



## REQUEST FOR PROPOSAL

WAHNAPITAE FIRST NATION

WEB RE-DESIGN & SOCIAL MEDIA MARKETING

Web Re-Design, Development & Social Media Marketing

September 17, 2018

Issued by: Executive Director

Wahnapitae First nation Representative: Julie Fontaine

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## **1. Introduction & Background**

Wahnapitae First Nation is a non-profit organization requiring website Re-Design, Development & Social Media Marketing and is now accepting proposals in response to this Request for Proposal in order to find a qualified source to provide Website Re-Design, Development & Social Media Marketing. Our goal with Website Re-Design, Development & Social Media Marketing is to:

1. Inform membership of programs and services
2. Inform membership of upcoming General Membership Meetings and Regular Council Meetings, and minutes of said meetings.
3. Post achievements and goals within our community.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to Wahnapitae First Nation. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of the Proposal below:

## **2. Submission Guidelines & Requirements**

The following submission guidelines & requirement apply to the Request for Proposal:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this Request for Proposal.
2. Bidders intent on submitting a proposal should so notify the representative identified on the cover page no later than September 28, 2018 at 4:30 PM.
3. Bidders must list at least three projects that are substantially similar to this project as part of their response, including references for each. Example of work should be provided as well.

4. A technical proposal must be provided that is not more than twelve(12) pages. This technical proposal must be provided an overview of the proposed solution as well as resumes of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule and milestones, as applicable.
5. A price proposal must be provided that is not more than two (2) pages. This price proposal should indicate that overall fixed price for the project as well as hourly rates and an estimated total number of hours, should Wahnapiatae First nation decide to award a contract on an hourly rate basis.
6. Proposals must be signed by a representative that is authorized to commit bidder's company.
7. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subjected to negotiation.
  - a) Proposal must be received prior to September 18, 2018 to be considered.
  - b) Proposal must remain valid for a period of thirty (30) days.
  - c) Wahnapiatae First Nation anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to of these individual firms.

### **3. Project Description**

The purpose of this project is as follows: To develop and re-design Wahnapiatae First Nation website to better serve our community, including the development, planning and execution of a digital marketing strategy for both Wahnapiatae First Nation and Rocky's on the Lake.

The description of the project is as follows: A new website design, coupled with an effective digital marketing strategy utilizing Facebook for Wahnapiatae First Nation to better communicate and inform our members of upcoming meetings, plans, programs, and services offered to our members.

Develop a webpage using Facebook for Rocky's on the Lake, to use digital marketing strategies to utilize information about Rocky's, provide a direct point of contact for potential customers, customer communication, and promotional activities with current and past brand followers.

### **4. Project Scope**

The scope of the project entails re-designing current webpage and accurate information, provide the continuous management of the system integration, provide optimizations of the marketing service, and utilizing advance search engines optimization to better service Wahnapiatae First Nation and its members.

## **The successful bidder will be responsible for:**

The criteria set forth below should be met to achieve successful completion of the project

1. Criteria 1 – provide the set-up and redesign of Wahnapiatae First Nation and Rocky's website
2. Criteria 2 - provide continuous support of management system integration of both web site.
3. Criteria 3 - provide assistance in the marketing procedure and products to market
4. Criteria 4 – provide on going support for Wahnapiatae First Nation and Rocky's for search engine optimization
5. Criteria 5 – Provide support for members that have any questions or concerns on how to use the website

Acceptance of work is contingent on the following acceptance criteria:

1. Criteria 1 - Quality of Service & Design of website
2. Criteria 2 - Effective use of marketing strategies
3. Criteria 3 – Knowledge of product and services agreement
4. Criteria 4 - Maintenance of website
5. Criteria 5 – Cost efficient, Accessibility, Reliable service.

## **RFT & Project Timelines**

1. Criteria 1 – Quality of Service & Design of website
2. Criteria 2 – Effective use of marketing strategies
3. Criteria 3 – Knowledge of product and service agreement
4. Criteria 4 – Maintenance of website
5. Criteria 5 – Cost efficient, Accessibility, Reliable service.

## **The Request for Proposal timeline is as follows:**

Request for Proposal Issuance	September 28, 2018
Selection of Top Bidder/Notification to Unsuccessful Bidders	October 5, 2018
Start of Negotiations	October 9, 2018
Contract Award/Notification to Unsuccessful Bidders	October 15, 2019

