



**10909 YONGE STREET, UNIT 203 RICHMOND HILL, ONTARIO L4C 3E3**  
**TEL: 905.884.0613 FAX: 905.884.7215 WWW.ACYR.ORG**  
**CHARITABLE REGISTRATION #890484769RR0001**

## **REQUEST FOR PROPOSALS (RFP)**

### **Agency Brand Redesign & Integrated Marketing Communications Plan**

**Posting date:** February 26, 2019

**Questions must be received by:** March 11, 2019 (no later than 5:00 PM ET)

**Responses to questions:** March 15, 2019 (no later than 5:00 PM ET)

**Proposal submission deadline:** March 29, 2019 (no later than 5:00 PM ET)

#### **Summary & Background**

The AIDS Committee of York Region was founded in 1993 and formally incorporated as a registered charitable organization in 1996. Since 1993, we have remained the only AIDS service organization (ASO) in York Region that provides support and care to people living with HIV/AIDS and people living with Hepatitis C co-infection. We also provide prevention services to those at risk of acquiring HIV and Hep C. Over the years, York Region has changed, HIV and Hep C treatments have evolved and improved, and so has ‘the face of HIV and Hep C co-infection’ – the profile of our service users.

Available treatments have meant that HIV is now a manageable chronic illness for those who know their status and yet HIV (and Hep C) stigma, isolation, poverty, racism, sexism, homophobia, transphobia and other forms of discrimination continue to make the lives of our HIV-positive service users difficult. These problems also hinder those at-risk of infection from accessing testing and other health and wellness supports, or picking up their test results and connecting to essential health and social services.

While we still support a population of longstanding service users, new populations now come through our doors. ACYR noticed that in York Region, the broader health and social service needs of two population groups – people who use drugs/substances and 2SLGBTQ+ individuals – were not being adequately met by other non-HIV specific organizations. To step up and fill this gap, ACYR decided in 2017 to expand our reach. We now provide services and support to both populations in addition to focusing on HIV. We added two new programs: 1) My House Rainbow Meeting Spaces of York Region for members of the 2SLGBTQ+ community and their allies; and 2) a community-based harm reduction program for people who use drugs/substances in York Region.

In 2018, ACYR undertook a strategic planning process which led to a review of our foundational statements to ensure that we were simultaneously: a) positioned for the future, while also; b) speaking to our current service user populations; and c) reflecting our ongoing commitment to our existing programs. ACYR adopted a new, combined Mission and Vision statement. It is as follows:

#### **Mission and Vision**

To create safe, confidential, and inclusive spaces and services in York Region where people can access dignified support and meaningfully engage in self-determined pathways to well-being. We envision an informed, healthy, stigma-free and compassionate community.

## Who We Work With

We offer specialized and combined programs for:

- People living with HIV/AIDS (newly diagnosed to long-term survivors)
- People affected by or at risk of HIV and Hep C
- People who use drugs
- People who identify as 2SLGBTQ+
- People supporting vulnerable and marginalized community members

## Purpose:

ACYR is embarking on a rebranding process in order to better reflect our expanded scope of programs and services and our new and diverse service user base. ACYR is in need of branding as well as an integrated marketing communications plan that effectively conveys organizational identity, values, and mandate to support the aims of 1) clearly communicating program and service offerings to potential service users, funders, donors, media outlets, community partners, elected officials, and stakeholders, and 2) differentiates ACYR's identity and offerings in York Region's non-profit and social services sector. The purpose of this Request for Proposal is to solicit proposals from qualified and experienced marketing agencies, conduct a fair evaluation based on criteria listed herein, and select the organization that can best support and facilitate a new brand that reflects ACYR's new mission, vision and strategic plan. A clearly delineated brand identity that is consistent and fully integrated across all communications platforms is a top priority.

## Description of Project:

ACYR is seeking a qualified and experienced Marketing & Communications expert (individual or firm) who will utilize the latest marketing theory to redesign and enhance our brand and create an integrated marketing communications plan for our agency. ACYR will assist with the development of this project by sharing existing marketing and communications materials as well as hosting and facilitating focus groups, interviews and surveys. ACYR's Executive Director and Communications & Operations Manager will provide ongoing support and direction to this project. The consultant will review existing organizational communications and marketing materials to inform the project. Stakeholders to be engaged in this project will include ACYR Board members, staff, service users, volunteers, funders, and other key partners in the community (individuals and organizations).

## Project Proposal to Include:

- New Agency Name Generation, Research and Analysis
  - Complete competitive, trademark, demographic, and psychographic research
  - Generate 6 names for focus testing
  - Conduct focus groups, interviews, surveys and prepare report of findings
- Logo Development
  - Concept development (2-4 concepts with icon and type treatment)
  - 2-3 revisions of selected concept to approved logo
- Brand Style Guide
  - Brand guideline development
  - Marketing & communications collaterals and stationery material (*final requirements TBD*)
    - Business Card Template
    - Donation Card Template
    - PowerPoint Template
    - Flyer/Poster Pad Template 8.5" x 11"

- Program Promotional Material Template (e.g. brochures, bookmarks)
  - Letterhead Design
  - Retractable Banner Design Template - 80" x 30"
  - Website Template (Wordpress version)
  - E-Newsletter Template (Mailchimp version)
  - Email signature
- Integrated Marketing Communications Plan
    - Consistent messaging about ACYR's programs across all communication channels, aligned around a clear marketing plan with specific actions and desired outcomes.
    - Guidance to staff for implementation of plan

**Milestones:**

The project will be implemented from April 15, 2019 to September 30, 2019

- **Mid-April 2019:** Qualified and experienced Marketing & Communications expert on-boarded
- **April-May 2019:** New agency name research and analysis completed
- **June-July 2019:** New agency name generated; brand and collateral materials designed
- **August-September 2019:** New agency brand is approved and launched; Integrated Marketing & Communications Plan developed
- Implementation, technical assistance and/or adjustments during the rest of the project period.

**Fees:**

The resulting contract for services cannot exceed a determined budget. The fee proposal must include services, touchpoints with board, staff, and stakeholders, costs and all incidentals including travel costs and GST/HST. The request for proposal is up to **CAD \$16,500**. ACYR will source and manage costs associated with meeting venue bookings, refreshments, supplies, development of redesigned website, and printing of rebranded marketing and communications materials.

**Assessment Criteria:**

Responses to this RFP will undergo an initial evaluation by the Executive Director who will then present to the Board of Directors for consideration. Preference will be given to consultants who have prior experience working with non-profit organizations, AIDS service organizations (ASOs) as well as organizations serving members of marginalized communities including LGBTQ2S+ and substance using populations. ACYR reserves the right to evaluate proposals received against criteria not included within the agreed requirements and specifications. As a guide, in addition to compliance with the requirements set out within this document, the following criteria will form a part of ACYR's evaluation:

- Consultant's approach to the RFP process, including understanding of scope and requirement and value generated
- Relevant experience of consultant, including prior marketing & communications planning and rebranding with similar organizations
- Pricing and ability to deliver according to timeline.

**ACYR Rights and Assumptions**

- All responses provided may, at ACYR's discretion, form part of any terms of acceptance with the successful consultant and be included in any future contracts with the consultant in relation to this RFP.
- ACYR reserves the right to request and approach references.
- ACYR reserves the right to reject any or all responses to this Request for Proposal.

- All costs for preparing and submitting your proposal are to be borne by consultant. ACYR accepts no obligations to reimburse any consultant for any costs associated with preparing and/or submitting a proposal whether or not the consultant is selected.
- ACYR reserves the right to ask for clarification in the proposal if the need arises.
- The decision to accept or reject your proposal shall be entirely at ACYR's sole discretion. Any decision to reject a bid shall be final.

Any consultant who is found to be breaking ethical standards at any time shall be disqualified.

#### **RFP Response**

Please submit your proposal by the submission deadline in a word or PDF format via email to:

Vibhuti Mehra  
Executive Director  
AIDS Committee of York Region  
**Email:** [vmehra@acyr.org](mailto:vmehra@acyr.org)

**Subject Line:** Agency Brand Redesign & Integrated Marketing Communications Plan

Please ensure that the proposal includes the following:

- A cover letter that includes the responding company name, address, and contact information  
Proposal of services with a preliminary project timeline
- Experience and number of years working with the HIV/AIDS or non-profit sector
- Proposal fees including unit costs for project components
- Names of individuals who will be performing the work under this contract and credentials and resumes for these individuals
- A minimum of 2 references
- Consultant Services Contract, if available

If consultant wishes to provide additional information that has not been requested but is relevant to a particular component, please include that information with your proposal. Please do not include generic marketing documentation.