

REQUEST FOR PROPOSALS

RFP NO. 09-01

Graphic Design Contract

Issued: December 8, 2008

Closing Time: January 12, 2009 at 5:00pm

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1.0 RFP Terminology

Throughout this RFP, the following definitions apply:

- a) *VPS* means the Vancouver Pride Society and/or the contact person.
- b) *Proponent* means the recipient of this RFP and/or the party who submits, or intends to submit, a Proposal.
- c) *Proposal* means a proposal submitted in response to this RFP.
- d) *Contractor* means the successful Proponent to this RFP who enters into a contract with VPS.

2.0 Confidentiality Notice

This RFP contains sensitive and privileged information regarding plans for the 2009-2011 Pride Seasons.

Confidential Information disclosed to the Proponent shall be used by the Recipient solely for the purpose of the Request for Proposal process to include, without limitation, use by the Recipient to evaluate the request and prepare a proposal ; shall be held in confidence and not transferred, disclosed, released or otherwise distributed by the Recipient; and shall be held in trust and dealt with only as authorized.

2.2 Reasonable Efforts to Protect Confidential Information

The Recipient shall use all reasonable efforts and take such action as may be appropriate to prevent the unauthorized use and disclosure of, and to keep confidential, all Confidential Information contained within this RFP including, without limitation, ensuring that the Confidential Information is:

2.2.1 disclosed only to those employees, coworkers or associates of the Recipient who have a need to know for the purposes of this RFP, are subject to a contractual duty of confidentiality no less onerous than that found in this RFP, and are properly instructed to maintain the Confidential Information in confidence;

2.2.2 not disclosed to any third party, including the terms and conditions of this RFP; and

2.2.3 safeguarded against theft, damage or access by unauthorized person.

3.0 Introduction

The Vancouver Pride Society is the organizing body behind the annual Vancouver Pride Parade, Festival and Pride Week events. During the summer of 2008, on its 30th Anniversary, the Pride Parade saw a record-breaking attendance of 530,000, making it the largest Parade of any kind in Western Canada. The organization has been established on the international stage as a leader in organizing grassroots community events on a large scale.

This RFP is issued by VPS to obtain Proposals from interested individuals and companies to become the Graphic Design Contractor for the Vancouver Pride Parade and Festival.

4.0 Project Details and Scope of Services

4.1 Image Requirement

VPS is preparing a 3-year theme that will remain for the next three years (2009-2011). We therefore require an image that will represent our 3-year theme and remain a strong brand for our organization over the period.

An overarching theme image ('Pride theme' image) must be created for the Pride celebrations. Each of our main events (6-7 events) requires a complimentary image ('Event' images) that embodies the spirit of the individual event while tying into the overarching theme.

The Pride theme image and event images must be versatile enough to fit out varying ad and print requirement, and strong enough to retain brand strength and loyalty for the next three year. In addition, an emphasis should be placed on connecting the images with the Vancouver Pride Society by name.

4.2 Technical Requirements

The images will be used in many advertisements, banners and posters over the next three years, and will therefore need to be resizable and adjustable.

The following list reflects anticipated requirements for deliverables. Additions and/or subtractions may occur at the discretion of VPS.

- Pride theme image artwork
- Event images artwork
- Pride theme poster and banners

- Event posters and banners
- Event listing postcard
- Newspaper, magazine and online banner ads (various sizes, approx. 40)
- Transit shelter poster
- Skytrain wrap
- Transit overhead posters
- Merchandise images

4.4 Timeline

As an annual festival with a volunteer Board of Directors, the organization is faced with strict deadlines. For this project, the deadlines are particularly strict, as we are launching our theme, new Society branding, and our theme image at a media event in the first week of March.

4.4.1 Schedule of Timeline

Award of Contract / Commencement	January 15, 2009
Drafts of Pride Theme Image	February 2, 2009
Completion of Pride Theme Image (*strict*)	February 20, 2009
Launch of Ad Campaign	March 2, 2009
Draft of Event Images	March 16, 2009
Completion of Event Images	March 30, 2009

Dates listed above represent a general outline of deadlines. A more detailed schedule of deliverables, along with consultation and presentation structures, will be determined by mutual consensus upon commencement.

5.0 RFP Process

5.1 Inquiries

All inquiries related to this RFP should be directed in writing, by hand, courier, fax or email to the contact person identified on the cover page. VPS will make reasonable efforts to respond to inquiries and responses may, at VPS's discretion, be distributed to all Proponents. VPS shall not be responsible for information that Proponents receive from any other source.

5.3 Notification of Intent

Because this RFP is being distributed during the Winter holiday season, we request that all interested Proponents submit a notification of intent. If you plan on submitting a

Proposal in response to this RFP, please send a message to the email address listed below by **December 22, 2008**.

5.4 Closing Time and Location

Each Proponent shall deliver its Proposal by hand, courier or email, which must be received before 5:00 pm on January 9, 2009.

5.2.1 Mailing Address

Attn: Tim Kraumanis
Vancouver Pride Society
Box 300 - 1195 Davie St.
Vancouver, British Columbia
V6E 1N2

5.2.2 Office Address (10 am - 3 pm, Mon-Fri)

Attn: Tim Kraumanis
Vancouver Pride Society
Suite 603 - 1033 Davie St.
Vancouver, British Columbia

5.2.3 Email

Attn: Tim Kraumanis
graphics@vancouverpride.ca
cc: tkraumanis@vancouverpride.ca

All physical Proposals must be accompanied by an electronic copy delivered via email by the closing time. Proposals must not be sent by facsimile.

Proposals will be opened and read privately at the VPS office.

5.5 Evaluation and Acceptance of Proposals

Evaluation of Proposals will be performed by the Graphics and Communications committee of VPS. The lowest priced Proposal will not necessarily be accepted and VPS is not bound to enter into a Contract with any Proponent. VPS, in its sole discretion, shall have the unfettered right to a) accept or reject any Proposals, b) rejected a Proposal even if it is the only Proposal received by VPS, c) negotiate contract and terms with any Proponent, and d) award a Contract to whomever VPS in its sole discretion deems appropriate and in the best interests of VPS.

6.0 Proposal Preparation

The following format and sequence should be followed in order to provide consistency in Proponents' responses and to ensure that each Proposal receives full and equal consideration. As VPS is an environmentally-conscious organization, Proposals submitted in physical form (mail or in person) should be printed duplex (ie. double-sided) on paper with post-consumer recycled content.

6.1 Proposal Contents and Format

6.1.1 Part 1 - About You

1. *Title Page*
Include the RFP number, Proponent's name, contact person, telephone number and email address.
2. *Qualifications*
References from three companies or individuals the bidder has successfully completed terms or contracts with is required and will be contacted prior to commencement.
3. *Profile*
An introduction to the Proponent with a declaration of education and/or experience is required.
4. *References*
Proponents are expected to demonstrate their ability and experience in providing the services outlined in this RFP by including at least three (3) references. Please include a) name, b) title, phone and email of contact person, and c) brief summary of association.
5. *Illustrated Portfolio*
A portfolio of graphic work the Proponent has successfully completed. Advertising campaigns and other work related to this RFP are preferred. Portfolio items should demonstrate ability to provide the services outlined in this RFP. If possible, please do not mark Portfolio items with your information so that we may conduct a blind assessment of all Proponents' work.

6.1.2 Part 2 - Proposal

6. *Proposed Project Plan*
A summary of the Proponent's plan.
7. *Remuneration and Recognition*
As a not-for-profit community organization, monetary remuneration is limited. There are several ways VPS can recognize the Contractor's contributions to the Project. Discounts and/or sponsorships gained may

receive proportional and fair recognition. Please detail the form(s) of remuneration required for your services, keeping in mind that recognition is a form of remuneration. If a discount is provided for non-monetary forms of remuneration, please note the cost of the project prior to the discount. Please also include a rate sheet for additional work that may be required.

8. *Value Added Offerings*

Proponents are encouraged to also include any innovative ideas relating to the Project and anything else that might enhance their Proposal.

6.1.2 Part 3 - Contract

9. *Contract Agreement*

A standard contract use by the firm for this type of work should be enclosed.

We look forward to hearing from you!

Appendix A: Example Images

These are a few of the images created for the 2008 Pride Parade and Festival. They have been included in this RFP to give the Proponent an idea of the variation required across images. We require an entirely new and fresh look from this Project for the 2009-2011 Pride seasons.

Overarching Image

