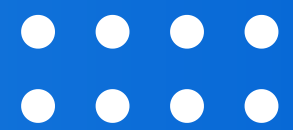




Town of Marystown

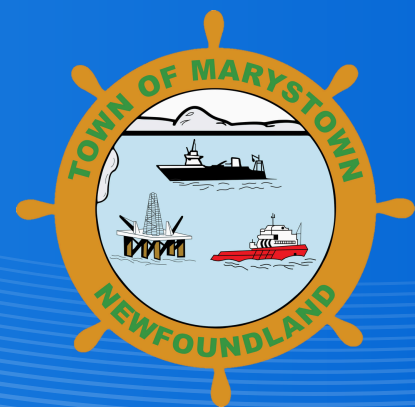
# Request for Proposals



## Marketing & Promotional Material Development

Issue date: May 22, 2026

Closing date: June 3, 2026 3:00 pm



# REQUEST FOR PROPOSALS (RFP)

## Marketing & Promotional Material Development

### Port of Mortier Bay – Town of Marystown

**Issue Date:** May 22, 2026

**Closing Date:** June 3, 2026 at 3:00 PM NST

---

#### 1. Introduction

The Town of Marystown invites qualified firms to submit proposals for the development of a suite of core marketing and promotional materials for the **Port of Mortier Bay**, a deep-water industrial port located on Newfoundland’s Burin Peninsula.

This project aims to establish a **consistent, modern visual identity** for the Port and to provide professional materials to support **public outreach, investment attraction, and trade show representation**.

---

#### 2. Project Objectives

The selected proponent will:

- Develop a cohesive and modern brand presence for the Port
  - Produce digital, print, and exhibition-grade marketing materials
  - Design and launch a simple, functional website appropriate for municipal use
  - Deliver high-quality visual assets suitable for multi-platform use
- 

#### 3. Scope of Work

The Town seeks a creative partner capable of delivering the following:

##### 3.1 Website Design & Development

- Design and develop a modern, responsive website for the Port of Mortier Bay

- Create a clean visual layout using content (text, images, branding) provided by the Town
  - Include standard pages:
    - Home
    - About the Port
    - Infrastructure & Services
    - Contact
  - Integrate downloadable PDFs (e.g., brochures, fact sheets)
  - Provide a user-friendly Content Management System (CMS) for Town staff
  - Ensure basic search engine optimization (SEO) (titles, headings, metadata)
- 

### **3.2 Print Marketing Materials**

- Design a coordinated suite of print collateral, including:
    - Brochures
    - Fact sheets
    - Rack cards
    - Investor handouts
  - Establish a consistent visual identity aligned with the Port brand
  - Provide print-ready files
  - Coordinate printing of an initial production run (quantities to be confirmed)
- 

### **3.3 Trade Show Exhibition Booth**

- Develop the visual design for a portable exhibition booth
- Provide artwork for:
  - Backdrop panels
  - Side panels

- Table banners / pop-up displays
  - Deliver print-ready files for production
  - Provide all editable source files for future use
- 

### **3.4 Optional / Value-Added Services**

Proponents may include optional services such as:

- Brand refresh (logo, color palette, typography)
  - Professional photography (on-site images for print and web)
  - Short promotional video (1–2 minutes using existing or new footage)
- 

### **4. Deliverables**

The successful proponent will provide:

- A fully functional and deployed website
  - Complete print collateral suite
  - Digital marketing asset library
  - Trade show booth design and production-ready files
  - All editable source files
- 

### **5. Proposal Submission Requirements**

Proposals must include:

- Company profile and relevant experience
- Portfolio of similar work (graphic design, web development, municipal or economic development experience preferred)
- Detailed methodology and work plan
- Project team structure and roles
- Proposed timeline and milestones

- Detailed cost breakdown (itemized by component)
  - At least **two (2) references** from comparable projects
- 

## 6. Evaluation Criteria

Proposals will be evaluated based on the following:

Evaluation Category	Weight
Relevant Experience & Portfolio	40%
Quality of Proposed Approach	30%
Cost & Value	20%
Innovation & Value-Added Services	10%

---

## 7. Budget

Proponents must provide a detailed cost proposal.

The Town reserves the right to **negotiate scope, pricing, or components** with the selected proponent to best meet project objectives and budget considerations.

---

## 8. Timeline

- RFP Issued: May 22, 2026
- Deadline for Questions: May 29, 2026
- RFP Closing: June 3, 2026 at 3:00 PM NST
- Evaluation Period: June 4–6, 2026
- Tentative Contract Award: June 8, 2026
- Project Start: June 2026

---

## 9. Submission Instructions

Proposals must be submitted electronically to:

**Greg Osmond**

Town Manager

Town of Marystown

 [gosmond@marystown.ca](mailto:gosmond@marystown.ca)

**Subject Line:** *RFP – Town of Marystown Marketing Services*

**Note:** Late submissions will not be accepted.

---

## 10. Terms & Conditions

- The Town reserves the right to accept or reject any proposal, in whole or in part
- The lowest-priced proposal will not necessarily be accepted
- All materials produced under this contract shall become the property of the Town of Marystown
- Proponents are responsible for all costs incurred in preparing and submitting proposals

