

Request For Proposal (RFP)

Procurement Reference Code: PrideCreative026

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Date of issue: July 23, 2025

Deadline for submitting inquiries: September 4, 2025

Deadline for bid submissions: September 15, 2025

Who We Are

Founded 1981, Pride Toronto continues a legacy that is deeply intertwined with the rich, progressive history of Toronto's queer community. From a small gathering of dedicated activists fighting for their right to love and be seen, to the vibrant celebration we know today, Pride has been a long time in the making. Today, Pride Toronto supports our communities in the pursuit of our unequivocal rights to be known, be heard, be understood, be accepted, be respected, and to celebrate the beauty of who we are. Our vision is that, no matter who you are or how you identify, you will be safe, valued, equal, and proud.

Bid Information:

Pride Toronto invites proposals from interested and qualified creative agencies to partner in developing the theme and visual identity for Pride Festival 2026 and 2027, with the possibility to extend to 2028. The successful bidder will also be responsible for producing promotional materials, festival collateral, and the official Pride Guide for Pride Month.

Qualifications

Experience in Creative Development: Demonstrated ability to develop comprehensive themes and visual identities for large-scale events or festivals.

Design Capabilities: Proficiency in creating promotional materials and branded collateral, including digital and print assets.

Publishing Expertise: Capacity to produce a high-quality official guide (such as the Pride Guide), including layout, editorial coordination, and provide a print-production ready file.

Collaborative Approach: Willingness and ability to work proactively and in partnership with Pride Toronto to ensure alignment with organizational values, goals, and best practices.

Commitment to Equity and Inclusion: Demonstrated understanding of and alignment with 2SLGBTQI+ communities, particularly within the context of Pride celebrations.

Confidentiality

- The terms of this RFP and all information provided are to be treated by your company as strictly confidential and proprietary. All data and information is to be used solely for the purpose of responding to this inquiry. At any point, should Pride Toronto feel that there is or has been a breach of this request, they reserve the right to eliminate the bidder for consideration of this RFP.
- All proposals submitted will become the property of Pride Toronto and will be held confidential. Any copies of the proposal will be provided to Pride Toronto employees and contractors on a need-to-know basis only.

Project Description

The selected agency will be required to:

- Develop the overarching Festival 2026 theme in collaboration with Pride Toronto.
- Create a complete visual identity system, including logo variations, typography, colour palettes, and branding guidelines.
- Design and deliver print and digital promotional materials (e.g., posters, banners, social media assets).
- Develop festival collateral including signage, merchandise, and branded templates.
- Conceptualize and produce the official Pride Guide (both print and digital formats), including layout design, editorial integration, and production coordination.

Scope of Work

Phase 1: Discovery & Communication Messaging

The first phase is about collecting, distilling and agreeing on the most pertinent information relating to the 2025 theme. Based on the Pride Toronto provided strategic brief to focus on gaining an in-depth understanding of the 2026 themes and ideas.

Process

- Project kick-off

- Audit of current brand & communications, previous annual themes
- Review of strategic brief
- Interviews with key stakeholders (1 all-staff session, 1 board of director session), if required
- Synthesis
- Presentation of insights & theme statement

Deliverables

- Key insights & theme statement PDF

Requested Commitment

- Attend 30-minute project kick-off meeting
- Key stakeholders to attend interview sessions (1 all-staff session, 1 board of director session), if required
- Attend 45-minute insights presentation

Phase 2: Visual Identity Development

- This phase focuses on exploring and understanding the festival's visual needs. You will use the insights gained in Phase 1 and apply your learnings to develop two (2) concept directions.
- Agency will create a series of sample visualizations across a set of defined applications and collateral specific to Pride's needs. This will allow stakeholders to experience the concepts across a range of touch-points and envision them in real-life scenarios.
- Continue to test the system across a range of applications, gather feedback, and gain approval on the final visual identity.

Process

- Explore two (2) options for the look and feel, logos, typography, colour palette, iconography, photo and video treatments, etc.
- Present concepts with five (5) application examples
- Identify preferred concept for refinement
- Two (2) rounds of revisions
- Final sign-off and approval

Deliverables

- Concept Development PDF
- Design Development PDF
- Final approved visual identity

Requested Commitment

- Attend 60-minute concept presentation, followed by 2 additional 30-minute presentations of revised concepts
- Provide consolidated, timely, and actionable feedback

Phase 3: Brand Assets & Theme Launch

In this phase the agency will package final art files and develop key launch assets that can be used immediately upon approval.

Process

Brand package preparation and delivery:

- Brand document (based on design development deck)
- Logo files (EPS, PNG) for print and digital
- Font files
- Colour palette document
- Creation of key launch assets:
- Social media skins (1 design, specs for Instagram, Facebook, Twitter, Youtube)
- Social launch graphics (up to 4)
- Website graphic (up to 1)
- Launch video (1 video at 1080×1920, up to 60 seconds)

Deliverables

- Brand package assets (see above)
- Licensed font files
- Key launch assets (see above)

Phase 4: Ongoing Support

- The agency will provide ongoing support to help Pride Toronto in their marketing and

communication efforts for the 2026 festival. All design work will be based on the approved 2026 festival identity. All deliverables are being provided on a time and material basis.

- The agency will provide working files and delivery of creative assets and templates to help support Pride Toronto produce these elements in house.

Deliverables may include, but are not limited to:

- Website graphics
- Social media skins (Instagram, Facebook, Youtube, etc.)
- Social media templates (working files)
- Artist announcement template
- Schedule
- Ad materials
- Festival poster
- TTC ads for station, platform, bus/streetcar wraps
- Digital ads
- Powerpoint presentation deck with varying template slides
- Festival themed template for fundraising/donations
- Sponsorship collateral
- Sponsor report template
- Map design
- Festival credential designs (VIP, staff, volunteer, media, etc.)

Phase 5: Pride Guide

Pride Toronto will provide the Agency with a comprehensive copy document outlining the contents of the 2026 Pride Guide. Pride Toronto will also supply the Agency with all high-res images, logos and assets necessary for design development of the Pride Guide. Utilizing the final copy and assets provided the Agency will design the brochures in line with the branding for Pride Toronto 2026.

Process

- Key page development (up to 5 pages)
- Present key pages
- Gather feedback
- Full design rollout (up to 120 pages)

- Two (2) rounds of revisions
- Approval of EN version
- Final digital export of EN and delivery of print-ready file

Deliverables

- One (1) x PDF English digital version of 2026 Pride Guide
- Final digital export of EN, working file and delivery of print-ready file

Budget (Estimated)

Deliverables	Hours	Rate (\$)	Fee (\$)
Phase 1: Discovery & Communication Messaging	65	125	8125
Phase 2: Visual Identity Development	115	125	14375
Phase 3: Brand Assets & Theme Launch	50	125	6250
Phase 4: Ongoing Support	260	125	32500
Phase 6: Pride Guide	110	125	13750
Total	600		75000

Considerations

- Pride Toronto will provide any existing brand, communications, internal brief documents, and strategic brief
- The costs for out-of-pocket expenses are not included in the fees. Expenses include, but are not limited to, photography, print, signage manufacturing and any other project-related expenses
- Total estimate is based on projected hours and provided at a blended rate of \$125
- Additional hours or requests will be out of scope
- Hours that are unused for the Pride Guide will not be billed
- Hours may transfer to other phases if unused and required
- Hours reports will be provided and client will flag hours at the 25%, 50%, 75%, and 100% mark

- A 50% project initiation fee is due upon scope approval, 25% will be billed upon completion of phase phase 3 and a final 25% will be billed upon project completion
- The Agency will be provided 8 VIP wristbands (\$2,400 value) for main events

Evaluation

Proposals will be evaluated based on the following weighted criteria:

- **Proposal Requirements (Required)**
 - All required materials and responses as outlined in the RFP must be submitted in full for the proposal to be considered.
- **Bidder Qualifications (40%)**
 - Demonstrated experience in creative development, including branding, thematic campaigns, and visual storytelling for large-scale festivals or cultural events.
 - Past performance on similar contracts, including references and case studies showcasing successful, inclusive, and high-impact work.
- **Creative & Service Capabilities (45%)**
 - Ability to deliver on all components of the scope of work, including theme development, visual identity, promotional design, festival collateral, and Pride Guide production (provide print-ready file).
 - Capacity to manage complex timelines, provide full-service creative support, and collaborate effectively with internal teams and stakeholders.
 - Access to skilled personnel and resources required to deliver high-quality, multi-format deliverables on schedule.
- **Financial Proposal (10%)**
 - While cost will be considered, the lowest price will not necessarily be the deciding factor. Pride Toronto seeks best overall value based on experience, creativity, and scope.
- **Support of the 2SLGBTQI+ Community (5%)**
 - Evidence of ongoing or past support, advocacy, representation, or meaningful engagement with 2SLGBTQI+ communities in your work, organization, or partnerships.

Proposal Requirements

Please include the following in your submission:

- **Company Overview:** History, structure, and team bios.
- **Relevant Experience:** Case studies or portfolios of similar projects (with references if available).
- **Project Approach:** Outline of your creative process, collaboration methods, and timeline.
- **Budget Breakdown:** Detailed pricing including creative development, design, revisions, and production.
- **Work Samples:** PDFs, web links, or files demonstrating previous branding, publication, and campaign work.
- **Diversity Statement:** Information on your approach to equity, inclusion, and representation in your work and team composition.

Pride Toronto is committed to the principles of employment equity. Applications from all qualified candidates are welcome; in particular, applications are encouraged from racialized people, Indigenous people, disabled people, queer and trans people, and women. If you require any form of accessibility throughout this application, please let us know.

Submission Details

- Submit all proposals electronically by September 15, 2025 (PDF format only) to <https://forms.gle/NLLyJUVnEZPJqaWs8>
- Questions regarding this RFP may be directed to: jaden@pridetoronto.com by September 4, 2025.

Timelines

Milestone	Date
RFP Issued	July 23, 2025
Questions Due	September 4, 2025
Proposal Deadline	September 15, 2025
Review & Shortlisting	September 23, 2025
Interviews (if required)	September 25-26, 2025
Final Selection	September 30, 2025

Project Kick-off	Early October
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