

# **Mi'kmaw Kina'matnewey: Request to Provide a Business / Branding Package**

**Deadline: November 20, 2020  
4:30 p.m. Atlantic Time**

## **Introduction**

Mi'kmaw Kina'matnewey (MK) is seeking proposals from individual designers, businesses or agencies to provide a range of goods and services to support the administrative functions for MK and the Atlantic Canada First Nation Help Desk (ACFNHD). Interested parties may propose the provision of some or all of the products or services listed in the Scope of Services section.

MK encourages all enquiries with respect to the expectations and/or scope of work sought through this proposal by email to Blaire Gould, Executive Director at: [blaire@kinu.ca](mailto:blaire@kinu.ca). The successful designer, business or agency will be selected for this project based on criteria stated in Section 5. All proposals received by 4:30 p.m. Atlantic Time on **November 20, 2020** will receive full consideration. Please submit proposals to Justine Paul, Human Resources Officer, at [justine@kinu.ca](mailto:justine@kinu.ca)

## **RFP Process**

It is expected that one designer/business/agency will be selected as a result of the RFP, although MK is under no obligation to award a contract as a result of the selection process. Based on the proposals received the selection committee will select business or agencies to be interviewed. As a result of those interviews the top-rated consultant/firm will be selected.

## **Background**

Background information on the MK can be found at [www.kinu.ca](http://www.kinu.ca)

MK has recently adopted a new three year strategic plan that will see us continuing to provide support and services to our twelve member communities within Nova Scotia. The office operates out of two locations, Membertou in Unama'ki and in Cole Harbour, Mi'kma'ki. In conjunction, the Atlantic Canada First Nation Help Desk (ACFNHD) (serving communities in Atlantic Canada) works under the umbrella of MK.

The new strategic plan will see the development of new logos consistent with our mission and values, and these will be reflected in our goods and services. These will include (but not limited to) each of MK and ACFNHD:

- New or updated logo(s) and other images reflective of MK and ACFNHD
- Strategic vision video for inclusion on our website and possible distribution

- Website designs
- Business cards
- Letterheads
- Reports
- Email templates
- Packaging design.

## **Scope of Service**

Individual designers, businesses or agencies are invited to submit a proposal to provide services in all or any of the following practice areas. Please clearly describe in your proposal the goods or service area(s) (some or all) that you wish to support.

## **Report Review**

It is anticipated that goods will be delivered no later than February 2021.

## **Proposal Submission**

1. Cover letter of transmittal
2. Samples of other logo or image design
3. Qualifications, related experience, and references.
4. Fee schedule.

Please submit your proposal to: [justine@kinu.ca](mailto:justine@kinu.ca)