



## Request for Proposals

### Salmon Arm Recreation Fun Guide

#### Seasonal Template Redesign & Digital Enhancement Services

<b>Issue Date:</b>	May 8, 2026
<b>Closing Date &amp; Time:</b>	June 12, 2026
<b>Delivery of Proposals:</b>	Submit one (1) digital copy by email to Salmon Arm Recreation contact identified in this RFP.

#### RECREATION CONTACT

All enquiries related to this Request for Proposals, including requests for clarification, are to be directed in writing to Salmon Arm Recreation contact below. Enquiries may be recorded, and responses may be distributed to interested parties at Salmon Arm Recreation's discretion.

Contact Person: Jason Freund, Aquatics and Programming Manager  
Salmon Arm Recreation  
2550 – 10th Avenue NE, Salmon Arm BC V1E 2S4  
Email: [jfreund@salmonarmrecreation.ca](mailto:jfreund@salmonarmrecreation.ca)

#### PROPOSERS' MEETING

A proposers' meeting will not be held unless otherwise communicated by addendum.



## Proponent Declaration

### Salmon Arm Fun Guide - Seasonal Template Redesign & Digital Enhancement Services

The enclosed proposal is submitted in response to the above-referenced Request for Proposals, including any addenda. Through submission of this proposal, the Proponent agrees to the terms and conditions of this Request for Proposals and confirms that any inconsistent provisions in its proposal will be as if not written and do not exist.

A person authorized to sign on behalf of the Proponent must complete and sign this page and include it with the proposal submission.

<b>Legal Name of Proponent:</b>	
<b>Doing Business As (if applicable):</b>	
<b>Authorized Representative:</b>	
<b>Title:</b>	
<b>Address:</b>	
<b>Phone / Email:</b>	
<b>Signature / Date:</b>	

**Please note that proposals missing this signed declaration may be deemed non-compliant.**



## Receipt Confirmation Form

For any further distributed information about this Request for Proposals, interested parties are encouraged to return this form by email to Salmon Arm Recreation contact shown on the cover page.

<b>Company:</b>	
<b>Street Address:</b>	
<b>Recreation / Postal Code:</b>	
<b>Province / Country:</b>	
<b>Mailing Address (if different):</b>	
<b>Contact Person:</b>	
<b>Title:</b>	
<b>Email / Phone:</b>	

Please send subsequent information about this Request for Proposals by:

<input type="checkbox"/> Email	<input type="checkbox"/> Courier	<input type="checkbox"/> No further notices required
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## A. Definitions and Administrative Requirements

### 1. Definitions

**Recreation** means the Salmon Arm Recreation.

**Contract** means the written agreement, if any, resulting from this Request for Proposals.

**Contractor** means the successful Proponent that enters into a Contract with Salmon Arm Recreation.

**Fun Guide** means the Salmon Arm Recreation's recreation and community information guide, including seasonal digital and/or printable guide formats.

**Proponent** means an individual, company, or team submitting a proposal in response to this Request for Proposals.

**Request for Proposals / RFP** means this procurement document and any addenda issued by Salmon Arm Recreation.

### 2. Terms and Conditions

Submission of a proposal indicates acceptance of the terms and conditions set out in this Request for Proposals and any addenda.

Salmon Arm Recreation reserves the right to reject any or all proposals, to waive minor irregularities, to request clarification, and to accept the proposal deemed most advantageous to the Salmon Arm Recreation.

Salmon Arm Recreation is not bound to accept the lowest priced proposal or any proposal.

Proposals will remain open for acceptance for at least ninety (90) days after the closing date unless otherwise stated by the Proponent.

All costs incurred in preparing a proposal are the sole responsibility of the Proponent.

All proposals submitted become the property of Salmon Arm Recreation, subject to applicable privacy and freedom of information legislation.

### 3. Additional Information Regarding this RFP

Interested parties should monitor for addenda and are encouraged to identify themselves to Salmon Arm Recreation contact so that subsequent information may be distributed efficiently.

### 4. Eligibility and Conflict of Interest

Proponents must disclose any actual or potential conflict of interest. Salmon Arm Recreation may disqualify a Proponent where, in Salmon Arm Recreation's opinion, such conflict may compromise the procurement process or the proposed work.



## 5. Currency and Taxes

Pricing is to be stated in Canadian dollars and exclusive of applicable taxes.

## **B. Requirements and Response**

### **1. Summary**

Salmon Arm Recreation is seeking proposals from qualified graphic design professionals or firms to redesign the Salmon Arm Fun Guide and develop a set of seasonal templates that Recreation staff can populate internally each season. The intent is to secure a polished, branded, practical, and digitally friendly guide system that can be maintained by staff using the tools and templates provided by the successful Proponent.

### **2. Project Overview**

The Fun Guide is a key public-facing communications and marketing tool used to promote recreation opportunities, programs, services, and community information. Salmon Arm Recreation is looking to refresh the visual presentation of the guide while building internal capacity to maintain it in-house after implementation.

The successful Proponent will be expected to review current materials, gather ideas and best practices from other communities, discuss branding options, and consider how the Fun Guide design can complement Salmon Arm Recreation's website and social media presence. Opportunities to embed or link video, registration links, web content, and social media elements within the online version of the guide are encouraged and should be explored as part of the proposal.

### **3. Scope of Work**

- 1. Review existing Recreation reference materials, current guide content, and any branding direction provided by Salmon Arm Recreation.**
- 2. Provide design concepts and recommendations for a refreshed Salmon Arm Fun Guide look and feel.**
- 3. Develop a template system for the following editions: Winter, Spring, Summer, Fall, and Spring Break.**
- 4. Ensure templates are practical for Recreation staff to update internally with seasonal program and event information.**
- 5. Recommend layout standards, typography, visual hierarchy, and graphic elements suitable for recreation marketing.**
- 6. Explore options for integrating online links, video, QR codes, social media references, and other digital enhancements into the online guide format.**



7. Discuss how guide branding can align with or support Salmon Arm Recreation's broader digital communications and social media presence.
8. Provide source files, working templates, and clear instructions sufficient for Recreation staff to continue producing the guide after project completion.
9. Identify any optional ongoing update or support services, clearly separated from the base proposal price.

#### 4. Deliverables

1. Creative brief or summary of recommended design direction.
2. Initial concept options for review by Recreation staff.
3. Final approved design system for the Salmon Arm Fun Guide.
4. Editable seasonal templates for Winter, Spring, Summer, Fall, and Spring Break.
5. Linked and/or interactive digital guide recommendations, where appropriate.
6. Final production-ready files and editable working files.
7. A short user guide or handoff document for Recreation staff outlining how to update and publish each seasonal guide.

#### 5. Schedule

RFP issued	May 8, 2026
Proposal closing	June 12, 2026
Evaluation / interviews (if required)	June 15, 2026
Anticipated project start	July 1, 2026



## 6. Proposal Format & Evaluation

Proponents should submit a concise but complete proposal that includes the following:

1. **Company profile, qualifications, and relevant experience.**
2. **Examples of similar guide, publication, or municipal design work.**
3. **Description of project approach and understanding of Salmon Arm Recreation's objectives.**
4. **Proposed work plan and schedule.**
5. **Team composition and identification of any subcontractors.**
6. **Fee proposal, including clear identification of base scope and any optional services.**
7. **At least three references for similar work.**

Evaluation of responses will be based on the overall value to Salmon Arm Recreation, including quality, fit, experience, creativity, and price. An example evaluation matrix is set out below.

<b>Evaluation Criteria</b>	<b>Weight</b>
Understanding of the project and proposed approach	25
Qualifications and relevant experience	20
Creativity, design thinking, and fit with municipal/recreation context	20
Template usability for Recreation staff and quality of deliverables	15
References and past performance	10
Fee proposal	10



## Appendix A - Proposal Submission Checklist

Item	Included
Signed Proponent Declaration included	<input type="checkbox"/>
Company profile included	<input type="checkbox"/>
Project approach included	<input type="checkbox"/>
Relevant experience and work samples included	<input type="checkbox"/>
References included	<input type="checkbox"/>
Fee proposal included	<input type="checkbox"/>
Any optional services clearly identified	<input type="checkbox"/>



## Appendix B - Fee Summary

Proponents should provide a fee summary that clearly distinguishes between the core project scope and any optional services.

Description	Fee (CAD)	Notes
Base project fee		
Seasonal template development		
Digital enhancement / link integration recommendations		
Training / handoff session		
Optional ongoing support		
Total proposed fee		