

# Request for Proposals for Branding Services

Proposal Deadline: February 15, 2017

Medicine Hat Soccer Association (MHSA), a nonprofit organization located in Medicine Hat, Alberta, requests proposals for comprehensive branding services. Questions regarding this RFP should be directed to [communicationdirector@medicinehatsoccer.com](mailto:communicationdirector@medicinehatsoccer.com) no later than March 1, 2017. Responses to all questions will be sent via email.

Electronic submissions of the proposals are required and must be submitted to [communicationdirector@medicinehatsoccer.com](mailto:communicationdirector@medicinehatsoccer.com) with "RFP Submission for Brand Services" in the subject line.

## Summary

With this Request for Proposal (RFP), MHSA seeks to acquire the services of a qualified local branding firm to support its initiatives. The MHSA invites proposals from interested agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable.

The work to be performed will support MHSA's mission to enable boys, girls and adults in the District of Medicine Hat to play the game of soccer at a level corresponding to their age and ability level. The contract period will be from April 1, 2017, through September 1, 2017. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

## Background

A local nonprofit, The Medicine Hat Soccer Association (MHSA) has been in existence since 1971 and has grown into an organization with over 1300 boys and girls playing Outdoor Soccer and just under 1000 playing Indoor Soccer.

In addition to the Minor Soccer Program, the MHSA has over 300 men and women playing in local competitive and recreational leagues.

Year of Incorporation	1971
Number of Employees	3
Annual Revenue	~\$.5 million

## MHSA Branding Goals

Working in collaboration with the Board of Directors at MHSA, the contractor will work towards and measure efforts against the following goals:

- Build greater industry awareness of MHSA's services and programs and position the MHSA as an innovator and leader in the Alberta soccer association space
- Create and implement a player/coach engagement plan that significantly reduces customer churn

## Scope of Work

The scope of work will include the following:

### Brand Research

- Conduct market research to identify target segments, as needed
- Conduct customer surveys, as needed

### Branding

- Advising MHSA on maintaining brand consistency
- Making recommendations on brand advancement

## Questions

Questions regarding requirements and scope of work will be accepted up to end of day Tuesday, Feb 14th, 2017 via email only, at [communicationdirector@medicinehatsoccer.com](mailto:communicationdirector@medicinehatsoccer.com). Answers to all questions received by this deadline will be sent via email.

## Award

MHSA reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP. MHSA reserves the right not to award a contract for this RFP, and will not reimburse the cost incurred by bidders who respond to this notice.

## Anticipated Selection Schedule

Circulation	January 15th - February 15th
Selection process	February 15th - March 15 <sup>th</sup>
First draft due	August 4 <sup>th</sup>
Final Submission	September 1st
Actual term of agreement	April 1st - September 1st

## Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to MHSA by end of day on Wed, February 15, 2017. Responses must be submitted electronically via email to: [communicationdirector@medicinehatsoccer.com](mailto:communicationdirector@medicinehatsoccer.com) with "RFP Submission for Branding Services" in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested information.