



# REQUEST FOR PROPOSALS

**Mi'kmawitasik Brand Marketing  
Campaign to Support Mi'kmaw Cultural  
Tourism in Nova Scotia**

**CLOSING ON:**

Friday, September 30, 2022 at 5pm AST



Kwilmu'kw Maw-klusuaqn Negotiation Office  
**Mi'kmaq Rights Initiative**

Our Rights. Our Future.



## **Mi'kmawitasik Brand Marketing Campaign to Support Mi'kmaw Cultural Tourism in Nova Scotia**

### **Request for Proposals - Statement of Work**

#### **Preamble:**

Upholding the authenticity of Mi'kmaw cultural products and tourism experiences is essential to developing a strong cultural tourism sector for the Mi'kmaq of Nova Scotia. Consumers have indicated an increased interest in and appreciation for authentic Indigenous products, services, and tourism experiences, which can certainly benefit Mi'kmaw communities and small business owners. Additionally, there is a growing number of mass-produced souvenirs, cultural products, and tourism experiences entering the market which resemble or claim to represent Indigenous cultures. Therefore, it is ever more important that products and experiences developed by Mi'kmaw artisans and business owners are branded and marketed for their authenticity.

#### **Purpose:**

This Request for Proposals (RFP) is to engage professional services to activate the *Communications and Branding Awareness Strategy* for *Mikwawitasik*, aligned with the *Cultural Tourism Strategy for the Mi'kmaq of Nova Scotia*.

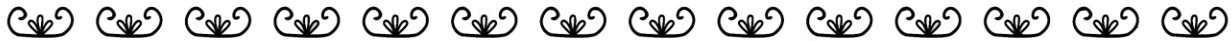
This project will include:

- Development of a brand platform and position
- Development of Logo Standards (based on the new Mi'kmawitasik logo created in partnership with Mi'kmaw artists Loretta Gould and Alan Sylliboy)
- Production of physical logo materials (ex: stickers, labels, stamps, stencils)
- Development of Marketing / Communications / Branding tools

#### **Background:**

The Assembly of Nova Scotia Mi'kmaw Chiefs (Assembly) and the Kwilmu'kw Maw-klusuaqn Negotiation Office, through the Nova Scotia Tripartite Forum Economic Development Committee commissioned the *Cultural Tourism Strategy for the Nova Scotia Mi'kmaw* (Strategy) in commissioned in 2018.

The Strategy, developed through engagement with Mi'kmaw communities and stakeholders, identifies a series of strategic priorities designed to gain acceptance of the Strategy by communities and move forward on a path towards implementation and results.



The priorities are:

1. *Mi'kmaw Leadership and Governance*
2. *Authenticity*
3. *Mi'kmaq Led Development*
4. *Marketing*

Strategy engagement clearly emphasized the critical importance of authentic Mi'kmaw heritage and culture and the creation of guidelines for acceptable product, service and experience offerings in a tourism context. This process must also determine what is to be held sacred. The Strategy recommends developing an approach to address authenticity that considers support, protection, standards, branding and sanctions.

In response to this Strategy, Mi'kmaw Cultural Authenticity Guidelines were developed and endorsed by the Assembly in 2020. In 2021, work began on the development of a new brand logo and certification / enrollment process for users/members. In addition, a Mi'kmaw Cultural Tourism Tool Kit was created, along with a Communications and Branding Awareness Strategy.

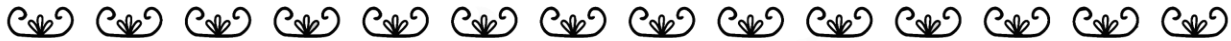
### **Scope of Work:**

Consultancy services are being sought to complete the next phase of Mi'kmaw cultural tourism authenticity. The Consultant(s) will be expected to review existing resources and documents to support the project deliverables. Applicable resources will be provided to the successful applicant.

The Consultant(s) is to deliver on the following components:

Activate the *Communications and Branding Awareness Strategy for Mi'kmawitasik*, guided by the *Authenticity Guidelines for the Mi'kmaq of Nova Scotia* and the *Mi'kmawitasik Certification Process*.

1. Development of a brand platform and position
  - Articulate the key Mi'kmawitasik certification program attributes
  - Identify the unique selling proposition as the focus point for communications
  - Identify key messaging to clearly position the Mi'kmawitasik brand in the minds of the users/members, community, key stakeholders, and target audiences
2. Development of logo standards and brand guidelines for the new Mi'kmawitasik logo
  - Creation of a logo standards package that can be shared on various physical and digital platforms by certified members and marketing partners,



including examples of options for logo use (ex: business cards, stickers, labels, product tags, stamps, stencils, posters, banners, authenticity certificate, websites, social media, storefront/on site requirements, trade shows, etc.)

- Creation of a system to integrate the logo with the certification / registration process (ex: a unique numbering system for each individual user/member linked to a QR code and online artist profile, an authenticity certificate, etc.)
  - Explore and advise on options for the brand logo that could incorporate:
    - Different levels of artistic and cultural proficiency (ex: beginner vs advanced)
    - Different artistic cultural expression (ex: traditional vs contemporary)
    - Different levels of cultural offerings (ex: Mi'kmaw owned and operated, with partial or exclusive focus on cultural experiences, products or services)
    - Allyship opportunities for partnership and collaboration (ex: non-Mi'kmaw businesses/partners offering an experience in collaboration with Mi'kmaw entities and/or entrepreneurs)
3. Production of physical logo materials (ex: stickers, labels, stamps, product tags, stencils, business cards, posters, signage, banners, tradeshow materials, etc.)
- Create prototypes of marketing materials that can be used to display the various options for logo use (note: this would be used to take to community meetings to provide hands-on examples for potential Mi'kmawitasik members)
  - Creation of a "Rights and Responsibilities" enrollment brochure that reflects the logo certification opportunities and brand guidelines (based on existing materials and newly created materials)
4. Development of marketing / communications / branding tools
- Develop and coordinate an internal communications plan
  - Create core communications support tools, including:
    - Website content including explainer videos, QR Code links and member profiles (note: content will be added to current KMK website for now)
    - Printable materials for speaking engagements and enrollment outreach
    - Signage for speaking engagements and enrollment outreach
  - Identify target audiences, including but not limited to:
    - Potential certification lead applicants (Mi'kmaw entrepreneurs, community attractions, experience providers, artisans, performers, etc.)
    - Potential certification allyship applicants (non-Mi'kmaw businesses/partners offering an experience in collaboration with Mi'kmaw entities and/or entrepreneurs)



- Mi'kmaw and non-Mi'kmaw tourism industry partners (tourism industry associations, regional and national destination marketing organizations, potential business partners, tour operators, travel agencies, government, etc.)
- Mi'kmaw and non-Mi'kmaw vocational and career development partners (elementary, secondary, post-secondary career counselling, employment and training, post-secondary tourism training, career development associations, etc.)
- Identify sponsorship/events and speaking opportunities to key Mi'kmaw and non-Mi'kmaw business and sector provincial associations/groups
- Develop/leverage partnerships:
  - Develop terms of reference for partnership involvement
  - Set specific partnership targets for 2023/2024
  - Develop target list of organizations
  - Connect with target list to create schedule of events/opportunities for 2023/2024

**Deliverables:**

- The Consultant(s) shall meet with The Mi'kmaw Cultural Tourism Advisory Committee (The Committee) approximately Oct 17-19 to review the Statement of Work, review proposed methodology, and receive direction and guidance from The Committee.
- The Consultant(s) shall present a workplan and budget to The Committee for approval by October 28, 2022.
- The Consultant(s) shall provide draft copies of the deliverables (noted below) to The Committee for review by December 9, 2022:
  - Draft brand platform and position
  - Draft logo standards
  - Production list of physical logo materials
  - Internal communications plan
- The Consultant(s) shall provide final copies of the deliverables (noted below) to the Committee by January 27, 2023:
  - Brand Platform and Position document
  - Logo Standards document
  - Physical logo materials - prototypes
  - Marketing / Communications / Branding tools
    - Internal Communications Plan document
    - Rights and Responsibilities Enrollment Brochure
    - Website pages including explainer videos, QR Code links and member profiles



- Printable materials for speaking engagements and outreach
- Signage for speaking engagements and outreach
- Partnership document (Consultant(s) may opt to include this information within the Communications Plan document)

**General Responsibilities:**

- The successful Consultant(s) will action the work on or before October 17, or if the proposal is accepted after that date, on the date of notification.
- The Consultant(s) will have the technical skills, tourism expertise, and cultural knowledge to complete all deliverables.
- The Consultant(s) will speak the Mi'kmaw language (preferable), and/or engage the services of a sub-contractor(s) who can speak the Mi'kmaw language and who has the cultural tourism expertise required to help inform the project.
- The Consultant(s) shall be responsible for the quality of work performed, the associated costs and the scheduling and performance of any sub-contractors.
- The Consultant(s) are expected to be in regular contact with the Project Manager and The Committee throughout the project and will be expected to provide progress updates.
- No change in the final contract terms or in the personnel specified in the Consultant's(s') accepted proposal will be permitted without prior written authorization by the Project Manager.
- The Consultant(s) is responsible for managing all aspects of relationships with any sub-contractors.
- The Consultant(s) will be responsible for ensuring that cultural content included in the deliverables be the authentic work of Mi'kmaq, be culturally appropriate, and be ethically, responsibly, and ethically sourced.

**Proposal Requirements:**

The project budget is \$80,000. Proposals submitted for consideration of this work must include:

- 1) A description of research and development methods and key project activities to support the deliverables;
- 2) A description of Consultant(s) experience working on similar projects and/or with similar organizations;



- 3) Detailed budget and proposed payment schedule; and
- 4) Milestones and associated timeframes for each stage of work.

**Assessment Criteria:**

- Preference will be given to Mi'kmaw consultants, with secondary preference of other Indigenous community members;
- Consultant(s) qualifications. If more than one Consultant is proposed to be part of the project, identification of which Consultant will be contributing to which deliverable and in what manner;
- Cost effectiveness of consultant fees and financial value of proposed work;
- Experience in the tourism sector;
- Experience working with Mi'kmaw communities and/or organizations;
- Relevance of workplan and methods;
- Scope of proposed work and alignment with project priorities.

**Project Timelines:**

The project is anticipated to start Oct 17, 2022, and will be completed by January 27, 2023.

**Other:**

Awarding of this contract is subject to review of submissions by The Committee and available funding. All work and deliverables for this contract will be the intellectual property of the Kwilmu'kw Maw-klusuaqn Negotiation Office.

**Submission of Proposals:**

Proposals shall be submitted via email in Portable Document Format (PDF) for distribution purposes to The Committee. All proposals shall be sent to:

Shannon Monk, Cultural Tourism Project Manager  
[smonk@mikmaqrights.com](mailto:smonk@mikmaqrights.com)

**Request for Proposals Release Date:**

September 8, 2022

**Proposals Due Date:**

Friday, September 30, 2022 at 5pm AST