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## **RFP –Toronto Ribfest Website Redesign**

### **Background:**

This brief is a call for a redesign of the Toronto Ribfest website. Toronto Ribfest is an annual celebration at Centennial Park during Canada Day weekend and it's the largest fund raising event from Rotary Club of Etobicoke, a charity organization. In the past 18 years through funds raised at Toronto Ribfest, Rotary Club of Etobicoke has donated over \$3 million to local and international humanitarian organizations.

Toronto Ribfest is the largest Ribfest in Toronto and largest Canada Day Weekend Celebration in South Western Ontario. It has won the Top 100 Festival and Event in Ontario award four years in a row. ~100,000 visitors attend this Canada Day weekend celebration each year and enjoy live entertainment, spectacular games and rides, and great food featuring premier Ribbers from across North America.

### **Target audience profile:**

- 24-39 years old. (Millennium). They represent 50% of current visitors. Only 14% of current visitors are ages 50 and over.
- 50/50 split between male and female.
- Some with child(ren) who coming mostly during the day and some without who come mostly during the evening.
- One-third of visitor resided in households with annual incomes of \$100,000 or greater.
- 80% of them are local (within 40km). Most of the non-locals resides between 40km and 80km.
- They don't own cottage and tend to spend the Canada Day weekend locally.

### **Objective:**

The current website [www.torontoribfest.com](http://www.torontoribfest.com) needs to be redesigned to:

1. Create more excitement towards our target audience.
2. Easily adaptable to suit different needs and functions outlined in the following section

### **Website function:**

- Serve as the main communication forum for the event. (time, daily schedule, performer highlight, daily highlight, special announcement, weather, lost and found, Food vendor highlight the Green initiative...etc)
- Able to have form to recruit performers (i.e., Musician, buskers)
- Able to have form to recruit volunteers and intergrate with CRM, i.e. Hubspot
- Able to sell ticket (VIP and General)
- Sponsorship highlight
- Photo/video history
- Supports social media
- Flexible to support different themes. 2018 theme: Wild West
- Ability to capture database for newsletter.
- Content development by leveraging the existing content and stock imagery.
- Security measure built in.
- SEO optimized.

**Look and feel:**

- Fun and exciting. Reference/inspiration: <https://beerfestival.ca/>

**Budget:** \$6,000. This budget includes consultation, presentation and execution.

**Payment schedule:** \$1,000 on the date of awarding the project, \$1,000 on content signoff, \$2,000 upon completion of website test; \$1,000 upon the successful launch of the website and the final \$1,000 by two weeks after website launch to ensure smooth operation of the website.

**Selection criteria:**

Proposal best demonstrating to achieve the objectives outlined above.

**Applicant/company qualification:**

Minimum of 2 years experience in website design.

**Timing:**

- Oct 29 RFP published.
- Nov 8 Proposal Submission to [iosifciosa@yahoo.com](mailto:iosifciosa@yahoo.com) including 3 versions of look and feel layout and sample works of 2 similar projects completed in the last 2 years.
- Nov 13-15 Presentation meetings
- Nov 17 Award the project & Consultation meeting with successful vendor.
- Nov 29 Presentation meeting to present draft website and content
- Dec 6 Content signoff
- Dec 11 Website ready for test
- Dec 15 Website live