



REQUEST FOR PROPOSAL:

WEBSITE REDEVELOPMENT & MARKETING SUPPORT



1. INTRODUCTION

About Us:

Trade Winds To Success Training Society is dedicated to laying the groundwork for Indigenous individuals to secure employment and attain journeyman status, fostering economic prosperity. Unlike any other program, we are tailored to assist Indigenous clients in overcoming obstacles to enter and excel in the trades.

Through collaborations with various partners and stakeholders, Trade Winds To Success offers apprenticeship readiness training and assistance to Indigenous individuals in Alberta. As a non-profit organization, our mission is to bridge the apprenticeship divide between Indigenous and non-Indigenous Albertans and reduce gender inequality in the trades.

Our programs are provided at no cost to participants, ensuring that financial constraints do not hinder their educational and career aspirations. Since our inception in 2005, over 3,000 Indigenous individuals have engaged in our training initiatives, with many now holding or actively pursuing journeyman status in their chosen trade.

Project Overview:

The purpose of this Request for Proposal (RFP) is to invite businesses who specialize in website design, video production, and printed materials to submit proposals to our organization.

We are currently seeking qualified marketing firms to create promotional videos, redevelop the Trade Winds website, and print materials. Our main goal is to increase brand awareness and diversify brand recognition to support funding goals, program advocacy, recruitment, partnerships, and industry opportunities.

Budget:

The budget for this project is \$50,000.



2. SCOPE OF WORK

The chosen firm will undertake the following responsibilities:

- Auditing and redeveloping the Trade Winds website, incorporating improvements to accommodate an online client application form.
- Producing informative videos to educate potential clients about our training programs and employment expectations within the construction trades.
- Auditing and redeveloping Trade Winds' printed materials, which include recruitment/program brochures, sponsorship brochures, case for support documents, and pop-up banners.

As an Indigenous-led organization, we seek a firm that will emphasize storytelling, Indigenous culture, and language across all our marketing materials and website. The objective is to maintain a consistent brand that is easily recognizable as Trade Winds To Success.



3. SELECTION CRITERIA

The ideal bidder should:

- Possess expertise in website development, specifically in integrating forms and enable Trade Winds staff to update the site regularly.
- Have a strong background in producing high-quality educational videos.
- Demonstrate proficiency in creating innovative printed promotional materials.
- Have substantial experience collaborating with Indigenous organizations to showcase and celebrate our unique and diverse culture.

4. SUBMISSION PROCESS

Submission Guidelines:

Contact Details

To submit your proposal, please send it via email before the deadline, including the following information:

- Project Name or Description: RFP - Marketing
- Company Name
- Address
- Contact Person
- Contact Information (phone number and email address)

Kindly forward your submission to Shannon McCarthy, Executive Director, at smccarthy@twts.ca.





Submission Criteria

For a submission to be considered, it should contain the following elements as a minimum requirement:

- Provide a firm description encompassing a general overview, along with the names, credentials, and experience of the creative team.
- Present a one-page narrative outlining the firm's strengths, unique skills, or capabilities relevant to the project's scope.
- Present a detailed execution plan of the project scope, including timelines and how the Indigenous perspective will be integrated into the work.
- Include samples of past completed projects.

Timeline:

- Submission must be received by April 19th
- Interview and selection April 22nd - April 26th
- Notification of successful bidder April 30th
- Project Timeline May 6th - September 30th

Only bidders selected for the interview process will be contacted.





Proposal Evaluation

Trade Winds to Success will assess all submissions based on the following criteria:

For your proposal to be considered in this Request for Proposal, it should be comprehensive and cover all of the following aspects:

- **General proposal suitability:** The proposed solution(s) must align with the requirements and specifications outlined here and should be presented clearly and logically.
- **Organizational Experience:** Bidders will be evaluated on their relevant experience related to this project's scope.
- **Past projects:** Bidders will be assessed based on their previous work in website design, educational videos, printed promotional materials, client testimonials, and references.
- **Value and cost:** Bidders will be evaluated on the cost-effectiveness of their proposed solutions in line with the project's scope.
- **Technical proficiency and experience:** Bidders need to provide details and evidence of their staff's technical skills and experience.

***As an Indigenous-led and focused organization, we understand the importance of supporting Indigenous communities and organizations. Preference will be given to marketing firms that are Indigenous-owned.*

