



# N A C C A

## **REQUEST FOR PROPOSAL (RFP)** **LOGO & MARKETING TOOLKIT DESIGN** **Indigenous Entrepreneurship Program**

**Closing Time: Proposals must be received before  
8:00 PM EST on: May 13, 2026**

**DELIVERY OF PROPOSALS:** Proposals must be in English and must be submitted electronically by email.  
*Please, include a copy of this cover page that is signed by an authorized representative of the Proponent.*

Proponents should submit an electronic proposal to Stacey Fox, Quality Assurance Manager, [sfox@nacca.ca](mailto:sfox@nacca.ca)

**RFP Number: 2026\_IEP IFI Marketing Toolkit\_001**

**National Aboriginal Capital Corporations Association, 338 Somerset St. West, Ottawa ON, K2P 0J9**

Proposals must be received before Closing Time (8:00 PM EST) on May 13, 2026, to be considered.

**A proposal is deemed to incorporate the Confirmation of Proponent's Intent to Be Bound below, without alteration.**

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### **CONFIRMATION OF PROPONENT'S INTENT TO BE BOUND:**

The enclosed proposal is submitted in response to the referenced Request for Proposals, including any Addenda. By submitting a proposal, the Proponent agrees to all the terms and conditions of the RFP including the following:

- a) The Proponent has carefully read and examined the entire Request for Proposals.
- b) The Proponent has conducted such other investigations as were prudent and reasonable in preparing the proposal; and
- c) The Proponent agrees to be bound by the statements and representations made in its proposal.

**PROPONENT NAME (please print):**

**NAME OF AUTHORIZED REPRESENTATIVE (please print):**

**SIGNATURE OF AUTHORIZED REPRESENTATIVE:**

**DATE**

## 1.0 Request for Proposal

Third Party graphic design services are required by the National Aboriginal Capital Corporations Association's (NACCA) Indigenous Entrepreneurship Programs (IEP) to design: 1) an event logo & theme for the Frontline Workers Conference and 2) an 'IFI Marketing Toolkit' for our Indigenous Financial Institution (IFI) clients. Both the FLWC theme/logo and IFI toolkit should adhere to existing NACCA brand guidelines, allow for integration of IFI graphic assets to produce a new functional design.

## 2.0 Background and Context

The National Aboriginal Capital Corporations Association (NACCA) is a membership-driven national association with a network of over 50 Indigenous Financial Institutions (IFIs). NACCA supports the IFI network, which offers financing to Indigenous businesses and community owned projects. NACCA is committed to the needs of IFIs and the Indigenous businesses they serve.

The Indigenous Entrepreneurship Program (IEP) provides a suite of programs and delivers a bi-annual event to enhance the capacity of the frontline workers of the IFI network.

NACCA seeks to solicit proposals and negotiate a Contract to provide all services necessary and appropriate to design an event logo, theme, digital & print templates for an IFI marketing toolkit.

## 3.0 Timeline for Project

It is anticipated that work will commence upon selection of a contractor. The estimated duration of the contract will be from May to July 2026; Company representative to work with the Indigenous Entrepreneurship Program (IEP) Team.

Discovery and Concept Development (1-3 weeks)

Draft Presentation and Revisions (2-4 weeks)

Final Edits and Approval (2-3 weeks)

Final Delivery of Assets (2-3 weeks)

## 4.0 Project Description

The selected contractor in consultation with IEP, will design an event logo and theme for IEP's bi-annual 2.5-day event the 'Frontline Workers Conference', and customizable templates for the 'IFI Marketing Toolkit':

- Brand Consistency: Ensure all materials align with NACCA's established branding.
- Boost Engagement: Design high impact visual content
- Deliverables Completion: Deliver high resolution, print-ready and web-ready files.

## 5.0 Project Scope & Deliverables

In collaboration with NACCA's IEP team, the intent is to have one service provider design & produce the following materials:

### I. **FLWC Event Logo & Theme:**

- a) Conceptualize & design a cohesive event logo and theme consistent with NACCA Brand guidelines and tailored for the IEP.

- b) Design, layout & format letterhead and powerpoint templates with the new FLWC event logo & theme that includes NACCA's logo.
- c) Print setup: separation and format of all graphic assets for high-quality printing, vector formats, including bleeds and crop marks.

## II. IFI Marketing Toolkit:

- a) Brochure & One Pager
  - Two tri-fold templates with: descriptions of IEP's contribution & lending programs with space for IFI entry of: workshops, services, contacts, IFI logo placement; Space for IFI description,
  - One pager with descriptions of equity and lending programs with space for IFI entry of: logo, contacts
- b) Digital Ad Sets
  - Variations of digital display ads for social media and website use by IFI clients.
- c) Print Setup
  - Preparation and format of all files for high-quality printing, including bleeds and crop marks.

Target Audience:

• **Government Partners and Supporters:** Provide clear information on programs/services, structure, funding opportunities, and collaboration initiatives.

• **Indigenous Entrepreneurs:** Include space for IFI business contacts, funding opportunities, educational content, workshop information, and/or self-service tools.

*\*Note: this scope includes up to three rounds of revisions per item.*

## 6.0 Qualifications

Minimum of three years of industry & professional experience, and a demonstrated portfolio showcasing creative, consistent and effective design solutions.

- Specialized skills in branding, typography, and digital/print layout
- Expert knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign) Canva and/or Figma and content management systems like WordPress.
- Strong understanding of visual hierarchy, layout principles, typography and color theory
- Proven ability to produce both print materials (packaging, brochures) and digital assets (social media, website graphics).

Extra consideration will be given to proposals where both the firm and/or its production/technical partners are Indigenous-owned or Indigenous-led.

## 7.0 Evaluation Criteria

The evaluation of the proposal will be based on the following criteria:

E1. Relevance and experience\*

E2. Technical expertise, including qualifications, certifications and/or experience of team

E3. Portfolio/samples of completed works\*\*

E4. Cost/Pricing

E5. References and/or testimonials\*\*

*\*Prior experience(s) with NACCA or other indigenous organization(s) would be considered an asset.*

*\*\*Where possible, include at least one from an indigenous organization.*

## 9.0 Submission Requirements

Proponents should ensure that they fully respond to all requirements in the RFP to receive full consideration during evaluation.

The following format, sequence, and instructions should be followed to provide consistency in Proponent response and ensure each proposal receives full consideration. All pages should be consecutively numbered.

- Signed cover page
- Executive summary of the key features of the proposal
- The body of the proposal, including:
  - A draft work plan and cost-estimate\*
  - Resume or organizational profile
  - Portfolio of recent projects
  - At least two (2) client references or testimonials
  - All documents should be submitted in PDF or Microsoft Word (.docx) format

*\* Proposals should include all costs/fees and taxes (including travel for one site visit where applicable).*

Questions and/or soft copy proposals should be directed to:

Stacey Fox

Quality Assurance Manager, NACCA

[sfox@nacca.ca](mailto:sfox@nacca.ca)

**Deadline: Wednesday May 13, 2026, by 8:00 pm EST**