



REQUEST FOR PROPOSALS

CREATIVE, REBRANDING SERVICES, AND WEBSITE DEVELOPMENT

for East Hants and Districts Chamber of Commerce

Date Issued: December 20, 2021

Submission Deadline: 4PM January 14, 2022

ABOUT EHCC

The East Hants and Districts Chamber of Commerce (EHCC) is a not-for-profit organization that serves as the "Voice of Business in East Hants" on economic issues for its close to 320 members, representing small, medium, and large enterprises in the East Hants community and beyond. The Chamber is a member-driven, volunteer-led organization, committed to helping the business community connect, grow, and prosper for the benefit of the whole community. In doing so, its core services are:

- Promotion of the business community
- Provision of value-added services and benefits to its members
- Education and business skills training
- Advocacy
- Provision of resources to the business community

Our Mission (current):

The East Hants and Districts Chamber of Commerce is committed to helping the business community connect, grow, and prosper for the benefit of the whole community.

Current Guiding Principles:

1. We are transparent and accountable to our members.
2. We foster goodwill and positive relationships in our dealings.
3. We are committed to providing a welcoming and inclusive environment.
4. Our decisions and actions are driven towards the best interests of our membership.
5. Our decisions and actions reflect the optimal use of the East Hants & Districts Chamber of Commerce's resources.
6. We are actively engaged in connecting, supporting, and growing our business community.
7. We are the voice of business in the East Hants & Districts region in matters of economic, social, and political importance.

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS

1.1 Invitation to All Proponents

This Request for Proposals (the "RFP") is an invitation by the East Hants and Districts Chamber of Commerce (EHCC) to proponents to submit proposals for the provision of creative services and website design including creative services, logo creation and cohesive branding for website, social media content, and website development, as further described in the RFP. Proponents may submit for one, two or all three of the required services.

The successful vendor will work with the EHCC in developing the overall branding, that will be used for the Chamber's membership marketing campaign, events marketing, and special program/project marketing, and monthly newsletters. The successful vendor will work with the EHCC in developing a new logo for the EHCC, one that will work for many platforms such as white paper promotional material, website, and various social platforms. The work requires regular communications with the EHCC staff, and efficiency to ensure delivery of services meets deadlines.

1.2 RFP Contact

For the purposes of this procurement process, the “RFP Contact” shall be:

Tracey Williams

Executive Director – info@ehcc.ca

Proponents and their representatives are not permitted to contact any employees, board members or other representatives of the Chamber other than the RFP Contact concerning this RFP. Failure to adhere to this rule may result in disqualification of the proponent and the rejection of the proponent’s proposal.

1.3 Type of Contract for Deliverables

The selected proponent will be required to enter into an agreement with EHCC for the provision of the services outlined. The EHCC welcomes proposals from both members and non-members, with a preference given to EHCC members.

1.4 RFP Timetable

Issue Date of RFP	December 20th, 2021
Register Interest in RFP	Anytime prior to the Submission Deadline
Deadline for Questions	Jan 7th, 2021
Submission Deadline	January 14th, 2022
Presentation/Interview with shortlist of proponents (if required)	January 21st, 2022
Anticipated Awarding of Contract	January 25th, 2022
Project to be completed	March 15th

**The RFP timetable is tentative only and may be changed by EHCC at any time.

1.5 Registering Interest in RFP

Proponents are kindly asked to register their interest in responding to the RFP prior to the submission deadline. This is to ensure that EHCC can track expected proposals and correspond with proponents on any amendments or updates to the RFP. Proponents may submit for one, two or all three of the required services.

1.6 Submission of Proposals

Proposals must be submitted electronically by email in pdf form. In the interest of simplifying the RFP process, proponents are asked to limit their written response to a maximum of six pages excluding the cover.

Proponents may submit amendments to their proposal electronically up until the submission deadline. Any amendment received after the submission deadline will not be accepted.

Part 2 - RFP PARTICULARS

EHCC seeks to secure the services of a marketing agency to provide creative services with the purpose to develop a new EHCC logo and branding with updated website design. These services include but are not limited to:

- Familiarize themselves with the EHCC and the business community that they serve.
- Recommend strategies and practices for creative development.
- Create a modern logo/brand that represents the EHCC and the members it serves.
- Redesign a new website or update the current EHCC website.
- Develop effective marketing creative template for the Chambers events and programs (Example: President's Excellence Awards Gala, EHCC AGM, Annual Trivia Night).
- Provide quotes for services required in RFP.
- Provide easily accessible and responsive agency administrative support for the EHCC for twelve months after services are completed.

PART 3 – EVALUATION OF PROPOSALS

3.1 Mandatory Requirements

EHCC will review proposals to determine whether the mandatory requirements as set out in the RFP Particulars have been met. If the proponent fails to satisfy the mandatory requirements, its proposal will be excluded from further consideration.

3.2 Rated Criteria

EHCC will evaluate each compliant proposal based on the rated criteria as set out in the RFP. The following is an overview of the categories and weighting for the rated criteria of the RFP.

	Rated Criteria	Weighting	Criteria
a.	Please provide a brief overview of your company		-Business Operating Name -Years in business -Top 3 clients by dollar value and by years of providing creative services and web management. - Support team compliment including current roles, responsibilities and experience and the role they would play on this account. - Primary contact details
b.	Understanding of the Role		Please provide your interpretation of the EHCC's current environmental situation and how your organization

			would be able to help EHCC meet its objectives?
c.	Recommended Approach		<ul style="list-style-type: none"> - Please provide a recommendation on how your organization would create and design the EHCC a) logo and b) branding to ensure that it represents the EHCC effectively. - Identify the type of measurements and reporting you use to monitor results and keep client informed of the work and effectiveness. - How would you ensure your organization provides best price and best value for money on both creative services and website design/update?
d.	Relevant Experience		<ul style="list-style-type: none"> - Please provide examples of relevant experience in a) creative services development and/or b) website design including the role that your organization played in the success of the client's work. - Please provide 2 examples of recent brand and logo creation (presented in various mediums) for a similar organization in scope and size. - Please provide 2 examples of recent websites that your organization developed and continues to manage/maintain for a client. - Please include these examples in the body of the proposal. No attachments necessary.
e.	Unique differentiators		What makes your company different and why should EHCC choose you over your competitor
f.	Project References		Provide references who can attest to and provide examples of your qualifications to do this type of work.
g.	In-kind Sponsorship		Please describe any in-kind sponsorship and the value that your organization would propose.

PART 4 – PRICING FORM

Pricing Scope of Work: the following outlines some typical creative and branding needs of EHCC for day-to-day promotion of events, programs, and the Chamber itself. This is not all encompassing. Please provide approximate costing, including cost breakdown for each component of the RFP. Proponents may submit for one, two or all three of the required services.

Please complete the below table and include it with your proposal. All fees should be exclusive of HST.

New Logo Design	
	<i>Subtotal:</i>
Creative Fees	
	<i>Subtotal:</i>
Website Updates and Design	
	<i>Subtotal:</i>
	<i>Total (HST excluded)</i>

****if you need more space, please use a separate page.**

PART 5 – GENERAL INFORMATION

5.1 All the provisions of the RFP are deemed to be accepted by each proponent and incorporated into each proponent's proposal.

5.2 Proponents should structure their proposals in accordance with this RFP. Where information is requested in this RFP, any response made in a proposal should reference the applicable section number of this RFP.

5.3 In the evaluation process, EHCC may include information provided by the proponent's reference and may also consider the proponents past performance or conduct on previous contracts with the EHCC.

5.4 The proponent shall bear all costs associated with or incurred in the preparation and presentation of its proposal, including if applicable, costs incurred for interviews or presentations.

5.5 EHCC makes no guarantee of the value or volume of work to be assigned to the successful proponent. The agreement to be negotiated with the selected proponent may not be an exclusive contract for the provision of the work. EHCC may contract with others for services on special projects or new campaigns or projects that arise during the period of the agreement with the successful proponent.

5.6 The RFP may be amended if for any reason EHCC determines that it is necessary to provide additional information relating to this RFP. The RFP will be updated on the EHCC website under Chamber News and all proponents who self-identify in the Chamber Member Directory as providing these services and those proponents who have registered their interest will be advised of the amendment.

5.7 EHCC reserves the right to cancel the RFP at any time.