



REQUEST FOR PROPOSAL (RFP)

CLOSING DATE: March 14, 2025

CLOSING TIME: 11:59 PM

PROJECT TITLE: WEBSITE AND LOGO DESIGN FOR WIITAHNOOKIINITAW TAHSHKAYZING ENTREPRENEURSHIP CENTRE (WTEC)

ISSUING OFFICE: TREATY ONE NATIONS INC.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Ethan Courchene, Marketing Coordinator

Phone: 204-783-3110, Email: ecourchene@treaty1.ca

Conditions of this Proposal: All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the contractors and will not be reimbursed by the Treaty One Nation (T1N). We respectfully thank all who submit a proposal, but T1N reserves the right to refuse all proposals without explanation.

Preference will be given to Treaty No. 1 First Nation citizens.

Proposals should be addressed as follows:

Attention: Ethan Courchene
Treaty One Nations
103-1075 Portage Ave.
1075 Portage Avenue
Winnipeg, MB R3G 0R8

Title: Website and Logo Design for Wiitahnookiinitaw Tahshkayzing Entrepreneurship Centre (WTEC)

1. Scope of Work

The Wiitahnookiinitaw Tahshkayzing Entrepreneurship Centre (WTEC) is seeking proposals for the design and development of a WordPress-based website and the creation of a logo that reflects WTEC's mission, vision, and First Nation heritage.

1.1 Logo Design

- Design a logo that embodies WTEC's values of entrepreneurship, innovation, and First Nation culture.
- The logo should be versatile and suitable for use across various platforms (website, social media, print materials, etc.).
- **Deliverables:**
 - High-resolution logo files in multiple formats (e.g., PNG, JPEG, SVG).
 - Brand guidelines for logo usage (color palette, typography, etc.).

1.2 Website Development

- Platform: WordPress (existing websites are on WordPress, ensuring consistency and ease of maintenance).
- Design: Modern, responsive, and culturally respectful design that aligns with WTEC's branding.
- **Key Pages/Sections:**
 - Homepage: Highlight WTEC's mission, vision, and key offerings.
 - About Us: Information about Treaty One Nation, WTEC's goals, and its significance.
 - Programs and Services: Detailed descriptions of entrepreneurship programs, training, and resources.
 - Events: Showcase upcoming events, workshops, trade shows, conferences, and competitions.
 - Resources: A repository of useful resources for entrepreneurs.
 - News/Blog: Updates, success stories, and relevant news.
 - Contact Us: Easy-to-find contact information and a contact form.
- **Functionality:**
 - Easy-to-navigate structure with clear calls to action.
 - Integration with essential plugins for SEO, security, and performance optimization.
 - User-friendly backend for easy updates by non-technical staff.
- **Deliverables:**

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- Fully functional WordPress website.
- Training for WTEC staff on how to update and maintain the website.
- Documentation for website maintenance and troubleshooting.

2. Description of Entity

The Wiitahnookiinitaw Tahshkayzing Entrepreneurship Centre (WTEC), meaning “Working Together to Succeed” in the Anishinaabemowin language, is Canada’s first First Nation-led Indigenous entrepreneurship centre and business/technology incubator. WTEC aims to support Indigenous entrepreneurs nationwide by providing training, resources, and access to global markets, fostering economic and social impact within Indigenous communities.

WTEC is an initiative of the Treaty One Nations and Treaty One Development Corporation, which represents the seven Treaty One Nations: Brokenhead Ojibway Nation, Long Plain First Nation, Peguis First Nation, Roseau River Anishinabe First Nation, Sagkeeng Anicinabe First Nation, Sandy Bay Ojibway First Nation, and Swan Lake First Nation.

3. Submission Requirements

Interested vendors are required to submit the following:

1. Company Profile:

- Overview of the company, including experience with WordPress development and logo design.
- Examples of previous work, especially projects related to Indigenous or cultural organizations.

2. Proposal:

- Detailed proposal outlining the approach to logo design and WordPress website development.
- Timeline for project completion.
- Breakdown of costs, including any ongoing maintenance fees.

3. References:

- Contact information for at least three clients for whom similar projects have been completed.

4. Portfolio:

- Samples of previous logo designs and WordPress websites.

4. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

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1. Experience with WordPress: Demonstrated expertise in developing and customizing WordPress websites.
2. Understanding of Indigenous Culture: Ability to incorporate cultural elements respectfully and effectively.
3. Creativity and Innovation: Unique and creative design solutions that align with WTEC's mission and vision.
4. Technical Proficiency: Knowledge of WordPress best practices, including SEO, security, and performance optimization.
5. Cost and Timeline: Reasonable budget and realistic timeline for project completion.

5. Timeline

- Project Completion Date: April 31, 2025

6. Budget

Vendors are requested to provide a detailed budget breakdown, including costs for:

- Logo design.
- WordPress website development.
- Any additional services (e.g., hosting, maintenance).