



Request for Proposals (RFP)

Digital Content Creators – LEDSP Community Tourism & Cultural Activation Project

Issued by: Indigenous Tourism Ontario (ITO)

Deadline for Proposals: June 15, 2025

Contract Start Date: July 1, 2025

Contract End Date: March 31, 2026

Budget Range: Competitive daily or project-based rate

Project Timeline: April 1, 2025 – March 31, 2026 (this component beginning mid-June)

1. Introduction

Indigenous Tourism Ontario (ITO) invites proposals from experienced **Digital Content Creators** to support storytelling, media production, and formatting of community-driven content for three cultural activations being delivered under the **LEDSP Community Tourism & Cultural Activation Project**, funded by Indigenous Services Canada.

The selected contractor(s) will work with ITO's Cultural Activations Lead, Indigenous Business Advisors (IBAs), and local artists and Knowledge Keepers to help bring Indigenous stories to life using respectful, compelling digital formats. The role includes formatting audio, video, visual, and interactive assets for use on signage, augmented reality (AR), or web-based platforms such as **NativeExperiencesOntario.ca**.

2. Scope of Work

The selected contractor(s) will:

- Transform community-contributed stories, artwork, and teachings into high-quality digital content
- Edit and format recorded audio (narration, language, songs, oral history)



- Edit and format video content (interviews, traditional teachings, cultural visuals)
 - Support preparation of AR- or web-ready visual assets (animated images, overlays, QR-linked displays)
 - Collaborate with ITO's design and tech teams to integrate content into online and physical storytelling platforms
 - Ensure cultural content is treated respectfully and aligned with community-approved formats
 - Submit content to shared folders along with proper metadata, credits, and file naming
 - Support compliance with accessibility and usability standards where applicable
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3. Deliverables

By March 31, 2026, the contractor will be expected to complete:

- 3 cultural story packages (one per activation site), including:
 - Audio narration or sound clips
 - Edited video segments or animated visuals
 - Finalized visual or interpretive files for print and digital use
 - A minimum of 6–9 total media files, ready for publication or signage integration
 - Collaboration with ITO and partners to integrate content into AR or interactive displays
 - Submission of all approved digital files, with community consent documented
 - Input into final project showcase or ISC reporting if requested
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4. Required Qualifications

The ideal contractor(s) will demonstrate:

- Proven experience producing and editing digital storytelling content (audio, video, visual design)
- Familiarity with Indigenous cultural content and protocols
- Strong working knowledge of file formatting, compression, and digital asset management
- Experience working collaboratively with creative and community-based teams
- Ability to respond to iterative feedback and timelines



- Must be Indigenous or demonstrate a strong track record of working respectfully with Indigenous content and communities
 - Access to editing software and production tools required to complete deliverables
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5. Proposal Requirements

Interested individuals or teams should submit a proposal including:

- Cover letter detailing your experience and interest in Indigenous cultural storytelling
 - Portfolio or samples of relevant digital content (audio, video, visual, interactive)
 - Resume or company profile with references
 - Proposed daily, hourly, or flat rate
 - Confirmation of availability between July 1, 2025, and March 31, 2026
 - Any relevant cultural training, partnerships, or languages spoken (optional)
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6. Evaluation Criteria

Criteria	Weight
Quality and relevance of portfolio	35%
Experience with Indigenous storytelling or protocols	25%
Technical ability and tools	20%
Proposal clarity, availability, and rate	20%

7. Submission Instructions

Please submit your proposal by **[Insert Deadline Date]** to:

Ella Vanderburgt
Project Manager
Indigenous Tourism Ontario



 Email: office@indigenoustourismontario.ca

 Questions may be directed to: 807-621-3750

8. Additional Notes

- Contractors will retain rights to their process but will assign reproduction rights to ITO for public educational and tourism-related use
- All cultural content will be guided by permissions and protocols from participating communities
- **Travel Costs:** If travel is required, ITO will reimburse pre-approved expenses in accordance with **National Joint Council (NJC) Travel Directive rates**
- Indigenous Tourism Ontario reserves the right to award multiple contracts depending on proposals and skillsets