



# Request for Proposal

## Annual Report Production & Design

**Issue Date:** Wednesday, February 3, 2022

**Response Due:** Wednesday, February 16, 2022

**Contact:** Josie Fries ([jfries@wesk.ca](mailto:jfries@wesk.ca))

**Project Budget:** Not specified

**Launch Date:** Week of February 28, 2022

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## Summary

WESK is seeking proposals from vendors to produce (design and write) the 2021-2022 WESK Annual Report in a digital and print-ready format. This will be a 4-month project that includes planning, design, and copywriting in collaboration with the WESK team.

## Background

Since 1995, WESK has helped thousands of women start, purchase and expand their businesses. As a non-profit, membership-based organization, we keep our services affordable. From business advising, financing, training, networking, and resources for starting and growing a business in Saskatchewan, WESK is here to provide women entrepreneurs with tools to succeed.

## Scope of Work

We are seeking a creative partner to produce (design and write) WESK's 2021-2022 Annual Report. This report is typically between 20-30 pages. Our goal is to create a report that tells the story of WESK during our last reporting period through engaging visuals and powerful writing. The design should reflect a professional, yet colourful and engaging report. The tone of the copy should be a balance of professional, yet fun.

The successful vendor will be selected based on their portfolio and the appropriateness of their proposal in meeting WESK's needs, as specified below.

### **The following will be provided by WESK:**

- A blueprint of written content to serve as the basis of the written material
  - Includes statistics for the 2021-22 reporting period
- Photos, logos, etc. where appropriate.
- Draft messages from CEO and Board Chair
- Drafts of two client success stories

### **Required design elements will include (but not be limited to):**

- An eye-catching cover page
- Graphic representations of key statistics, timelines, and highlights
- Incorporation of event & program photos, sponsor logos, etc.

## Required copywriting will include (but not be limited to):

- Brighten up the written content provided by WESK
- Use the provided content to create a narrative and tell a story of impact

## Report Framework

WESK is open to the layout and structure of the Annual Report. Further detail on the report framework will be provided in the report blueprint, but an outline is as follows:

- Front and Back covers
- Message from Board Chair & Message from CEO
- About WESK: A brief introduction that highlights WESK's key pillars of service and addresses why we exist
- Meet the Board & Team: Includes the names and titles of each individual.
- Key highlights: A look back at the 2021-22 reporting period through visual representations of timelines and engaging images
- Key statistics: A brief visual introduction to statistics relating to WESK's core services
- Services: Explanations of WESK's core services (Business advising, financing, training & events, membership, etc.), and detailed statistics as it relates to each service.
- Programs, Projects, and Events: Several pages highlighting information, statistics, and images on specific programs, projects, or events that WESK has executed on.

Examples can be found in our last two Annual Reports, linked below:

1. [2020-21 Annual Report](#)
2. [2019-2020 Annual Report](#)

## Final Deliverables

- PDF of the final Annual Report, in both digital & print-ready versions (20-30 pages)
- Design file of the Annual Report

## Optional Deliverables

- Social media graphic of the Annual Report

- Quote to print 100 copies of the Annual Report

## Qualifications

The vendor should have proven experience in graphic design for larger scale reports, as well as copywriting and editing. As it relates to copywriting, the agency should have experience in developing a narrative to ensure WESK can tell a story of impact. Overall, the core team should have experience in project management and delivery.

## RFP Timeline

This will be a 4-month project that includes planning, design, and copywriting in collaboration with the WESK team.

RFP Issue Date: Wednesday, February 3, 2022

Responses Due: Wednesday, February 16, 2022

Contract awarded & contractor notified: Wednesday, February 23, 2022

Project Kickoff: Week of February 27, 2022

Project Wrap-Up: Week of May 16, 2022

## Project Timeline

Specific timeline to be determined in conjunction with the successful contractor. The Annual Report will be distributed to the public digitally and via print during the week of May 22, 2022.

## Budget

To be determined in conjunction with the successful contractor.

## Payment Procedures/Contract Terms

To be determined in conjunction with the successful contractor. The price quoted should be inclusive. If your prices exclude certain fees or charges, please provide a detailed list of excluded fees with an explanation of those fees. If third party contractors are hired, please include their information as well.

## Project Team

**Josie Fries, Marketing Advisor**

Josie will coordinate with the internal team and serve as the point person of the selected vendor.

- Phone: 306-477-6286
- Email: [jfries@wesk.ca](mailto:jfries@wesk.ca)

## Proposal Requirements:

Vendors are asked to provide a concise proposal that addresses the following:

- Capabilities and qualifications, including a portfolio of work on similar projects
  - Portfolio should demonstrate experience with graphic design on 20+ page reports, as well as copywriting examples relating to telling a narrative.
- Project workplan including how the work will be organized and managed, including delivery methods and timelines.
  - Workplan should allow for two rounds of review on the draft report.
- Project team roles and responsibilities
- Costs associated with the work to be undertaken, including direct costs.

## To Apply

Please email your proposal to Josie Fries at [jfries@wesk.ca](mailto:jfries@wesk.ca) by Wednesday, February 16, 2022, at 4:30pm. Should you need to share your proposal via a cloud-based platform (Google Drive, OneDrive, etc.), please ensure a separate follow-up email is sent to ensure the proposal link was received.