

RFP #3: Corridor Marketing and Promotion Consultant

Request for Proposal (RFP)

Project Title: Indigenous Tourism Corridor Strategy — Corridor Marketing and Promotion Consultant

Issued by: Indigenous Tourism Association of Ontario (ITO)

Issue Date: [Insert Date]

Closing Date & Time: March 31, 2025, 5:00 PM EST

Contact for Inquiries and Submission:

Ella Vanderburgt, Project Manager

evanderburgt@indigenoustourismontario.ca

1. Background

ITO is seeking a Marketing and Promotion Consultant to develop and implement a strategic marketing plan that promotes the Indigenous Tourism Corridor and its participating operators and communities to regional, national, and international audiences.

2. Scope of Work

- Develop a branding and marketing strategy for the Corridor.
- Create promotional content and materials (digital and print).
- Support Indigenous Experiences Ontario website and Booker app integration for corridor listings.
- Develop travel itineraries, visitor packages, and storytelling elements.
- Promote corridor-related events, including Truth and Reconciliation Day observances.

3. Deliverables

- Marketing and branding strategy for the Corridor.
- Promotional content, including brochures, itineraries, and digital materials.
- Support materials for corridor launch and events.

4. Timeline

November 2025 to December 2026.

5. Proposal Requirements

- Cover Letter, including expression of interest.
- Company Profile or Consultant Biography.
- Understanding of Scope.
- Work Plan and Methodology.
- Budget, including detailed breakdown of fees and expenses.

- References, minimum of two.
6. Evaluation Criteria
 - Relevant Experience and Qualifications – 30%
 - Approach and Methodology – 25%
 - Understanding of Indigenous Tourism – 20%
 - Cost and Value for Money – 15%
 - References – 10%

7. Submission Instructions

Proposals must be submitted electronically to:

Ella Vanderburgt, evanderburgt@indigenoustourismontario.ca

Deadline to Receive Proposals: March 31, 2025, 5:00 PM EST.

ITO reserves the right to award components separately or jointly depending on the proposals received. Preference will be given to Indigenous-owned and led consultants or firms with experience working with Indigenous communities.