



**Pembina Valley**  
Local Immigration Partnership

# REQUEST FOR PROPOSALS

**NAME OF PROJECT:** Welcoming & Inclusive Communities Toolkit  
Design and Marketing Campaign

**PROPOSALS DUE BY:** Aug 12, 2022

## Background

The Pembina Valley Local Immigration Partnership (PVLIP) is funded by Immigration, Refugees and Citizenship Canada to create welcoming & inclusive communities for newcomers (foreign born residents) to our region.

PVLIP is one of 90 Local Immigration Partnerships across Canada collaborating with stakeholders and newcomer voices to improve newcomer integration and settlement outcomes.

Regional Connections holds the contract for PVLIP and is our backbone organization within our collaborative. For more information, please visit [www.pvlip.ca](http://www.pvlip.ca)

## Project Overview

PVLIP is creating a 'Welcoming & Inclusive Communities Toolkit' to better understand how immigration is impacting our region.

It will promote diversity, equity and inclusion to local community leaders, employers, and residents in South Central Manitoba. It will include resources and best practices addressing discrimination in the workplace, services for newcomers, and promoting knowledge on cross cultural communication.

PVLIP is seeking to work with a successful candidate who can take the written content and create a physical and digital PDF design that will include the established branding of PVLIP and work with illustrator software to access a graphics package.

## Project Goals

**The goals of this project include:**

1. Design the PDF version of the Toolkit, with digital applications to videos and resources;
2. Design the digital website layout of the Toolkit, with links to the digital applications; including an online evaluation survey to be linked to the toolkit;
3. Create a marketing campaign (social media, newspaper and radio ads), promotional materials, including a 'Connecting Cultures & Communities Commitment' hand out sticker to be used as recognition for those supporting the toolkit and its applications
4. PDF versions and promotional materials will need to be available in French and English

**To reach these goals, PVLIP is now accepting bids in response to this Request for Proposals.**

## Scope of Work

- Design and Layout a 50 page (max.) PDF of the toolkit (in collaboration with the Toolkit Content Developers) to reflect both a visual pleasing, easy to read format, including graphs, quotes, side bars, hyperlinks, photos and QR codes to connect to the video components, and linked to an online evaluation;
- PDF will have a French (translation provided) and English version;
- Upload French and English PDF's to [www.pvlip.ca](http://www.pvlip.ca) in a readable format with active hyperlinks;
- Create a marketing campaign & promotional materials (social media, radio, and newspaper); target audience includes employers, newcomers and community members

## Target Deliverable Schedule

**Final Project Due: December 31, 2022**

The expected project completion date is December 31, 2022. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

## Existing Roadblocks Or Technical Issues

- Final Toolkit content will be available by end of October 2022 – Early Nov (partial content available in Sept – graphs, letters of support, logos, etc.)
- **Deadline** of Dec 31 is firm to allow for the delivery of next phase of project in January by the PVLIP team (January – begin advertising campaign, promotions, delivery of promotional activities to multiple communities and businesses).
- However, if this deadline requires extension, consideration will be given to ensure quality work is received. Please describe reasoning in your proposal.
- **French Translation** – PVLIP has the ability to complete this task, however, the final application to the graphic design of the toolkit and promotional resources needs to be completed accurately by the designer
- **Website** – collaboration with our current website host will be required
- **Budget** – as a non-profit funded project, we are limited by the funds available. If costs exceed the maximum budget, those will not be covered by PVLIP.

## Budget Constraints

Proposed Budget: **Not to exceed \$15,000**

Preference will be given to the lowest qualified bid.

## Evaluation Metrics

PVLIP will evaluate bidders and proposals based on the following criteria:

- Confirmation of your availability and work within the deadlines.
- Previous experience/past performance history.
- Samples from previous projects.
- Provide a creative outline for this project.
- Projected costs.
- Proposed project schedule.
- Experience and technical expertise (illustrator software).
- Answer the below questions.

## Questions Bidders Must Answer To Be Considered

i. Can you complete all aspects of the project or only partial? If so provide what you are able to do and which ones you would need to outsource?

ii. A graphics package is available to connect the developed video resources to the toolkit PDF design. Are you able to work with illustrator software?

iii. What are the breakdown of costs for each component of the project?

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all metrics in the evaluation section should submit a proposal.
- Proposals must be sent in by August 12, 2022.
- Include samples and references with your proposal.
- A proposed schedule must also be included and clearly expressed.

## Timeline

- Deadline for Proposals: Aug 12, 2022
- Short-listed firms will be notified by no later than Aug 19, 2022
- Short-listed firms will be interviewed between Aug 23-25, 2022
- Contract will be awarded Aug 30, 2022

## Contact Information

Submit your proposal to:

Elaine Burton Saindon  
PVLIP Coordinator  
[elaine@pvlip.ca](mailto:elaine@pvlip.ca)