



**WINDSOR ENDOWMENT FOR THE ARTS**

**Request for Proposal**

**Marketing and Branding Campaign**

**RFP Issue Date: January 15, 2010**  
**RFP Due Date: February 3, 2010 4:00 pm.**

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## **INTRODUCTION**

The Windsor Endowment for the Arts (WEA) is seeking responses to a Request for Proposal from firms that have an expertise in developing marketing and branding campaigns, specifically focused on the Arts and Cultural Development.

### ***About the Windsor Endowment for the Arts***

The Windsor Endowment for the Arts (WEA) is a funding body devoted to the arts for the betterment of the community. The goal of all projects and fund raising initiatives undertaken by WEA has been to build the endowment fund while focusing on the arts. All events to date have highlighted artists from the visual, literary, musical, dramatic, and culinary arts.

In establishing an endowment fund for the arts, WEA brings greater understanding through arts education and fosters appreciation of local artists and their work in our community. In its leadership role, WEA is instrumental in forging alliances between businesses and arts; partnering various arts and art-related organizations in collaborative ventures; encouraging young people to participate in artistic pursuits; advancing Windsor artists' profiles; and providing opportunities for both the arts patron and the general public to experience art.

### ***History of WEA***

In 1995, a group of arts organizations, including the Arts Council-Windsor & Region, Gina Lori Riley Dance Enterprises, and the artist-run gallery Arcite, approached City Council as one entity, requesting assistance to create a permanent funding base for community artists and arts organizations.

With encouragement, WEA was then established for the threefold purpose of creating a stable funding base; establishing principles for the growth and governance of the organization; and developing a systemic approach for the evaluation of funding applications.

The declared principle of WEA was then, and continues to be, to encourage, advise, develop, and celebrate the existence of the arts in Windsor in order to enrich the quality of life in the greater community.

With years of activity on these fronts behind it, WEA is now poised to realize its initial purpose of creating a stable base of funding that will continue to grow and to nourish the growth of the arts in Windsor.

### **Intent**

WEA desires to develop and implement a marketing and branding campaign to provide a meaningful branding and marketing campaign that reinforces its leadership role in the arts for the betterment of the community. We seek the services of a qualified company with substantial marketing experience and a commitment to the arts and the cultural life of the Windsor/Essex Chatham-Kent Region.

## SCOPE OF WORK

WEA requires the following services:

1. Web site redesign
2. Key message development and brand positioning (see Appendix A for WEA Vision, Mission Statement and Objects of the Corporation)
3. Development of a communications and marketing plan
4. Creation of initial marketing materials
5. Print and support materials - Newsletter, brochure and flyer templates.
6. An implementation plan

## DELIVERABLES

In the event of an award, and for the pricing offered, the winning firm should anticipate being responsible for deliverables to include, but not limited to, the following:

### **1. Web site redesign**

WEA is seeking a site redesign and new development of our organization web page. The address of WEA's present site is – [www.wea-arts.com](http://www.wea-arts.com). The redesign of this site will provide a place for the professional image of WEA to be communicated visually, act as a marketing tool and provide an important point of contact and information. When individuals visit the WBE a website, we want them to find a current, factual and informative site that can be navigated easily.

The following are some guidelines that identify the main components we require from a site redesign:

- The professional image of WEA must be communicated visually through clean and simple, yet eclectic, design.
- liquid design of page that expands and shrinks to suit users monitor size war preferred window size.
- an attractive homepage with a fixed place for one feature news item with a headline and brief intro line, able to link to a full story within the site
- a fixed place for a feature photo item, to change frequently
- ability for WEA to create or update registration forms for events, nomination forms for the awards and membership applications
- ability to maintain and update content at the WEA offices by WEA staff
- ability to maintain our update, add and post pages online at WEA offices
- navigation items [to include drop down boxes]
- a link from all front page feature items to correct place on site
- website hosting plan that includes a blog (to be developed by WEA)

## **2. Key message development and brand positioning**

The WEA brand must be more than just a logo. Our brand must evoke an immediate image, emotion and message that people will experience when they think of WEA. Development of the WEA brand will define what is central and enduring about WEA in a relevant, clear and distinctive message.

For further information regarding WEA, see Appendix A for the Vision, Mission Statement and Objects of the Corporation.

## **3. Development of a communications and marketing plan**

The communications and marketing plan must inform the arts community, potential donors, philanthropists and the general public of the awards and benefits provided by WEA. Define the actions needed to reach each segment of our constituents and membership.

- Develop clear messaging on the goals of WEA, especially with regard to potential donors
- Develop a strategic plan for communications and marketing
- Development of potential marketing partnerships and collaborative efforts

## **4. Creation of initial marketing materials**

Including but not limited to:

- An original graphic logo, graphics and slogan suitable for print and on-line
- Collateral materials to develop a new visual identity for WEA and the WEA awards (**as a sub brand**)
- A series of one page fact sheets on: the WEA awards, WEA Grants, walk for a creative city, sponsorship opportunities

## **5. Print and on-line support materials**

Including but not limited to:

- Newsletter and e-newsletter template  
Letterhead, envelopes, business cards, membership cards
- generic tri-fold brochure, planned giving brochure, one page fact sheets
- sponsorship and donor package
- incorporate logo/identity into the design of letterhead, envelopes, website and other outreach material.

## **6. Implementation plan**

Provide a plan outlining how and when the branding and marketing campaign should be implemented.

## Proposal Guidelines

In order to provide each firm an equal opportunity for consideration, adherence to a standardized proposal format is requested. Individual, and complete proposals must be submitted and must contain the following elements, organized into separate headings or sections, as listed below. Please submit your proposal in the following format:

1. **Firm and team experience** – including examples of previous work done for clients in the areas of branding, identity, and marketing.
2. **Work proposal** – identifying exactly what your firm proposes with regard to the deliverables listed in this document as well as any other products or services that are suggested or may be deemed optional. At a minimum, each deliverable listed in this document must be addressed.
3. **Work Plan** – including a breakdown of project phases and delivery schedule.
4. **Price Proposal** – including a detailed, itemized price list for various services, preferably in menu-style - highlighting any optional work, products or services. Please identify the final price for the project with tax included.
5. **In-kind contribution** - List any products, services, price reductions or other in-kind contributions your firm is willing to provide.
6. **References** – 3 references from persons or companies that your firm has supplied marketing and branding services to.

## Project schedule

The following is our proposed project start-up schedule

Task	Completion date
Invitation to Bid/Submit RFP	Friday, January 15, 2010
RFPs Returned	Wednesday, February 3, 2010
Select Firm	Saturday, February 6, 2010
Board Approval	Tuesday, February 9, 2010
Contract Start date	Wednesday, February 10, 2010

## Proposal submission

### ***Delivery and quantity of submissions***

Proponents are required to submit an electronic copy (on CD or via email) of the proposal.

- **CDs to be delivered to Pat Lewis c/o 2365 McDougall St. (Field House)**
- **email proposal to be sent to [jescott100@yahoo.com](mailto:jescott100@yahoo.com)**

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### ***Closing date and time:***

All submissions must be submitted by **Wednesday, February 3, 2010 at 4:00 pm.**

Submissions received later than the specified closing time may be rejected at the sole discretion of WEA.

### ***Questions and inquiries***

Questions concerning this RFP are to be directed by email to: Jennifer Escott at [jescott100@yahoo.com](mailto:jescott100@yahoo.com)

Questions regarding this RFP must not be directed to other WEA directors or members. Clarification requests will not be accepted by telephone. All responses to clarification requests will be provided to all proponents in writing by email. Questions pertaining to this RFP must be received no later than 72 hours prior to closing.

### ***Agreement***

The successful company shall be required to complete a two-party standard form of agreement.

### ***Term***

Contractor shall begin work within ten (10) calendar days after receipt of a Purchase Order. All work shall be completed within a maximum of one hundred and eighty (180) calendar days from receipt of a Purchase Order.

## **Reservation of rights**

WEA reserves the right without qualification, and at its sole discretion, to accept or reject any or all proposals or to make the award to that respondent, who, in the opinion of WEA, will provide the most value to WEA and its members. WEA reserves the right to reject any proposal either in entirety or any portion thereof for failure to meet any criteria set forth in this solicitation.

WEA will consider both price and non-price attributes in the evaluation of proposals. WEA reserves the right to make an award to other than the lowest price offer or to the offer representing the best combination of price and non-price attributes in WEA's sole judgement if WEA determines that such an award results in the greatest value to WEA and its members.

WEA makes no guarantee that a contract award will result from this solicitation. WEA reserves the right to revise or terminate this solicitation process at any time. WEA may decline to enter into an arrangement with any or all respondents and WEA.

WEA reserves the right to revise the solicitation requirements. WEA reserves the right to revise the requirements during the solicitation process and any such change may reduce or eliminate the scope of this solicitation.

During all stages of this solicitation process WEA reserves the right to request additional information from individual respondents or to request all respondents to submit supplemental materials in fulfillment of the content requirements of this solicitation or to meet additional information needs. WEA will review and may utilize any or all information submitted by a respondent even if the submitted information has not been specifically requested as part of this solicitation.

Those who submit proposals do so without recourse against WEA or its members for either rejection of their proposal or for failure to execute an agreement for any reason.

All offers shall be valid and binding upon the respondent through contract negotiations and contract execution.

## **Ownership**

Ownership of any work developed under a contract resulting from this RFP, and all right title and interest therein shall belong to the Windsor Endowment for the Arts. The agreement resulting from the winning proposal shall operate as an irrevocable assignment by the successful Bidder/Vendor to the Windsor Endowment for the Arts of the copyright in the work, including all right, title and interest in perpetuity.

WEA will have the right to use the new logo and other branding designs and materials developed as a result of this proposal in all media useful for our organization's promotion. The winning firm can display the Logo Image and other developed material for testimonial and promotional purposes on their website and in printed ads.

## **Limitation of Liability**

WEA shall not be liable for any expenses respondents incur in connection with providing a response to this solicitation or for any costs, fees or lost or forgone profits of unsuccessful proposals.

## **Confidentiality**

WEA will use all reasonable efforts to protect any proprietary and confidential information contained in your proposal. Under no circumstance will WEA or its members be liable for any damages resulting from any disclosure.

## **NOTES**

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## APPENDIX A

**OUR VISION STATEMENT - Supporting the arts while growing an endowment.**

**OUR MISSION STATEMENT - WEA is a funding body devoted to the arts for the betterment of the community.**

### OBJECTS OF THE CORPORATION

1. To foster, develop, support, and champion a vibrant, dynamic arts community in the City of Windsor and County of Essex and Chatham-Kent through services and grants to enrich the lives of its citizens;
2. To educate and increase the public's understanding of and appreciation for the arts by encouraging the creation and public exhibition, performance and publication of existing, evolving and future art forms;
3. To promote the advancement of education in the arts by providing scholarships, grants, educational programmes and materials, seminars, lectures and forums in order to raise the public's aesthetic appreciation, understanding and awareness of art;
4. To receive and maintain a fund or funds and to apply from time to time all or part thereof for the attainment of the above charitable objects.

### Considerations regarding the WEA brand “look and feel” [identified through public consultation].

WEA brand personality	creative, artistic, innovative; celebratory, exciting; community oriented; vibrant, inspirational, catalytic; eclectic, diverse, welcoming, inviting, friendly, engaging
Brand promise	the best our city has to offer; our creative gems; the arts: our future; great art, great artists, great city; investing in the arts for a strong community

# Windsor Endowment for the Arts – Marketing & Branding Campaign