



Spina Bifida & Hydrocephalus Association of Canada
Association de Spina-bifida et d'hydrocéphalie du Canada

Request for Proposals

Branding of SBHAC's Visual Identity

Submissions to:
Nichola M. Lastella, CAE
National Executive Director
Spina Bifida & Hydrocephalus Canada
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Purpose of the RFP

The National Board of Directors has approved a new national communications strategy in which the primary recommendation is to undertake a re-branding of the federation's visual identity. Re-branding is defined as the complete overhaul of our identity through engagement of our federation partners coast to coast.

Under the direction of the National Executive Director, who will lead the project, design and/or communications specialists are encouraged to submit their tender electronically or by mail only.

Background on SBHAC

Spina Bifida and Hydrocephalus Association of Canada is the voice of Canadians living with SB&H. Since 1981 we have been there to support our families through research, education, advocacy, information and support through local member organizations.

While we collectively raise just over 1 million annually, our current brand and identity is experiencing a period of stagnation. As we look to re-focus and build our federation in Canada, we recognize that we must look and act the part of a national health charity.

Our evolution is dependent upon the image we portray to corporate Canada, Joe Public and our own stakeholders.

Timeframe for Completion

The SBHAC re-brand design is to be complete by September 30, 2008 with printing and subsequent production to follow.

Deliverables

- Research the organization and measure our tolerance level for change
- Build consensus within the federation for the image we will portray
- Develop an overall visual identity that portrays our future image
- Develop a tag-line and related communications statements to correlate to the visual identity
- Develop templated bank of materials including:
 - Website
 - Brochures
 - Direct mail campaign
 - Newsletter
 - Annual report

- Education materials
- Stationary including official tax receipts
- Promotional items

Selection Criteria

The successful candidate will:

- Demonstrate a broad national perspective
- Demonstrate clear understanding of the health charity sector, preferably in the area of spina bifida and hydrocephalus.
- Provide their research methodology and demonstrated capacity to engage multi level stakeholder groups across a wide geographic scope
- Be able to communicate in both official languages (oral, written)
- Provide a detailed work plan with timelines and an itemized budget, with costing estimates for production from *unionized* printing shops only
- Provide 3 references based on relative initiatives, work and completed projects.

Deadline for submissions

Submissions must be received by December 1, 2007 by 4:30 pm (CST) electronic and hard copy accepted only.

Additional Information

Contact Nichola M. Lastella, CAE National Executive Director (204)925-3652
nichola.lastella@sbhac.ca

- **The lowest tender submission will not necessarily be accepted as the primary bid.**