

# Request for Quotation (RFQ)

## Billboards for Bineshii Business Park

**Proposal Submission Deadline: May 31, 2024**

Submit by email to: [genc@nfn.ca](mailto:genc@nfn.ca)

## Introduction

Nipissing First Nation is seeking quotes from reputable advertising agencies or outdoor advertising companies to design and execute a billboard advertisement campaign to market new lots in our Bineshii Business Park. Located on Highway 17 just minutes west of the City of North Bay, the business park is currently home to 12 businesses operating in various sectors.

We are excited to enhance the visibility of our business park and attract new tenants to fill 23 new lots that will be available to lease for commercial or light industrial use starting in summer 2024.

## Project Overview

We are interested in creating a compelling billboard advertisement to promote the Bineshii Business Park. The advertisement should effectively communicate the key selling points and benefits of our business park, such as its prime location, amenities, and competitive leasing rates. The 23 new lots are an average of 2-acres in size and are serviced with three-phase power, natural gas, street illumination, and telecommunication infrastructure.

The project will consist of two (2) billboard locations: one facing eastbound traffic and the other facing westbound traffic. These locations will be determined in collaboration with Nipissing First Nation's Land Office and Business Operations Manager.

## Scope of Work

1. Design Concept: Develop creative concepts for the billboard advertisement that align with our brand identity and messaging objectives.
2. Content Creation: Create engaging copy and visuals that effectively communicate the unique features and advantages of our business park.
3. Billboard Production: Produce high-quality artwork and graphics suitable for outdoor display on a billboard.
4. Billboard Placement: Identify strategic locations for the billboard placement to maximize visibility and reach our target audience.

## Submission Requirements

Interested parties are requested to submit a comprehensive quote that includes the following:

1. Company Profile: Provide an overview of your company, including relevant experience in outdoor advertising and examples of previous billboard campaigns.
2. Approach and Methodology: Outline your approach to developing and executing the billboard advertisement campaign, including your creative process and timeline.
3. Design Concepts: Present initial design concepts and ideas for the billboard advertisement.
4. Cost Estimate: Provide a detailed cost breakdown for the entire project, including design, production, placement, and any additional services.

## Timeline

- RFQ Issuance Date: May 1, 2024
- Proposal Submission Deadline: May 31, 2024
- Evaluation Period: June 3-7, 2024
- Contract Award: June 10-14, 2024
- Desired Installation: Early July 2024

Please submit your quotation by May 31, 2024 to Gen Couchie at [genc@nfn.ca](mailto:genc@nfn.ca). If you have any questions or require further information, please do not hesitate to contact us.

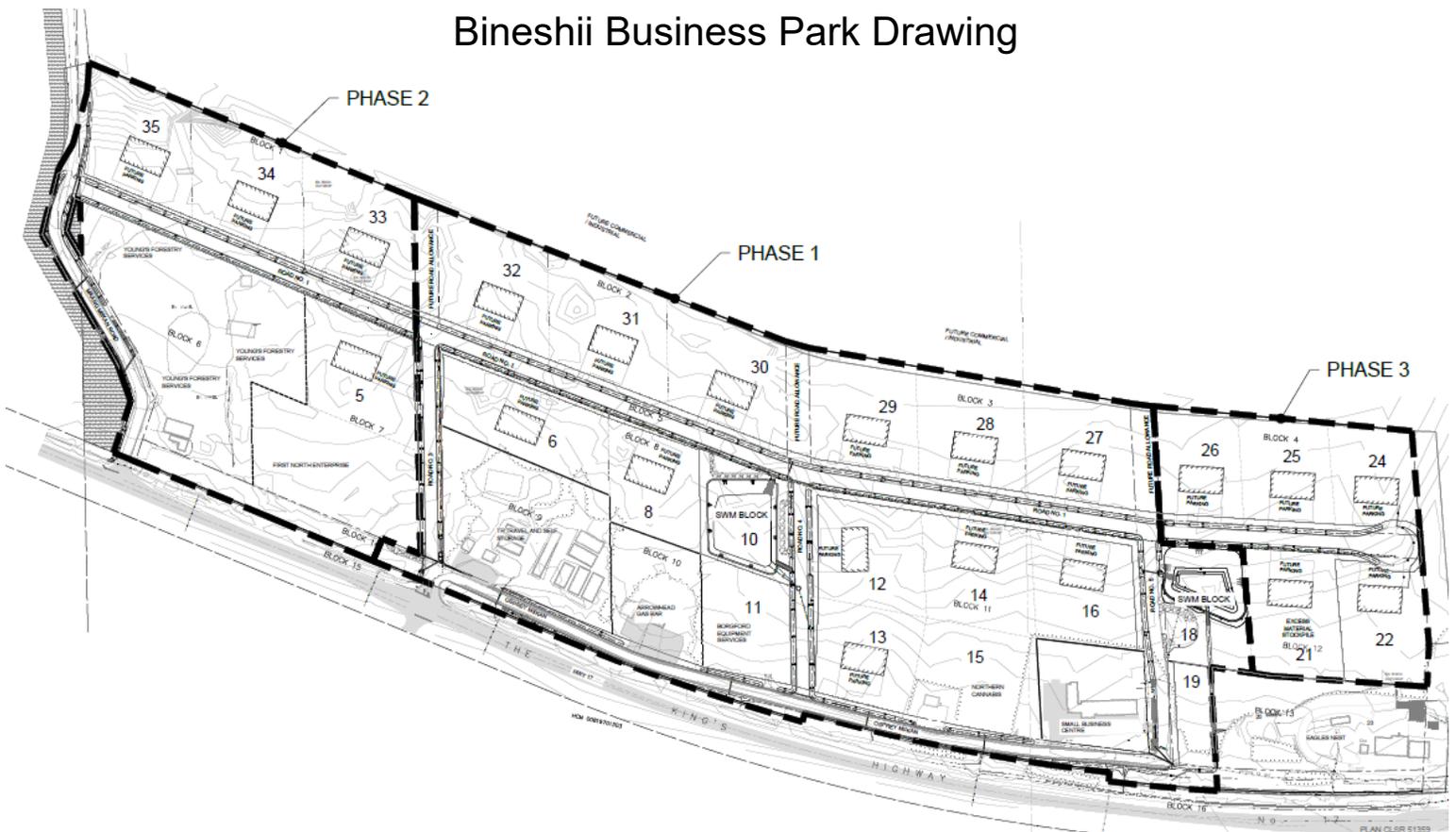
We appreciate your interest in working with us and look forward to receiving your quote.

Sincerely,



Gen Couchie  
Business Operations Manager  
Nipissing First Nation

## Bineshii Business Park Drawing



7km to City of North Bay →