



REQUEST FOR PROPOSALS

**THE PROJECT: RFP #2 Brand & Website Refresh
BC Farmers' Market Association**

DEADLINE TO APPLY: April 16th, 2018

ABOUT BC ASSOCIATION OF FARMERS' MARKETS

Founded in 2000, the BC Association of Farmers' Markets (BCAFM) is a non-profit, sector association representing 145+ member farmers' markets across British Columbia. The mission of the BCAFM is to support, develop and promote farmers' markets in BC.

Our story is one of passion – we are passionate about local food and helping farmers' markets thrive. Farming is part of our heritage, a powerful catalyst and a reminder of simpler days when we knew where our food came from and who grew it. Today, consumers are returning to a local food system where people buy and sell fresh fruits and vegetables, local cheese and meat, baked goods, artisan chocolate and even flowers indigenous to the region. This is what our farmers' markets look like today. People seek quality, variety and freshness, and farmers' markets capture the feeling of a traditional marketplace, directly connecting farmer to customer.

At the BCAFM, we treasure the farm-to-table lifestyle and we are committed to connecting communities through farmers' markets, shifting perceptions and shaping the experience of what it means to attend a farmers' market in BC. For more info visit: bcfarmersmarket.org

THE PROJECT

We have an exciting opportunity for a team of creative collaborators who love design + strengthening local food and farming in BC. The BC Association of Farmers' Markets (BCAFM) seeks a creative services firm to refresh our brand and website and elevate our provincial organization and its unique position as the 'go to' voice of 145+ authentic farmers' markets across the province. This brand and website refresh will include the creation of a fresh, modern visual identity promoted under the name 'BC Farmers' Markets' and include a fresh new logo, brand guidelines, supporting graphics and written materials along with a new, awesome *hyper-functional* website to better serve and support our member farmers' markets and customers moving forward.

The brand and website refresh will build on the provincial market research and marketing strategy already completed by our organization in 2017. Additionally, a separate project, the BC Farmers' Market Trail has been issued under a separate RFP (RFP#1 BC Farmers' Market Trail). That project will develop a new consumer facing micro-website and campaign to be developed this year and will replace our current market finder. That new micro-website will 'plug in' to the new hyper-functional bcfarmersmarket.org website developed under this brand and

website refresh RFP#2. We encourage interested creative firms to respond to both or just one RFP if they choose to do so. The BCAFM will assess each independently and each project will be awarded accordingly.

Join us as a creative collaborator supporting local food and BC farmers' markets across the province!

PROJECT OBJECTIVES

The key objectives of the BC Farmers' Market brand and website refresh are:

1. To better support our mission to strengthen, promote and develop member farmers' markets by better serving and sharing resources to market managers, vendors and boards. Our key focus areas, activities and services include:

Marketing, Promotions & Public Engagement

- Helping promote farmers' markets to the public and key industry stakeholders.

Education, Strengthening & Networking

- Providing education and training to market boards, managers and vendors;
- Educating the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future;
- Delivering a unified industry voice for all member British Columbia farmers' markets.

Research & Development

- Initiating and managing research and development activities;

Farmers' Market Nutrition Coupon Program

- Leading, managing and delivering the provincial Farmers' Market Nutrition Coupon Program.

2. To increase the competitiveness and market share of member farmers' markets as a key direct sales channel for 1,000s of small scale farmers, food and beverage agri-food businesses by increasing the number, frequency and dollars spent by shoppers at farmers' markets across BC.
3. To differentiate and elevate the brand equity of 'BC Farmers' Markets' along with its 145+ member farmers' markets who all share a 'Grow, Make, Bake' philosophy along with the 1,000s of small scale farmers, food and beverage agri-food businesses who sell at farmers' markets locally, regionally and provincially.
4. To better position the BCAFM and member farmers' markets as:
 - a. community and regional agri-food hubs
 - b. small business incubators

- To further leverage the strong reputation and reach of the BC Association of Farmers' Markets and its members across the province; to build new relationships and bring more private and public funds to strengthen and promote farmers' markets, agri-food vendors and the communities in which they operate.

PROJECT SCOPE & KEY DELIVERABLES

- Design, development and launch of a new, hyper-functional bcfarmersmarket.org website, efficiently organized to meet the objectives above.
- BC Farmers' Markets Logo including a selection of additional formats for different marketing promotions applications.
- Brand guidelines including fonts + colour palette.
- Key supporting graphics
- Key taglines & messaging
- Other branding essentials that may be recommended by the creative project team

PROJECT TIMELINE

Start Date TBD to January 31st, 2019

**start date to be confirmed in consultation with creative services partner*

BUDGET

PROJECT TOTAL	\$20,000
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Allocation of funds and choice of product and services suppliers will be collaborative and determined in consultation with BC Association of Farmers' Markets.

The BC Association of Farmers' Markets will provide additional in kind leadership and management support and work as a team with the chosen creative services firm.

WHAT TO SUBMIT

- Description of your team and business: Why you and your team are the group to do complete this project.
- Describe the operating capacity of your firm and scope of creative services you offer and how you will deliver the key deliverables outlined above.
- Portfolio: Links to 3 to 5 branding and marketing projects with a *brief* description of a) your role in the projects and b) project impacts and outcomes for your clients.
- 2 to 3 customer/client testimonials or references + contact info.
- Written acknowledgment and confirmation that you fully understand and can deliver the needs described in this Request for Proposal:
 - project objectives
 - key deliverables

- c) timelines and
- d) budget

- 6. Statement on ownership of Product & Intellectual Property developed under this project.

As you may know, the BCAFM has issued 2 separate Request for Proposals: RFP#1 BC Farmers' Market Trail and RFP#2 Brand & Website Refresh. We encourage interested creative firms to respond to both or just one RFP if they choose to do so. The BCAFM will assess each independently and each project will be awarded accordingly.

DEADLINE FOR SUBMISSIONS **Monday, April 16th, 2018**

Please email your submission to:

**Heather O'Hara – Executive Director
BC Association of Farmers' Markets**

heather.ohara@bcfarmersmarket.org

SCHEDULE

RFP Issued:	April 4 th , 2018
RFP Response Deadline:	Monday, April 16 th , 2018 (on or before Midnight)
Interview Finalists:	April 18 th , 2018
Notify Finalist & Award Contract:	April 20 th , 2018
Start of Project:	To be determined in consultation with BCAFM
Completion of Project:	December 31 st , 2018 (to be confirmed)

OTHER

- **Additional Information:** BC Association of Farmers' Markets reserves the right to request any additional information deemed necessary to assist with the review and contract award process.
- **Cancellation:** BC Association of Farmers' Markets reserves the right to cancel this RFP at any time, to elect not to award the work outlined above, to reject any or all of the response submissions, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the responses received. While the BCAFM intends to award all tasks included in this RFP to one firm, the BCAFM reserves the right to contract any task or portion of this work separately.

**Thank you for your interest in promoting and strengthening
local farmers and BC Farmers' Markets!**