



REQUEST FOR QUOTE - MARKETING STRATEGY AND BRANDING FOR FORT MACLEOD COMMUNITY 150TH ANNIVERSARY CELEBRATION

The Town of Fort Macleod in partnership with the 150th Celebration Committee is pleased to invite qualified and experienced marketing and branding agencies to submit proposals for the Fort Macleod Community 150th Anniversary Celebration. As the organizing committee for this momentous event, we are seeking a comprehensive and innovative marketing strategy to enhance the visibility and success of the celebration.

Project Overview

The Fort Macleod Community 150th Anniversary Celebration is a significant milestone, and we aim to make it a memorable and engaging experience for residents and visitors alike. The selected agency will be responsible for developing a comprehensive marketing strategy and branding campaign that includes, but is not limited to, logo design, advertising suggestions, radio ads, and other promotional materials.

Scope of Work

Logo Design: Create a unique and impactful logo that reflects the spirit and history of Fort Macleod. Ensure the logo is versatile for use across various platforms and mediums.

Advertising Strategies: Develop a multi-channel advertising plan to maximize visibility, including print, online, and social media.

Radio Ads: Develop creative and engaging radio advertisements that effectively convey the celebration's key messages. Coordinate with local radio stations to determine optimal airtime options.

Promotional Materials: Design promotional materials such as banners, posters, brochures, and other collateral for distribution.

Public Relations: Devise a public relations strategy to generate media coverage and increase community engagement.

Proposal Submission Guidelines

Interested agencies are requested to submit a detailed proposal by March 8, 2024. Access to current Town Logo and branding information can be made available by request. Proposals should include the following:

403.553.4425 • P.O. Box 1420 • 410 20th street

📧 www.fortmacleod.com 📺



Company background and experience in similar projects.
Approach to logo design, marketing strategy, and branding.
Detailed budget breakdown of each scope as noted above, including timeline.
Samples of previous relevant work.
References from past clients.

Please submit your proposal to Liisa Gillingham at dircps@fortmacleod.com by March 8, 2024, 4:00 pm.

Evaluation Criteria

Proposals will be evaluated by the committee at the March 11, 2024, meeting and evaluations will be based on creativity, experience, budget, and the ability to effectively capture the essence of Fort Macleod's history and community spirit.

We look forward to receiving your proposal and working collaboratively to ensure the success of the Fort Macleod Community 150th Anniversary Celebration.

Thank you for your time and consideration.

Sincerely,

Liisa Gillingham
150th Celebration Committee
Director of Community & Protective Services
Town of Fort Macleod

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