

Request for Proposals

GRAPHIC DESIGNER / BRANDING CONTRACTOR

Organization Requesting the Services

Nine Circles Community Health Centre is a community-based, non-profit organization that promotes sexual and personal health and specializes in HIV/STI prevention and care. We aim to improve the overall health of our community by: reducing the rate of infection for HIV and STIs, improving the quality of life for those living with HIV and decreasing the stigma and discrimination associated with sexuality and sexual health.

Location

Winnipeg

Duration

April 1, 2018 – September 15, 2018

Professional Fee

Not to exceed \$6,000 including expenses (plus applicable GST/PST)

Services Requested Summary

Nine Circles is currently seeking graphic design proposals for our Red Ribbon Run/Walk event that will take place in September. Since 2009 Nine Circles has been the host of the annual Scotiabank AIDS Walk for Life. The primary objectives of the annual event are to raise awareness of HIV/AIDS and to raise funds to support related programming at Nine Circles.

Starting in 2018, Nine Circles will be hosting the annual event independent of our previous national affiliations with Scotiabank and the Canadian AIDS Society. While the timing of the event will be the same as previous years, Nine Circles has completely revamped the event format, from a walk to a fun run/walk, with new corporate sponsors, and a new event location. We require a new, and equally fresh, branding campaign to launch the new format of our event. Our target audience includes our existing supporters but to also reach out to the running community and potentially branch out to a new market of supporters.

Our Run/Walk event date is Sunday, September 23, 2018.

The services deliverables will include:

- The working title of our event is presently the “Red Ribbon Run/Walk” but Nine Circles is open to any other suitable creative suggestions
- A distinct and memorable event logo that can be used in future years
- A race brochure similar in format to other local races that appeals to the running community
- Graphic elements for the 2018 walk/run campaign, to be used for online promotion and incorporated into print materials

- Print materials including: a poster that could potentially be adapted/resized into ads, signage (including banners), save the date flyers and other collateral
- Resizing and/or ad adaptations post-launch as our event date approaches

Proposed Timeline

- March 9: Request for proposals posted
- March 23: Deadline for proposals
- March 30: Designer selected
- March 31-April 16: Meet with designer; draft images (logo, campaign graphic elements and concepts) for feedback purposes due from designer
- April 16-20: Feedback gathering with event working team
- April 20-May 1: Meet with designer, provide feedback on logo and campaign graphic elements
- May 1-11: Finalize Save-the-Date, finalize logo and campaign graphic elements
- May 12-25: Draft and finalize Race Brochure
- June 1: In-hand date for save the date & brochure, race/event online registration begins
- June 1-Sept 15: Posters, ad design and resizing, signage (TBD)

Bidder Qualifications

- Demonstrated training and expertise in communications and graphic design
- Ability to work in a timely manner and deliver products in line with agreed timeframes, ensuring strong communication with our event project team
- Knowledge of the health-community-social sector is an asset
- Fluent in English
- Ability to meet client in Winnipeg for face to face meetings and/or ability to utilize virtual meeting technology

Bidder Requirements for Submission

Bidders are to include the following information:

- Firm background and related projects
- Approach to the required work
- Ability to provide 3-5 samples of work
- Rates for required work
- Three references

How to Apply

Interested bidders will electronically forward their submission to (not to exceed 20MB):

Email: humanresources@ninecircles.ca

Website links to work samples will also be accepted.

Mention “Red Ribbon Run Campaign RFP” in the subject line of your email application.

Project queries may also be directed to the above email address.

Deadline for application: Friday, March 23, 2018 by 4:00 p.m.

Nine Circles thanks all bidders for their interest, however only those selected for further consideration will be contacted.