

Request for Proposals: Graphic Design Services

A. About Us

Thaidene Nënë is an Indigenous protected area that spans 6.5 million acres, or 26,376 square kilometres, at the transition between boreal forest and tundra. Thaidene Nënë was designated by the Łutsël K'é Dene First Nation using our Dene Law in 2019. In partnership with Parks Canada and the Government of the Northwest Territories, portions of the Thaidene Nënë Indigenous Protected Area have been designated a national park reserve (NPR), a territorial protected area (TPA), and a wildlife conservation area (WCA). To learn more about Thaidene Nënë, visit www.landoftheancestors.ca.

B. Scope of Service

The Łutsël K'é Dene First Nation (LKDFN) is looking to contract a sole proprietor or firm to provide graphic design services on an as-needed basis to support the communications functions of the Thaidene Nënë Department. We anticipate that the contract will be for approximately 10 hours per month on average, though there will be busier months and quieter months.

Period of Award

The contract will be for an initial term of one year. This contract may be renewable upon mutual agreement, but at the discretion of LKDFN based upon the satisfactory performance of the selected designer/firm.

C. General Requirements

The successful contractor will:

- Be able to conceptualize, design, and produce creative content for digital, print, and web-based formats, including reports and brochures, graphic content and visualizations, advertising and promotional materials, and signage;
- Have the ability to complete graphic art, design work, and page design with original and stock material;
- Collaborate with department staff through the design process from concept to production;
- Produce content that meets our communications needs and resonates with our target audiences, which include LKDFN members, partners, visitors, and the general public; and
- Be able manage print production as needed including proofing, press checks, vendor management, delivery, and distribution details.

Copyright

All final print materials will be owned by LKDFN (including data files). LKDFN requires the ability to update and maintain files for future use as needed. Please indicate the software for development in your proposal.

All artwork will be owned by LKDFN, including the ability to use photographs, artwork, styles, etc. in additional materials (e.g. print, web, t-shirt designs, electronic media, etc.) if we so choose.

Additional Notes

LKDFN reserves the right to reject any or all bids, and to accept or further negotiate cost, terms, or conditions of any bid determined by LKDFN to be in our best interests even if not the lowest bid.

This contract will not provide exclusive work for all of the Thaidene Nënë Department's graphic design needs. Other designers/firms may be contracted for some design projects, at the discretion of LKDFN.

E. Proposal Submission

The deadline to submit materials is **March 11, 2022, at 5:00pm MT**. Responses received after the deadline will not be considered.

Please submit all documents as a **single PDF** by email to tdndepartment@gmail.com. All materials submitted will be retained.

Completed proposals must indicate the ability to meet all of the requirements set forth in the RFP. The following items should also be included in the proposal:

- Designer/firm name, address, phone number, name of principals if applicable, main project contact, and website.
- Information about length of time the designer/firm has been in business; a list of services the designer/firm provides; and previous graphic design experience.
- Names and contact information for two client references.
- Minimum of three graphic design samples that are relevant to our work.
- Cost for design services per piece and/or hourly rate.
- Optional: any project approaches or ideas that the designer/firm feels will separate them from other bidders.

Contract Award and Negotiation

All proposals will be evaluated on presentation of all qualifications. Cost is only one consideration of the requirements and is not the deciding element. The criteria will also consider creativity, flexibility, and experience.

Preference will be given to:

- Indigenous designers/firms;

- northern designers/firms;
- designers/firms with experience working in the Indigenous conservation sector; and
- designers/firms with experience working with Indigenous Nations and communities, particularly northern Indigenous Nations and communities.

The selected bidder will be notified no later than **April 8, 2022**, and will be required to sign a contract with LKDFN upon acceptance of the project.

The contact person for questions about the scope of service, process proposal, and technical issues is Iris Catholique (tdndepartment@gmail.com).