

Request for Proposals

Greater Corner Brook Board of Trade

RFP - Section 1.

Graphic Design – New Logo, Brand Strategy and Website Redesign

RFP - Section 2.

Event Planning Consultant for the Western Newfoundland Summit

Note: a separate response to each section of the RFP is required as each section will be assessed and awarded independently. Interested parties may submit for a single or both sections of the enclosed RFP.

All submissions are due July 31, 2026.

Only successful applicants will be contacted.

This Request for Proposal (RFP) and any resulting contract are expressly conditioned upon the receipt of government funding. The organization reserves the right to cancel, delay, or modify the scope of this project at any time if expected government funds are reduced, delayed, or denied. In the event of such a cancellation, the organization shall not be liable for any costs incurred by proponents in the preparation of their proposals.

RFP - Section 1.

Graphic Design – New Logo, Brand Strategy and Website Redesign

Issued by: Greater Corner Brook Board of Trade

RFP Release Date: July 13, 2026 | Proposal Deadline: July 31, 2026

The Greater Corner Brook Board of Trade is seeking proposals from qualified consultants to lead a comprehensive rebranding and engagement project exploring the expansion of the existing Board of Trade to also include the geographic area encompassing Pasadena, Humber Valley, and Deer Lake. The successful consultant will be responsible for organizing engagement sessions, developing a refreshed brand identity, and supporting marketing assets that reflect the broader regional mandate. The project will include new logo development, website development, banners and marketing materials, images and content for social media updates, and post-launch engagement sessions aimed at building awareness, fostering collaboration, and supporting implementation of the refreshed brand.

1.0 Project Scope

- Engage with municipal representatives from Pasadena, Humber Valley, and Deer Lake to discuss the potential benefits and logistics of expanding Board of Trade activities to these areas and opportunities for collaboration.
- Plan and facilitate engagement sessions to encourage dialogue among business owners, stakeholders, and municipal leaders.
- Develop a rebrand strategy that reflects the Board of Trade's potential expanded regional identity, value proposition, target audiences, and long-term positioning.
- Create a new logo and visual identity package, including recommended colours, fonts, usage guidance, and brand applications suitable for digital, print, and event-based materials.
- Design and develop a refreshed website that communicates the Board of Trade's role, services, membership value, regional focus, events, and contact information in a clear and accessible format.
- Design new banners and marketing materials to support public awareness, stakeholder engagement, membership promotion, events, and launch activities.
- Create images, written content, and recommended posting themes for social media updates to support the launch of the rebrand and ongoing communications.
- Plan and facilitate post-launch engagement sessions to introduce the refreshed brand, gather feedback, encourage membership participation, and support continued collaboration across the expanded region.
- Prepare a final report summarizing findings, community feedback, brand recommendations, launch activities, engagement outcomes, and recommendations for next steps.

2.0 Expected Deliverables

- Municipal and stakeholder engagement summary.
- Business community survey design, implementation, and results analysis.
- Brand strategy and positioning recommendations.
- New logo concepts and final logo files suitable for print and digital use.
- Brand style guidance, including colour palette, typography, and usage recommendations.
- Website design and development, including recommended structure, page content, imagery, and launch-ready materials.
- Design files for banners, marketing collateral, and promotional materials.
- Social media image assets, sample captions, campaign themes, and recommended posting schedule.
- Post-launch engagement session plan, facilitation, and summary of outcomes.
- Final report with findings, recommendations, implementation considerations, and next steps.

3.0 Submission Guidelines

- Proposals should outline relevant experience in community engagement, business development, project management, branding, website development, marketing communications, and social media content creation.
- Include a detailed work plan, timeline, and budget that clearly identifies major phases, including engagement, research, brand development, website development, marketing material production, launch support, post-launch engagement, and final reporting.
- Provide examples of comparable branding, website, marketing, or community engagement projects, if available.
- Identify the proposed project team, including roles and relevant qualifications for strategy, design, web development, communications, facilitation, and reporting.
- Provide references from similar projects, if available.

4.0 Evaluation Criteria

Proposals will be evaluated based on the consultant's demonstrated understanding of the project, relevant experience, proposed methodology, ability to deliver high-quality branding and website redesign services, and capacity to support meaningful engagement with stakeholders before and after launch.

Evaluation Criteria	Assessment Considerations	Weight
Understanding of Project Objectives	Demonstrates a clear understanding of the Board of Trade's rebranding goals, regional expansion context, stakeholder engagement needs, and desired outcomes.	10%
Relevant Experience and Qualifications	Shows proven experience with branding, logo development, website redesign, marketing communications, facilitation, and engagement projects of similar scope.	15%

Logo and Brand Identity Approach	Provides a strong approach to developing a new logo, visual identity, brand style guidance, and practical brand applications for digital, print, and event materials.	15%
Website Redesign and Development Approach	Demonstrates capacity to design and develop a clear, accessible, user-friendly website that supports membership engagement, regional visibility, events, communications, and ongoing updates.	15%
Engagement Session Methodology	Outlines a practical and inclusive plan for facilitating stakeholder, business, municipal, and post-launch engagement sessions, including how feedback will be gathered and incorporated.	15%
Marketing and Social Media Content	Demonstrates ability to create banners, marketing materials, social media images, written content, launch messaging, and recommended posting themes that align with the refreshed brand.	10%
Work Plan, Timeline, and Project Management	Provides a realistic work plan with clear phases, deliverables, milestones, responsibilities, timelines, and communication processes.	10%
Budget and Value for Money	Provides a clear, complete, and reasonable budget that demonstrates value for money and aligns with the proposed scope of work and deliverables.	10%
Total		100%

5.0 Submission Instructions

Proposals must be submitted electronically in PDF format to Sherry Hynes at sherry@gcbbt.com no later than July 31, 2026. Late submissions may not be accepted. Questions regarding this RFP must be submitted in writing to the above contact. Only the successful submission will be notified.

6.0 Terms and Conditions

- Greater Corner Brook Board of Trade reserves the right to accept, reject, or negotiate any proposal in whole or in part.
- The lowest-cost proposal will not necessarily be selected.
- All proposal preparation costs are the responsibility of the proponent.
- All branding assets, logo files, marketing materials, website content, and other work products developed under the contract will become the property of the Greater Corner Brook Board of Trade.
- The consultant must maintain confidentiality of non-public information and comply with applicable privacy, accessibility, health and safety, venue, supplier, and legal requirements.

RFP - Section 2.

Event Planning Consultant for the Western Newfoundland Summit

Issued by: Greater Corner Brook Board of Trade

RFP Release Date: July 13, 2026 | Proposal Deadline: July 31, 2026

1. Introduction

The Greater Corner Brook Board of Trade invites qualified event planning consultants, firms, or teams to submit proposals to plan, manage, promote, and successfully execute the Western Newfoundland Summit. The selected consultant will provide full-service event planning and delivery support, from early concept development through post-event reporting.

2. Event Overview

The Western Newfoundland Summit is envisioned as a high-quality regional conference that brings together leaders, businesses, community organizations, partners, and stakeholders to discuss opportunities, priorities, and future growth for Western Newfoundland. The event should be professionally branded, well organized, financially responsible, and memorable for participants, sponsors, speakers, and partners.

Key event details are to be confirmed in collaboration with the Greater Corner Brook Board of Trade, including event date, duration, target attendance, venue location, registration model, conference format, sponsorship targets, and final budget.

3. Objectives

- Deliver a professional, engaging, and well-attended conference under the title Western Newfoundland Summit.
- Create a cohesive event identity, brand, logo, website presence, and marketing campaign.
- Develop a strong event itinerary that reflects the summit's goals and audience needs.
- Identify, invite, secure, brief, and manage appropriate speakers, facilitators, moderators, and entertainment.
- Develop a private sponsorship package and secure sponsors to support the event budget and visibility objectives.
- Coordinate all logistics, suppliers, onsite execution, risk management, and post-event reporting.

4. Scope of Work

4.1 Project Management and Planning

- Develop and maintain a detailed project workplan, critical path, production schedule, and responsibility matrix.
- Coordinate regular planning meetings with the Greater Corner Brook Board of Trade and provide status updates, issue logs, and decision trackers.

- Manage vendors, suppliers, contractors, timelines, approvals, and event documentation.
- Develop contingency plans for speaker changes, supplier issues, registration challenges, accessibility needs, and onsite emergencies.

4.2 Event Itinerary and Program Development

- Design the full conference itinerary, including panels, keynote presentations, networking periods, meals, breaks, entertainment, receptions, and closing activities.
- Recommend program themes, session formats, speaker flow, timing, room layouts, and attendee experience enhancements.
- Prepare run-of-show documents, speaker scripts, moderator notes, cue sheets, and onsite schedules.

4.3 Speaker Identification and Management

- Identify, recommend, contact, and secure keynote speakers, panelists, moderators, facilitators, and subject-matter experts aligned with the summit objectives.
- Coordinate speaker agreements, biographies, headshots, presentation requirements, travel needs, accommodations, honoraria, and briefing materials.
- Manage speaker communications, deadlines, presentation collection, rehearsal requirements, and onsite support.

4.4 Sponsorship Strategy and Revenue Development

- Develop a private sponsorship package, including sponsorship levels, pricing, benefits, recognition opportunities, activation options, sponsor deadlines, and fulfillment requirements.
- Prepare sponsor outreach materials, prospect lists, tracking tools, and communications templates.
- Identify, approach, negotiate with, and secure private sponsors in consultation with the Greater Corner Brook Board of Trade.
- Manage sponsor deliverables, logo collection, acknowledgement, onsite recognition, post-event reporting, and benefit fulfillment.

4.5 Branding, Website, and Marketing Materials

- Develop the event brand identity and logo for the Western Newfoundland Summit, subject to approval by the Greater Corner Brook Board of Trade.
- Create brand guidelines, visual assets, and templates for consistent use across print, digital, and onsite materials.
- Develop or coordinate the event website or event landing page, including event description, agenda, speaker profiles, registration information, sponsor recognition, accessibility information, and contact details.
- Design marketing materials such as digital ads, social media graphics, email content, posters, programs, signage, banners, sponsor recognition materials, and other event collateral.
- Recommend and implement a marketing and communications plan to support registration, awareness, sponsor visibility, and stakeholder engagement.

- All physical and intellectual property related to the Western Newfoundland Summit will be considered the property of the proponent.

4.6 Venue, Logistics, A/V, Food, and Entertainment

- Identify, evaluate, recommend, and secure an appropriate venue in Western Newfoundland, subject to approval by the Greater Corner Brook Board of Trade.
- Coordinate room bookings, layouts, accessibility, parking, wayfinding, registration areas, sponsor spaces, catering areas, entertainment areas, storage, and onsite flow.
- Source, coordinate, and manage audiovisual requirements, including staging, microphones, screens, projection, livestreaming or recording if required, lighting, technical staff, internet, and speaker presentation support.
- Coordinate food and beverage requirements, menus, dietary accommodations, service timing, hospitality, and related supplier arrangements.
- Identify and secure suitable entertainment or cultural programming, where appropriate and approved.

4.7 Registration, Attendee Experience, and Onsite Execution

- Recommend and manage attendee registration processes, ticketing or RSVP systems, attendee communications, confirmations, name badges, check-in, and information services.
- Recruit, brief, schedule, and manage onsite staff or volunteers, as required.
- Oversee full onsite execution, including setup, supplier coordination, registration, speaker support, sponsor support, stage management, troubleshooting, guest services, tear-down, and close-out.
- Ensure the event is welcoming, accessible, safe, professional, and aligned with the approved brand and program plan.

4.8 Budget Management and Reporting

- Develop and maintain a detailed event budget, including projected and actual revenues, sponsorship revenue, consultant fees, vendor costs, marketing costs, venue costs, A/V, catering, entertainment, contingency, taxes, and other expenses.
- Adhere to approved budgets and obtain written approval before committing to expenses outside approved limits.
- Track invoices, purchase orders, contracts, payments, deposits, and sponsor commitments.
- Prepare regular budget updates and a final financial reconciliation.
- Complete necessary reporting, including a final event report with attendance, sponsor outcomes, marketing results, budget performance, supplier summary, participant feedback, risks/issues, lessons learned, and recommendations for future events.

5. Deliverables

- Project workplan, timeline, critical path, and meeting schedule.
- Approved event concept, itinerary, agenda, run-of-show, and production schedule.

- Speaker prospect list confirmed speaker roster, speaker agreements, and speaker briefing materials.
- Private sponsorship package, sponsor prospect list, outreach plan, sponsorship tracking report, and sponsor fulfillment plan.
- Event brand, logo, visual identity, marketing plan, website or landing page content, digital assets, print materials, banners, signage, programs, and sponsor recognition materials.
- Venue recommendation and confirmed venue arrangements.
- Vendor coordination plan, A/V plan, food and beverage plan, entertainment plan, floor plans, and onsite logistics plan.
- Registration and attendee communications plan.
- Onsite staffing plan, volunteer plan if applicable, and event-day execution documents.
- Regular status reports, budget updates, final financial reconciliation, and final event report.

6. Consultant Qualifications

- Demonstrated experience planning and executing conferences, summits, forums, business events, regional events, or comparable multi-stakeholder gatherings.
- Experience securing speakers, sponsors, venues, suppliers, entertainment, and event services.
- Experience developing event brands, marketing materials, sponsorship packages, websites, and attendee communications.
- Strong project management, budget management, vendor management, and onsite execution capability.
- Knowledge of Western Newfoundland, regional suppliers, venues, businesses, community partners, and logistical considerations is considered an asset.
- Capacity to meet required timelines and provide responsive communication throughout the engagement.

7. Proposal Requirements

Proposals should be clear, concise, and organized in the order below:

1. Cover letter and primary contact information.
2. Company or consultant profile, including team members and roles.
3. Relevant experience and examples of comparable events.
4. Proposed approach and methodology for planning and executing the Western Newfoundland Summit.
5. Proposed project timeline and key milestones.
6. Speaker identification and management approach.
7. Sponsorship strategy and proposed approach to securing private sponsors.
8. Branding, website, and marketing approach.
9. Logistics, vendor management, onsite execution, and risk management approach.
10. Budget management and reporting approach.
11. Detailed fee proposal, including consultant fees, billing structure, reimbursable expenses, assumptions, and any exclusions.

12. At least three references for similar work.
13. Any value-added services, innovations, or recommendations.

8. Evaluation Criteria

Criteria	Weight
Relevant experience and qualifications	20%
Understanding of the Western Newfoundland Summit objectives and audience	15%
Proposed methodology, workplan, and project management approach	20%
Speaker, sponsorship, branding, marketing, and logistics strategy	20%
Budget management, value for money, and fee proposal	15%
References, team capacity, and ability to meet timelines	10%

9.0 Budget and Payment

Proponents must provide a detailed fee proposal and identify all assumptions, exclusions, reimbursable costs, third-party costs, taxes, travel costs, and payment milestones. The selected consultant will be expected to work within an approved event budget and must obtain written approval before committing to costs outside the approved budget. Final payment may be tied to successful completion of the event and submission of required final reporting.

10. Submission Instructions

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- The lowest-cost proposal will not necessarily be selected.
- All proposal preparation costs are the responsibility of the proponent.
- All event plans, branding assets, logo files, sponsorship materials, marketing materials, website content, attendee data, reports, and other work products developed under the contract will become the property of the Greater Corner Brook Board of Trade, unless otherwise agreed in signed documentation.
- The consultant must maintain confidentiality of non-public information and comply with applicable privacy, accessibility, health and safety, venue, supplier, and legal requirements.