



EntrepreNorth Branding Refresh

Request for Proposals

Proposal Submission Deadline: Sunday, October 29, 2023 by 12am (midnight)
Contact for Proposal: Tanya Roach, Marketing Specialist, tanya@entreprenorth.ca

Project Description

This Request for Proposals (“RFP”) is an invitation by EntrepreNorth, a project of MakeWay’s shared platform (“EntrepreNorth”) to prospective Proponents to submit Proposals (“Proposals”) for a Branding Refresh project.

EntrepreNorth is seeking an experienced Marketing, Branding and Design Professional(s) to collaborate with our team on a Branding Refresh project. This work is a key component of EntrepreNorth’s 2023 Marketing and Communications Strategy, which is grounded in our goal to mobilize a community of changemakers who are amplifying stories of entrepreneurship, innovation and Indigenous excellence.

Project Background

In 2018, EntrepreNorth launched with a mission to empower Indigenous entrepreneurs to build sustainable businesses and livelihoods across the North. We believe that Northern Indigenous entrepreneurs can become catalysts of prosperity and drivers of social change within their own communities, and that the development of sustainable enterprises can create local economic opportunities to help break through cycles of poverty, address social challenges, and strengthen Northern ways of life.



Scoring Criteria

Scoring Criteria	Assigned Weight
Portfolio and Work Samples	30%
Relevant Experience	20%
Project Methodology	15%
Creative Approach and Concept	15%
Cost & Budget	10%
References and Testimonials	10%
Total	100%