

Drug Strategy Network of Ontario

REQUEST FOR PROPOSALS (Communications)

November 7, 2023

Website Development, and Branding Services for the Drug Strategy Network of Ontario

www.drugstrategy.ca

1. Introduction

The Drug Strategy Network of Ontario (DSNO) is seeking proposals from qualified consultants for:

- A. the re-branding and redesign of the DSNO website
- B. Re-branding reflective of DSNO interests, including website and tools, to be used in communications and promotional materials.

2. Objective

The goal of this project is to update and improve the current DSNO website, develop a standardized branding for DSNO, and build a tailored products - logo, electronic icons etc. - that increase recognition, visibility, reach, and impact.

3. Scope of Services

The selected consultant will be expected to provide the following services:

- Conduct a needs assessment in consultation with the DSNO Stewardship Committee that can capture the interests and provide guidance for the project.
- Redesign and update the DSNO website to enhance administrator and user experience, functionality, and visual appeal.
- Design promotional materials (e.g. icons) that reflect and enhance DSNO's brand and mission.
- Provide training and materials to DSNO Coordinator and select Committee members as lead users for the new website.
- Provide recommendations for a communications and promotional strategy

4. Project Timeline

The project is to begin in January 2024 and be completed within 12 weeks of offer acceptance. The maximum amount available for this project is \$20,000. Proposals should include a detailed timeline outlining each phase of the project.

5. Proposal Requirements

Proposals should include the following:

- A brief overview of your firm and the services you offer.
- An outline of your approach to this project.
- Proposed project timeline and detailed breakdown of tasks.
- Cost estimates for each phase and overall project cost.
- Examples of past similar projects completed by your firm.
- Any additional services or benefits your firm can provide post-project.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of project scope and requirements.
- Quality and feasibility of the proposed approach.
- Experience with similar projects.
- Cost-effectiveness of the proposal.
- Availability and capacity to complete the project within the desired timeframe.

7. Submission Deadline

All proposals must be received no later than **December 5, 12pm EST**. Late proposals will not be considered.

8. Contact Information

For any queries or clarifications regarding this RFP, please contact Michael Parkinson at: ontariodrugstrategies@gmail.com

The DSNO looks forward to receiving your proposals and exploring the potential of working together to enhance our communication and branding strategy. Thank you for considering this request.