5.1 General Information

- a. If an Application fails to meet any material terms, conditions, requirements or procedures, it may be deemed unresponsive and disqualified. The Mass Tech Collaborative reserves the right to waive omissions or irregularities that it determines to be not material.
- b. This RFP, as may be amended from time to time by Mass Tech Collaborative, does not commit Mass Tech Collaborative to select any firm(s), award any contracts for services pursuant to this RFP, or pay any costs incurred in responding to this RFP. Mass Tech Collaborative reserves the right, in its sole discretion, to withdraw the RFP, to engage in preliminary discussions with prospective Respondents, to accept or reject any or all Applications received, to request supplemental or clarifying information, to negotiate with any or all qualified Respondents, and to request modifications to Applications in accordance with negotiations, all to the same extent as if this were a Request for Information.
- c. On matters related solely to this RFP that arise prior to an award decision by the Mass Tech Collaborative, Respondents shall limit communications with the Mass Tech Collaborative to the Procurement Team Leader and such other individuals as the Mass Tech Collaborative may designate from time to time. No other Mass Tech Collaborative employee or representative is authorized to provide any information or respond to any questions or inquiries concerning this RFP. Respondents may contact the Procurement Team Leader for this RFP in the event this RFP is incomplete.
- d. The Mass Tech Collaborative may provide reasonable accommodations, including the provision of materials in an alternative format, for Respondents with disabilities or other hardships. Respondents requiring accommodations shall submit requests in writing, with supporting documentation justifying the accommodations, to the Procurement Team Leader. The Mass Tech Collaborative reserves the right to grant or reject any request for accommodations.
- e. Respondent's Application shall be treated by the Mass Tech Collaborative as an accurate statement of Respondent's capabilities and experience. Should any statement asserted by Respondent prove to be inaccurate or inconsistent with the foregoing, such inaccuracy or inconsistency shall constitute sufficient cause for Mass Tech Collaborative in its sole discretion to reject the Application and/or terminate of any resulting Agreement.
- f. Costs that are not specifically identified in the Respondent's response and/or not specifically accepted by Mass Tech Collaborative as part of the Agreement will not be compensated under any contract awarded pursuant to this RFP.
- g. Mass Tech Collaborative's prior approval is required for any subcontracted services under any Agreement entered into as a result of this RFP. The selected Respondent will take all appropriate steps to assure that minority firms, women's business enterprises, and labor surplus area firms are used when possible. The selected Respondent is responsible for the satisfactory performance and adequate oversight of its subcontractors. Subcontractors are required to meet the same requirements and are held to the same reimbursable cost standards as the selected

Respondent.

- h. Submitted responses must be valid in all respects for a minimum period of sixty (60) days after the deadline for submission.
- i. Mass Tech Collaborative reserves the right to amend the Agreement at any time prior to execution. Respondents should review the Agreement as they are required to specify any exceptions to the Agreement and to make any suggested counterproposal in their Application. A failure to specify exceptions and/or counterproposals will be deemed an acceptance of the Agreement's general terms and conditions, and no subsequent negotiation of such provisions shall be permitted.

5.2 Posting of Modifications/Addenda to RFP

This RFP has been distributed electronically using the MassTech Collaborative and COMMBUYS websites. If the Mass Tech Collaborative determines that it is necessary to revise any part of this RFP, or if additional data is necessary to clarify any of its provisions, an addendum will be posted to the websites. It is the responsibility of each potential Respondent to check the Mass Tech Collaborative and COMMBUYS websites for any addenda or modifications to the RFP. The Mass Tech Collaborative accepts no liability and will provide no accommodation to Respondents who submit a response based on an out-of-date RFP.

Attachment A
Application Cover Sheet

Name of Respondent			
Mailing Address	City/Town	State	Zip Code
Telephone	Fax	Web Address	
Primary Contact for Clarification		Primary Contact E-mail Address	
Authorized Signatory		Authorized Signatory E-mail Address	
Legal Status/Jurisdiction (e.g., a Massachusetts Corporation, LLC, LLP, etc.)		Respondents UEI or EIN No.	

Attachment B
Massachusetts Technology Collaborative
Authorized Respondent's Signature and Acceptance Form

The undersigned is a duly authorized representative of the Respondent listed below. The Respondent has read and understands the RFP requirements. The Respondent acknowledges that all of the terms and conditions of the RFP are mandatory, and that Respondent's response is compliant with such requirements.

The Respondent understands that, if selected by the Mass Tech Collaborative, the Respondent and the Mass Tech Collaborative will execute an Agreement specifying the mutual requirements of participation. The undersigned has either (*please check one*):

- specified exceptions and counter-proposals to the terms and conditions of the [Agreement](#); or
- agrees to the terms and conditions set forth therein;

The undersigned acknowledges and agrees that the failure to submit exceptions and counter-proposals with this response shall be deemed a waiver, and the Agreement shall not be subject to further negotiation.

Respondent agrees that the entire bid response will remain valid for sixty (60) days from receipt by the Mass Tech Collaborative.

I certify that Respondent is in compliance with all corporate filing requirements and State tax laws.

I further certify that the statements made in this response to the RFP, including all attachments and exhibits, are true and correct to the best of my knowledge.

Respondent: _____
(Printed Name of Respondent)

By: _____
(Signature of Authorized Representative)

Name: _____

Title: _____

Date: _____

Attachment C
Budget Template

SEE EXCEL SPREADSHEET

Attachment D
Additional Federal Provisions for Contract

Minority and Women Owned Businesses

Participant shall take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

Debarment and Suspension

Participant shall not contract with any parties listed on the government-wide exclusions in the System for Award Management (SAM).

Byrd Anti-Lobbying Amendment (31 U.S.C. 1352)

A Participant that is awarded an amount exceeding \$100,000 under this Agreement must certify that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. § 1352. Each Participant must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award. See Exhibit 1 to this Agreement.

American Made

Participant should, to the greatest extent practicable, provide a preference for the purchase, acquisition, or use of goods, products, or materials produced in the United States. The requirements of this section must be included in all contracts and sub awards hereunder.

Fraud, Waste and Abuse

Participant shall maintain and utilize systems and procedures to prevent, detect, and correct fraud, waste, and abuse in activities funded under this Agreement.

Compliance with Laws and Regulations

Participant is in compliance with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401-7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251-1387). Participant shall comply with all other applicable Federal, state and local laws and regulations.

Use of Funds

Pursuant to 2 C.F.R. § 200.303, Participant shall establish effective control over, and accountability for, all funds, property, and other assets funded under this Agreement and assure that they are used solely for authorized purposes.

Non-Discrimination

Participant shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion, physical or mental handicap, or sexual orientation. Participant agrees to comply with all applicable Federal and State statutes, rules and regulations prohibiting discrimination in employment including but not limited to: Title VII of the Civil Rights Act of 1964; the Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act of 1990; and Mass. Gen. Laws ch. 151B.