

REQUEST FOR PROPOSALS

Marketing & Communications Services

Issued by:

Grey Snow Management Solutions, LLC

An Iowa Tribe of Kansas and Nebraska Company

BBeck@GreySnow.com | (785) 375-1474 | www.GreySnow.com

Issued: June 2026

Submissions Accepted on a Rolling Basis

1. Organization Overview

Grey Snow Management Solutions, LLC is the holding company for the Grey Snow Companies — a portfolio of tribally-owned businesses established by the Iowa Tribe of Kansas and Nebraska (ITKN). The Grey Snow Companies exist as a generational economic engine, building sustainable revenue that flows directly back to tribal sovereignty, community programs, and the long-term wellbeing of ITKN members.

The Grey Snow Companies currently include:

- Grey Snow Management Solutions — holding company and shared services
- Grey Snow Communications — broadband infrastructure design, engineering, and project management
- Grey Snow Sovereign Solutions — microgrid and clean energy project development
- Grey Snow Professional Services — federal construction, staffing, and engineering
- Grey Snow Construction and Development – full-service construction management and development services
- Grey Snow Green Energy — solar, microgrid testing, and renewable energy commercialization
- Grey Snow Technologies — data sovereignty and technology services (emerging division)
- Grey Snow Community Foundation – non-profit supporting housing, education, health, workforce development, cultural preservation, and sustainable community development.

Our work spans tribal, federal, and private clients across North America. We are guided by a commitment to tribal sovereignty, quality execution, and authentic tribe-to-tribe partnership.

2. Purpose of This RFP

Grey Snow Companies is seeking proposals from qualified individuals or consulting firms to provide Marketing and Communications services under a Master Service Agreement (MSA). The selected contractor will play a critical role in growing our visibility, strengthening community trust, and advancing our business development goals — particularly with other tribal nations seeking tribe-to-tribe partnerships.

This is an opportunity to do meaningful work at the intersection of tribal economic development, community communications, and strategic marketing. The ideal candidate or firm deeply understands the unique dynamics of working within and alongside tribal nations, and brings both strategic thinking and hands-on execution capability.

Contract Structure

Selected contractor will enter a Master Service Agreement (MSA) with project-by-project Statements of Work (SOWs). Work is initiated and approved on a per-project basis. Initial engagement: 6-month pilot period with renewal based on mutual satisfaction.

3. Scope of Work

The selected contractor will provide services across five interconnected focus areas. Individual projects will be defined and approved via SOW under the MSA.

3.1 Community Engagement with Tribal Members

The ITKN community is our first and most important audience. Proposals should address how the contractor would help Grey Snow build genuine trust and understanding among tribal members.

- Develop communications strategies that connect business success to direct community benefit
- Create accessible content for tribal member audiences — newsletters, announcements, event support, and updates
- Develop culturally appropriate outreach strategies, including approaches to reach elders through print and non-digital channels
- Support community listening initiatives and feedback loops
- Help activate tribal pride and a sense of community ownership in the Grey Snow Companies

3.2 Social Media & Content Creation

Grey Snow has project wins and exciting work happening across all subsidiaries. We need a consistent, active voice across platforms to share that story.

- Manage and grow Grey Snow's presence on Facebook, LinkedIn, Instagram, Twitter/X, and Threads
- Develop and maintain a monthly content calendar aligned with each subsidiary's activities
- Create content including project highlights, staff spotlights, community impact stories, and educational posts
- Ensure brand consistency and appropriate tone across all platforms and all entities
- Provide regular performance reporting and optimization recommendations

3.3 Business Development & Outreach to Other Tribes

A core goal is to position Grey Snow Companies as the preferred partner for other tribal nations seeking tribally-owned infrastructure, energy, and professional services.

- Develop a tribe-to-tribe marketing strategy with targeted messaging for tribal nation audiences
- Create sales support materials, case studies, and success stories for BD purposes
- Support conference presence, speaking opportunities, and direct tribal outreach

- Develop collateral communicating our unique value proposition as a tribally-owned business

3.4 Government & Federal Agency Relations Communications

Grey Snow operates extensively in the federal contracting space. Clear, credible communications with federal audiences is essential.

- Develop and refine messaging for federal agency audiences including BIA, IHS, DOE, and others
- Support grant communications, advocacy messaging, and federal program engagement
- Create materials that communicate our certifications, capabilities, and contracting vehicles to federal buyers
- Assist with communications for government affairs activities as needed

3.5 Brand Strategy & Marketing Planning

Grey Snow is a family of distinct companies under one mission. We need strategic guidance to ensure our brand is clear, cohesive, and compelling.

- Maintain and evolve the Grey Snow Companies integrated marketing strategy document
- Develop and document brand voice, messaging pillars, and style guidelines
- Support website content updates and refresh in coordination with our web developer
- Provide strategic counsel to leadership on marketing priorities and sequencing
- Coordinate with internal staff to integrate marketing with business development and community engagement

4. Qualifications

4.1 Required Qualifications

The following are mandatory requirements. Proposals that do not demonstrate these qualifications will not be considered.

- Demonstrated experience working with or within tribal governments and/or Indian Country organizations
- Demonstrated experience in federal agency relations or federal government-facing communications
- Minimum of three (3) professional references from tribal clients, tribal community organizations, or tribal government entities
- Ability to travel to ITKN tribal nation territory (White Cloud, Kansas area) as needed for the engagement

4.2 Preferred Qualifications

The following qualifications are not required but will strengthen a proposal:

- Tribal enrollment in a federally recognized tribe (tribal preference — see Section 5)
- Experience supporting tribal economic development enterprises or tribally-owned businesses
- Demonstrated experience managing brand communications across a multi-entity organization
- Knowledge of federal contracting, procurement communications, or 8(a) program marketing

- Active social media management portfolio demonstrating work for comparable organizations
- Experience with community engagement in Native American or Indigenous communities
- Familiarity with NTIA broadband programs, BIA contracting, IHS programs, or other relevant federal initiatives

5. Tribal Preference Statement

Grey Snow Management Solutions, LLC is a 100% tribally-owned enterprise of the Iowa Tribe of Kansas and Nebraska. In alignment with our mission and values, we extend tribal preference to enrolled members of federally recognized tribal nations.

Iowa Tribe of Kansas and Nebraska enrolled members are encouraged to apply and will receive priority consideration. Enrolled members of other federally recognized tribes are also encouraged to apply and will receive preference in evaluation. This preference applies to both individuals and firms majority-owned by enrolled tribal members.

Tribal preference is a preference in evaluation, not an exclusive requirement. All qualified individuals and firms are welcome to submit proposals.

6. Proposal Requirements

A complete proposal must include all of the following components, submitted in the order listed. Proposals missing required components may be disqualified.

Component 1: Cover Letter (2 pages maximum)

Introduce your firm or individual practice. Briefly explain why you are well-suited to serve Grey Snow Companies. Demonstrate your understanding of our mission, our tribal community context, and the unique nature of this engagement.

Component 2: Organizational / Individual Background

Provide an overview of your firm or individual practice, including years in operation, team members who would support this engagement (with brief bios), and a summary of your areas of expertise. If you are a solo practitioner, describe your professional background and network of collaborators.

Component 3: Relevant Experience

Provide a minimum of three (3) examples of relevant engagements. For each example, include:

- Client name and type of organization
- Scope of work performed
- Outcomes or results achieved
- Relevance to Grey Snow's needs

Tribal and federal government experience should be highlighted prominently.

Component 4: Proposed Approach

Describe your methodology for addressing each of the five scope areas identified in Section 3. We are interested in how you think, not just what you do. Explain how you would prioritize, sequence, and measure your work given the resources and context of a growing tribally-owned enterprise.

Component 5: Sample Campaign Deliverable (Required)

This is the section we are most interested in reading.

Submit a brief campaign concept OR a 30-day content plan designed specifically for Grey Snow Companies. This does not need to be a fully produced campaign — we want to see your strategic thinking, your understanding of our audience and mission, and how you would approach our unique positioning as a tribally-owned enterprise. Show us how you would tell our story.

This deliverable may be submitted as a separate attachment. There is no strict format requirement.

Component 6: References

Provide a minimum of three (3) professional references from tribal clients, tribal community organizations, or tribal government entities. For each reference, provide:

- Contact name and title
- Organization name and type
- Phone number and email address
- Brief description of your relationship and the work performed

Component 7: Proposed Pricing Model

Grey Snow operates under a Master Service Agreement with project-by-project approval. There is no fixed retainer or predetermined budget. You are invited to propose the pricing structure that best reflects how you work.

Your pricing submission should include:

- Your preferred pricing model (hourly, project-flat, hybrid, or other)
- Example rates or ranges for common service types (e.g., social media management per month, content creation per deliverable, strategy session per hour)
- Any minimum engagement requirements or retainer preferences

Pricing will be evaluated on value and clarity, not lowest cost.

Component 8: Tribal Enrollment Verification (If Applicable)

Enrolled members of federally recognized tribes seeking tribal preference should include documentation of enrollment (e.g., tribal enrollment card or letter from enrollment office). This documentation will be handled confidentially and used solely for preference evaluation purposes.

7. Evaluation Criteria

Proposals will be reviewed by a Grey Snow evaluation committee and scored on the following criteria. The committee reserves the right to request follow-up interviews with shortlisted proposers.

Evaluation Criteria	Points (100 Total)
Demonstrated understanding of tribal communities and Indian Country	30 points
Proposed approach and strategic methodology	25 points

Relevant experience and portfolio quality	20 points
Sample campaign deliverable for Grey Snow	15 points
Pricing model and overall value	10 points

Tribal preference points may be applied in addition to scored criteria for enrolled tribal members per Section 5.

Grey Snow reserves the right to conduct interviews with finalists prior to selection.

8. Contract Terms Summary

- Agreement type: Master Service Agreement (MSA) with project-level Statements of Work (SOWs)
- Initial period: 6-month pilot engagement
- Renewal: Subject to mutual agreement following successful pilot completion
- Work authorization: All work must be initiated via approved SOW before commencement
- Pricing: Per-project, based on approved SOW; respondents propose their own model
- Reporting: Contractor will report to Grey Snow's designated internal marketing lead on day-to-day activities
- Confidentiality: Contractor will be required to execute a Non-Disclosure Agreement
- Intellectual property: All work product created under this agreement shall be the property of Grey Snow Management Solutions, LLC

9. Submission Instructions

Proposals should be submitted electronically in a single PDF document (with the sample campaign deliverable as a separate attachment if preferred).

Submit to:

Britni Beck

BBeck@greysnow.com

Grey Snow Management Solutions, LLC

Email subject line:

"Grey Snow RFP — Marketing & Communications — Britni Beck"

Submission deadline:

Proposals are accepted on a rolling basis. Grey Snow reserves the right to close the review process at any time upon selection of a qualified contractor.

Questions:

All questions regarding this RFP should be submitted in writing to the email address above. Responses to substantive questions may be shared with all interested parties at Grey Snow's discretion.

10. Reservation of Rights

Grey Snow Management Solutions, LLC reserves the right to:

- Reject any or all proposals received in response to this RFP
- Waive informalities or technical irregularities in any proposal
- Request clarification or additional information from any proposer
- Award a contract to more than one qualified contractor
- Cancel or modify this RFP at any time without obligation
- Negotiate with one or more proposers simultaneously

This RFP does not constitute a commitment or obligation by Grey Snow Management Solutions, LLC to award a contract. All costs incurred in preparing a proposal in response to this RFP are solely the responsibility of the proposer.

Thank you for your interest in partnering with the Grey Snow Companies.

We look forward to reviewing your proposal and finding the right partner to help us tell our story.

www.GreySnow.com | An Iowa Tribe of Kansas and Nebraska Company