



Request for Proposal (RFP)
Marketing Services for digital campaigns and website support
Childcare Development & Early Childhood Education Industry

Issue Date: May 8th 2026

Proposal Deadline: May 15th 2026

Contract Value: Up to \$35,000

1. Project Overview

Kootenay Employment Services is seeking proposals from experienced marketing agencies who are excited to work with non-profits in order to showcase the Kootenay's vibrant Early Childhood Education industry and associated opportunities. Additionally, we hope to widely attract childcare providers to our services and generally raise awareness about the importance of this work.

KES' internal marketing department has been working on this project for over a year, and has a brand identity and target audience already established. A website has been created that will need to be maintained. The successful agency will work closely with our marketing department to ensure our vision is supported in their work.

2. Project Scope and Deliverables

The selected agency will be responsible for the following:

Campaign Creation

- Working with KES Marketing team, design and execute 2-4 digital marketing campaigns to engage project's two personas – ECE's and childcare providers – with the goal of raising brand awareness, generating inquiries, and growing recruitment.

How KPI's are achieved is open to discussion (social media, website, ads, trad/digital marketing efforts blend, email marketing, etc).

Website Management

- Review existing website and make recommendations of how to optimize UX for project personas.
- Implement agreed upon recommendations.



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- Recommend, implement and optimize website measurement tools for campaigns. Provide monthly report on data gathered.
- Maintain website updates for project duration.
- Advise on advertisement spend

Content Creation

- Review existing content bank. Make recommendations for content creation to engage project personas.
 - In partnership with KES marketing team, create content for digital channels.
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3. Project Timeline

- **RFP Submission Deadline:** May 15 2026
 - **Award of Contract:** May 22 2026
 - **Project Kickoff:** June 1 2026
 - **Understanding the project, scope, and work:** June 2026
 - **Digital campaigns begin** July-August 2026
 - **Project close** February 2027
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4. Budget

The total budget for this project is \$35,000, of which \$30,000 may be designated for the agency's contract cost and \$5000 for ad purchase.

Proposals should include a budget breakdown that aligns with the overall project scope.

5. Proposal Requirements

To be considered for this project, interested creative agencies must submit a proposal that includes the following:

1. **Company Overview:**
 - A brief description of your company, including relevant experience and qualifications.



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- A portfolio or links to previous work, particularly work with non profits or the childcare industry.
- 2. **Timeline:**
 - An estimated timeline for completing the project, including major milestones and deliverable dates.
- 3. **Budget Breakdown:**
 - A detailed breakdown of the proposed budget, including costs for pre-production, production, and post-production.
- 4. **Team Members & Roles:**
 - An overview of the key personnel who will be working on the project, including their roles and relevant experience.
- 5. **References:**
 - Contact information for at least two references who can speak to your company's experience and previous work on similar projects.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience & Portfolio:** Demonstrated experience digital campaigns and contract work, especially with non profits and/or the childcare industry.
- **Budget & Cost Effectiveness:** A realistic and well-defined budget that demonstrates value for money within the \$35,000 maximum budget.
- **Timeline:** Ability to meet the project deadlines and deliverables.

7. Submission Instructions

Proposals must be submitted electronically to katrinah@kes.bc.ca by May 15th at 4pm.

For any questions or requests for clarification, please contact Katrina Heyde at the email above.

8. Terms & Conditions

- **Confidentiality:** All proposals and discussions related to this RFP will remain confidential.
- **Intellectual Property:** All materials produced under this contract will become the property of Kootenay Employment Services.
- **Contract Negotiation:** Kootenay Employment Services reserves the right to negotiate terms, conditions, and price after receiving proposals

