



The Brandon Chamber of Commerce

REQUEST FOR PROPOSAL (RFP) BRANDON BUSINESS REVIEW MAGAZINE

Submit to:

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Brandon Chamber of Commerce

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Summary & Background

The Brandon Chamber of Commerce has existed as the voice of Brandon business since May 14, 1883. We are an independent, membership-funded, non-profit organization that represents Brandon, Manitoba business from the grassroots level. Our mission is to encourage growth in the Brandon community by fostering a progressive business environment, favourable to enhancing existing and attracting new business. We currently have over 600 members, and 1300 representatives.

The Brandon Chamber of Commerce is seeking proposals for the publication of our annual Brandon Business Review magazine. This magazine highlights our annual Business Achievement Award recipients and core topic articles related to our local businesses interests. The Chamber is seeking a company to design the entire publication, including but not limited to designing layout, creating and writing content, providing photography, selling advertising, publishing the finished product, and distributing to our members. The project should be completed by September each year (approximately 4 months after our Awards Show), to coincide with the start of our next events season. We anticipate entering into a two-year contract agreement with the selected business for this project.

The purpose of this Request for Proposal (RFP) is to gather proposals from qualified businesses, conduct a fair evaluation based on criteria listed within these guidelines, and select the candidate who best aligns with our needs and requirements.

Proposal Guidelines

This RFP represents the requirements for an open and competitive process. **Proposals will be accept until Thursday, March 28th, 2024, no later than 5:00pm CST.** Any proposals submitted after this date and time will not be considered. The selection will be made, and notification will be given no later than Friday, April 5th, 2024. The selected business is required to have a sit down “vision” meeting with the Brandon Chamber of Commerce within the first 30 days of contract signing.

Please note: Businesses must be a member in good standing with the Brandon Chamber of Commerce in order to be eligible to submit an RFP.

Project Purpose

The Brandon Business Review magazine will be a highlight of our local economy, and will highlight our annual Brandon Business Achievement Award recipients, messages from local leaders, and a minimum of 3 chamber-selected topics that are of interest to our local business community. To see examples of past magazines, [please click here](#).

The generation of non-dues revenue for the Chamber through advertising revenue for this publication is also required, and a key component of our selection process.

Desired Components of the Brandon Business Review Magazine

- Organizations should be able to provide the following content:
 - Message from the President*
 - Message from the General Manager*
 - Message from the Mayor*
 - Message from the Director of Economic Development*
 - Highlight key Chamber benefits such as: board of directors, events, benefits to being a member*
 - Article on each of our 12 award recipients from the annual Business Achievement Awards.
 - Minimum of 3 core articles (topics to be selected by Chamber of Commerce)
 - Advertising, including sales

***Items with an asterisk will have written content provided for you, but you will be responsible for formatting and design.*

- Page count: 40-60 page range
- Size: Colour, 8.5"x11"
- Quantity: Minimum of 1000 copies

Services Sought from Vendor

- Organization and publication of the Chamber 2024 & 2025 Brandon Business Review magazine
- Sale of advertising to support publication (vendor will make every effort to sell both member and non-member advertising. We suggest offering special pricing for members).
- Collection of payments for advertisements and enhanced listings sold.
- Coordination of payments for advertisements and enhanced listings sold.
- Coordination of obtaining advertisements sold.
- Writing of editorial content for inclusion in the publication.
- Provision of photography for use in the publication.
- Digital version of the publication to display on our website.
- Mailing of publication to Chamber membership list (approx. 600). Remaining copies to be delivered to the Brandon Chamber of Commerce.
- Management and tracking of payments and financials.

Services to be provided by the Brandon Chamber of Commerce

- Provision of the Chamber membership list for advertising sales purposes.
- Input regarding editorial content and photographs included in publication.
- Provision of the Message from the President, and Message from the General Manager.
- Provision of membership events and benefits to be included in the publication.

RFP to Include:

Organizations should provide the following information as part of their proposal for consideration:

- Detailed description of your organizations experience in producing such publications like the Brandon Business Review magazine.
- Detailed, itemized list of any/all publication elements that your organization offers (including additional enhancements/features)
- Projected timeline for completing and delivering the publication to the Chamber.
- The amount of revenue to be contractually provided to the Chamber, as a pre-determined figure and/or percentage of the advertising revenue raised for this directory publication. This **must** include a minimum dollar amount that is guaranteed.
- Any added value that can be provided to this project.
- Minimum of two (2) references related to this type of project.
- Acknowledgement of your intention to outsource any of the responsibility. If so, please provide information on who you will be outsourcing to (if available).

Use of Local Printers & Photographers

The Brandon Chamber of Commerce expects the selected business to request quotes from Brandon Chamber of Commerce member printing firms and local photographers, making every effort to award the bid for these services to a Chamber member. Final selection should be based upon cost, quality, service, and delivery.

**Preferred method of delivery of RFP's is electronic copy to members@brandonchamber.ca.
For questions, please contact Jessica Saler at 204-571-5344 or via email listed above.**