REQUEST FOR QUALIFICATIONS

MARKETING SERVICES

The Partners in Progress ("Partners") economic development initiative is a collaboration between Lac Ste. Anne County and the Town of Onoway that was initiated in 2017 to build a strong regional partnership to support business and economic development in the region.

The Partnership is governed by a Steering Committee consisting of elected officials from each of the two municipalities.

To date, the Partners have undertaken a regional collaborative economic development models study, created and begun implementing an economic development strategy, created an online regional business directory, created the www.partnersinprogress.ca website, and produced communications assets including a number of videos showcasing the region's businesses and advantages.

The Partners are seeking a qualified vendor to provide marketing and creative services to:

- Further refine target audiences
- Identify effective ways of reaching target audiences
- Create a cohesive brand for the promotional assets already in place
- Measure accurately the outcome of marketing efforts

The Partners are seeking submissions from marketing and communication firms or individuals who can assist them in these endeavours.

Interested parties are requested to submit their qualifications, along with a brief portfolio of previous work and two professional references, to the Partners. No budget has yet been set by the Partners for this work.

Please submit your qualifications, in confidence, by 12:00 pm MDT, September 8, 2020 to:

Partners in Progress Marketing Strategy RFQ
c/o Keystone Strategies Inc., Project Managers
info@keystonestratgeies.ca
www.keystonestrategies.ca

For more information on the Partners or to view existing assets, please see:

www.partnersinprogress.ca
www.lsac.ca
www.shopthecounty.ca
www.onoway.ca
www.partnersinprogress.ca/media-centre/resources/economic-development-roadmap

For questions regarding this RFQ please contact:

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