



Neeginan Education, Training and Employment Services, Inc. (NETES)

REQUEST FOR PROPOSAL (RFP)

For Marketing and Brand Management Services

ISSUE DATE: April 25, 2025

CLOSING DATE AND TIME: Proposals must be received in electronic format by 4:00 pm CST on May 16, 2025.

Contents

Neeginan Education, Training and Employment Services, Inc.	1
1. Purpose	1
2. Organization Background	2
3. Scope of Work	2
4. RFP Process	3
5. Proposal Format and Content	3
6. Additional Terms and Expectations	4
7. Evaluation of Proposals	4
8. Criteria for Assessment	4
9. Appendices	5

1. Purpose

Neeginan Education, Training and Employment Services, Inc. (NETES) seeks proposals from qualified, Indigenous-led marketing agencies to provide comprehensive marketing and brand management services. The successful proponent will assist NETES in rebranding its identity, establishing new marketing dashboards, and creating a sustainable multi-year marketing strategy. This will include services in social media management, media buying, branding, web design and development, marketing, copywriting, content management, graphic design, and communications strategy.

2. Organization Background

Neeginan Education, Training and Employment Services, Inc. is committed to providing Indigenous people with opportunities for education, employment, and skills development. Based in Winnipeg's North End, NETES offers programs aimed at creating pathways to self-sufficiency and empowering the local Indigenous community. With a focus on social inclusion and support for underserved populations, NETES serves as an essential pillar for Indigenous people's growth and success in the urban landscape.

NETES requires a marketing partner who shares a similar commitment to Indigenous communities, with an understanding of the unique needs and experiences of Indigenous and underserved populations.

3. Scope of Work

The selected vendor will be responsible for the following key deliverables:

Phase 1: Rebrand and Marketing Strategy Development

- **Research and Analysis:** Conduct a thorough analysis of NETES current brand, target audiences, and market positioning.
- **Rebranding:** Develop a new visual identity, including logo, color palette, typography, and any necessary tagline(s).
- **Branding Guidelines:** Create a comprehensive style guide for brand usage to ensure consistency across all marketing materials and communications.
- **Communications Strategy:** Develop an actionable communications strategy that aligns with NETES' mission and target populations.

Phase 2: Digital Marketing and Content Strategy

- **Social Media Management:** Develop and implement a social media strategy to enhance NETES' presence and engagement.
- **Media Buying and Marketing Campaigns:** Plan and execute media buys (digital and traditional) to expand outreach and visibility.
- **Web Design and Development:** Redesign or enhance NETES' website, ensuring it is user-friendly, accessible, and optimized for search engines.
- **Copywriting and Content Creation:** Write engaging and culturally relevant content, including blog posts, newsletters, press releases, and marketing materials.
- **Graphic Design:** Produce graphics for digital, print, and social media platforms.

Phase 3: Ongoing Support and Reporting

- **Marketing Dashboards:** Set up marketing dashboards to track the effectiveness of campaigns and provide ongoing analysis and reports.

- **Annual Marketing Plan:** Develop an annual marketing plan that includes all the necessary activities to sustain NETES' marketing and brand goals over the next 3 years.

4. RFP Process

- **Intent to Submit:** Vendors are encouraged to confirm their intent to submit a proposal [by emailing mbartlett@netes.ca](mailto:mbartlett@netes.ca) by May 5, 2025. This ensures they receive all responses to inquiries and any additional information distributed during the RFP process.
- **Inquiries:** All inquiries related to this RFP should be directed to mbartlett@netes.ca no later than May 6, 2025. Responses to inquiries will be shared with all potential proponents.
- **Proposal Submission:** Proposals must be submitted in PDF format to mbartlett@netes.ca by 4:00 pm CST on **May16, 2025**. Late submissions will not be considered.
- **Notification:** Vendors will be notified of the results by May 30, 2025.

5. Proposal Format and Content

Proposals should include the following:

1. **Cover Letter:**
 - Signed by an authorized representative, confirming an understanding of the RFP and commitment to the proposed engagement.
2. **Work Plan:**
 - Outline the methodology and timeline for completing the marketing and branding services, including staffing levels and anticipated effort.
3. **Experience and Qualifications:**
 - Provide a brief overview of the firm's relevant experience, including at least three recent projects with similar scope.
 - Bios of key personnel involved in the project, specifically defining department leads and main points of contact for ongoing project work
 - Proof of at least 6 years of company existence. Vendor must provide articles of incorporation
 - Confirmation that the vendor is Indigenous-led and based in Winnipeg's North End.
 - Confirmation of having at least \$2 million in liability insurance.
 - Confirmation of a completely in-house team with expertise in all services required.
4. **Price Proposal:**
 - Provide a lump-sum fee for the project and a detailed cost breakdown by deliverable OR standard hourly project rates OR a combination of both where applicable

5. References:

- Include contact information for three references from local outreach organizations. Include case studies related to branding and web services provided to those organizations.

6. Other Information:

- Highlight any additional qualifications, unique approaches, or value-added services that make your proposal stand out.

6. Additional Terms and Expectations

- **Proposal Validity:** Proposals must remain valid for 90 days from the closing date.
- **Confidentiality:** All information obtained during this RFP process is confidential and must not be disclosed without consent.
- **Ownership:** All deliverables produced and intellectual property rights under this contract will be owned by NETES.

7. Evaluation of Proposals

Proposals will be evaluated based on the following criteria:

- **Understanding of Scope of Work** (20%)
- **Experience with Indigenous Communities** (20%)
- **Experience with Similar Projects** (20%)
- **Expertise of Key Personnel** (15%)
- **Proposed Budget** (15%)
- **Approach to Collaboration and Flexibility** (10%)

8. Criteria for Assessment

The evaluation will consider how well the proposal addresses the needs and objectives outlined in the RFP. The selected vendor will demonstrate the ability to meet project deadlines, provide a culturally relevant approach, and produce high-quality deliverables that align with NETES mission and goals.

9. Appendices

- **Appendix A:** Response Cover Letter Template

For more information about Neeginan Education, Training and Employment Services, Inc., please visit <https://netes.ca/>

Appendix A: Response cover letter format sample

[Proponent's Letterhead]

[Date]

Neeginan Education, Training and Employment Services, Inc.

Attention: **Marileen Bartlett** RFP Selection Committee

Email: mbartlett@netes.ca

Dear Selection Committee,

We, the undersigned, hereby submit our proposal in response to the Request for Proposal for Marketing and Brand Management Services issued on XXX. We have reviewed and understood all instructions and provisions contained in the RFP. We confirm that the statements made in our proposal are true and accurate.

Sincerely,

[Your Name]

[Your Signature]

[Your Position]

[Your Company]