



Office of Chief and Council Government of Siksika Nation

Request for Proposals

Siksika Nation Branding & Marketing Plan and Implementation

Issued: September 10 , 2021

Submission Deadline: November 10, 2021 (60 days)

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Invitation to Proponents

Siksika Chief and Council are pleased to extend this invitation for Requests for Proposals (RFPs) to larger and more experienced marketing firms to submit proposals for a, '*Siksika Branding & Marketing Plan and Implementation*'. Proposals should encompass the entirety of the Siksika Nation including cultural, social, environmental and economic opportunities with potential investors and/or partners. Siksika is seeking proposals from a minimum of 3 (three) vendors for this project. We request that all sealed bids be finalized and submitted to Councillor Carlin Black Rabbit no later than 4:00 pm (MST).

Background

Siksika Nation, located one hour east of Calgary in southern Alberta Canada is part of the Blackfoot Confederacy and signatory to the Blackfoot Treaty, also known as Treaty Number 7. It is one of the largest reserves in Canada second only to its sister Nation, the Kainai further south. Siksika has a land area of 696.54 square kilometers (approximately 70,000 ha). Siksika Nation has a population of approximately 7500+ members and its superior geographic location makes it optimal as a transportation hub with easy access to the TransCanada Highway and the Canadian Pacific Railway. Siksika's water resources are second-to-none with the Bow River flowing its length, and they have irrigated agricultural lands; along with substantial aggregate deposits. Siksika has developed immensely with a diverse array of opportunities in: real estate, agriculture, manufacturing, logistics, tourism, construction, only to name a few. Siksika is open for business!



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Project Overview

Siksika Nation is seeking a professional Branding & Marketing firm to develop a unique Siksika Nation Brand and to implement a successful marketing campaign. Siksika has much to offer potential investors in terms of land, people, location, incentives and knowledge. Siksika Nation can offer local, national and international corporations and investors huge opportunities for growth and development. The *Siksika Nation Branding & Marketing Plan and Implementation* will target economic development opportunities, while balancing the social, cultural, and environmental needs of the community. By encompassing all of these areas, we will showcase to potential investors and partners the opportunities and experiences that we have to offer. Siksika Nation recognizes that capital investment opportunities and manufacturing industries in environmental technology and sustainable economic development are key areas that align with Siksika's community and wellness developmental goals. As such, the Plan will recognize Siksika's unique position in terms of large land base, rich First Nation culture, and labour-ready employee market. Siksika can offer real opportunities for success and progression.

Project Goals

1. Create a unique and all-encompassing *Siksika Nation Brand*, built upon the history and culture of the community, potential opportunities and the experience of the First Nations people
2. Create a successful marketing campaign designed to highlight Siksika's unique identity and the rich opportunities available therein
3. Create a successful online presence attractive to potential capital investment opportunities and partnerships
4. Create catchy and recognizable imagery and slogans that convey what Siksika represents
5. Identify key target audiences/clients/customers
6. Create a clear message about, 'who Siksika is', and what Siksika is committed to
7. Create a consistent message with concise language
8. Create a comprehensive reporting method to track success
9. To assist in the implementation of the plans' objectives



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Submission Guidelines

Proponent Profile

Proponents must identify relevant management, administrative, financial capabilities; along with technical skills, qualifications and experience, to ensure the proponents abilities to take on this project.

Submit to:

Councillor Carlin Black Rabbit (Community Relations Task Force Chair)
c/o Siksika Nation Chief & Council
P.O. Box 1100
Siksika Nation, AB
T0J 3W0
Email: sncc@siksikanation.com