



Halloween Industry Association un-RFP

The Halloween Industry Association (HIA) is currently seeking a creative, passionate and talented website design group to build an engaging consumer and media facing website for the HIA brand. We wish to create a relationship that relies heavily on the expertise and vision of the design team while still addressing our needs, objectives and ultimate goals for the design, messaging and navigation of the site. With that being said, the typical list of RFP requirements isn't all that conducive to the creative process or to assisting us in finding the right synergy in the relationship which we feel is paramount. In short, we want to emphasize goals over tactics and welcome your creative direction and valued expertise.

Process:

- 1) Let's chat. No really. Send us a quick email with a bit about your company, your contact info and your availability and let's jump on a quick call. A conversation is a terrific way to get to know our needs!
- 2) In your proposal, please detail all the components included in your bid:
 - a. Number of design comps you will provide
 - b. Number of meetings you anticipate with HIA staff both prior to the start of the site design and during the process
 - c. Initial ideas or creative concepts
 - d. Include a timeline from bid acceptance to the site going live
 - e. Pricing breakdown to include one-time design as well as ongoing hosting and content management.
 - f. Credentials including previous sites you've designed and any case studies
 - g. 3 references from past clients
- 3) Proposals must be received electronically by March 16, 2018. Contact: Aneisha McMillan, amcmillan@hiaonline.org, 910-849-9003

About us:

The HIA is a not-for-profit association representing manufacturers, distributors and importers of Halloween products including, but not limited to, costumes, accessories, novelty items and décor. Our mission is to promote Halloween with our primary focus on safety. Our B2B website is www.hiaonline.org. We have recently created an exciting new Marketing plan and will be activating a national consumer engagement campaign for 2018 which is another reason why we need a consumer and media facing website built.

Primary Website Goal:

- Position the HIA as the source of information on Halloween for Media and Consumers
 - Industry Stats
 - Fun & Useful Halloween info
 - Media Stories
 - Contests

Secondary Website Goal:

- Indirectly drive member sales
 - Top Costumes (links to member sites)
 - Tutorials (images, pics)
 - Events

Additional Needs:

- SEO
- Ability to update content regularly
- Responsive design
- Google Analytics

Ultimate website goals:

- 30k UVM's monthly in 2018
- The site is driving sales

Budget:

Proposal should submit project costs for services along with a payment schedule and an explanation on how fees are established. We estimate a budget for this project of \$15,000 total.

Timeline:

March 16 – April 15

- Discussions and Presentations to take place

Partner Selection

- April 30

60 day Project Commencement

- May 1, 2018

Requirements and Authority of the HIA:

This Request does not commit the HIA to award a contract, pay any costs incurred in the preparation of the proposal to this request, or to procure or contract for services. The HIA reserves the right to accept or reject any or all proposals received as a result of this request, negotiate with any qualified source(s) or cancel, in part or entirely, this un-RFP, if it is in the best interest of the HIA.

All work performed on behalf of the HIA becomes the property of the HIA. All final reports prepared under the contract shall be the property of the HIA and may not be used or reproduced in any form without the explicit written permission of the HIA.

Selection:

Selection will be based on the firm's understanding of our needs as well as the experience and qualifications as described in the consultant's submittal and ability to provide the required services on time and within budget. The HIA may conduct interviews with one or more of the most qualified firms submitting qualifications.

Any questions regarding this request should be directed to Aneisha McMillan amcmillan@hiaonline.org