



REQUEST FOR PROPOSALS FOR THE DEVELOPMENT OF THE QUEEN STREET WEST BRAND

Deadline for request for proposals is **5pm EDT on Monday, May 26th, 2025**

The Queen Street West BIA is seeking request for proposals from creative agencies and services for the development of the following:

1. **Brand Strategy:** Develop a brand strategy for Queen Street West that is aligned to our 5-year strategic plan and respects the history and cultural significance of the neighbourhood, while looking forward to the future and achieve our mission of a neighbourhood that is effortlessly cool; a kaleidoscope of live music, art, style, food and nightlife.
2. **Brand Website & Assets:** A new mobile first website and a suite of flexible and ready to use assets such as social templates, posters, banners, swag etc. to promote and establish its brand identity in both the digital and in the physical world.
3. **Brand Marketing, Communications, & Outreach Campaign:** Develop an integrated brand campaign to launch for both members and Toronto to promote, educate, and build awareness for Queen Street West brand and its significance for the City of Toronto. Experiential and/or digital campaigns

Note: The Queen Street West BIA logo is not part of this request for proposal, the BIA has an existing logo and is not looking to change this but will need brand toolkit and guidelines aligned to the brand strategy as part of this project. In addition no social media management support is needed, but social strategy and ideas are welcomed.

Timeline

- **Deadline for request for proposals:** 5pm EDT on Monday, May 26, 2025.
- **Review and agency follow-up (as required) of request for proposals:** May 2025
- **Recommendation of agency made to Board of Directors:** June 4, 2025
- **Selected agency notified:** Week of June 4, 2025.

Project duration: Approximately 3 months, from June 2025 - August 2025. Brand strategy development expected by the end of Q3 in 2025 with implementation in by end of Q4 2025. Subject to change.

Selection Criteria

The successful agency or creative services supplier will be chosen based on the following considerations:

- **Creativity and Originality:** Proposals that demonstrate creativity in brand storytelling, visual elements, and campaign concepts will be favorably considered.



- **Expertise and Comprehensive Services:** Agencies offering a holistic suite of services (brand strategy, architecture, social and public education initiatives, content creation, media relations) will be valued. Collaborations and co-submissions with other agencies are welcomed.
- **Track Record and Industry Familiarity:** Agencies with experiences in arts, culture, entertainment, or public spaces will be given due consideration. Familiarity with the nuances of these domains is a plus.
- **Cost and Location:** While we appreciate quality, cost-effectiveness matters. Agencies with competitive rates and a location conducive to collaboration will be evaluated favorably ie. GTA based.
- **Alignment with Vision and Values:** How well we think our teams align on overall vision and cultural fit.
- **Passion and Commitment:** We seek agencies who infuse their work with enthusiasm, passion, and joy. Your commitment to shaping Queen Street West's legacy matters.

Budget

- \$30,000 – 40,000 CAD

Agency Next Steps

1. **Access Additional Project Information**

To help determine if this project is the right fit for your agency, please email Simon Wong, Executive Director at simon.wong@queenstreetwest.ca to obtain a copy of our strategic plan and current brand guidelines.

2. **Prepare your Request for Proposals**

Proposals should be submitted including the following information:

- Overview of your agency, its purpose, and personality.
- Why is your agency interested in this project?
- Why your agency should be considered for this opportunity?
- A brief highlight of relevant work experience and previous projects.
- Project timelines & budget (estimated cost breakdown)

3. **Submit your Request for Proposals**

Send in your proposals before the deadline of 5pm EDT, Monday, May 26, 2025 to:

Simon Wong
Executive Director, Queen Street West BIA
Email to simon.wong@queenstreetwest.ca

Obligation by either party

Queen Street West BIA is seeking Request for Proposals for information purposes only. There is no obligation on either Queen Street West BIA's part or on the part of an interested party to enter into an agreement at a later date. No remuneration will be provided for proposal development.



About Queen Street West BIA

Art meets commerce on vibrant Queen Street West, the historic area that spearheaded the growth in Toronto's cultural life in the 1980s and '90s. Known then for its mixture of fashion shops, galleries and indie music bars, the eastern part of Queen Street West has become a major shopping district while the western half retains its unconventional roots.

Located just south of the Ontario College of Art and Design and the Art Gallery of Ontario, Queen Street West between Simcoe and Bathurst is the neighbourhood that nurtured young artists for decades. While many of the galleries and artist-run centres are just slightly south of Queen Street West BIA's official boundary line at 401 Richmond, this specific area is still home to bars that showcase independent music and comedy acts. Fashion is another traditional strength of the area and one can shop for designer clothes on Queen Street West – or buy fabrics and create your own.

A hub for nightlife fun, Queen Street West is a place where downtown sophisticates meet tourists and other Torontonians at an array of restaurants and bars. During the daytime, shopping rules, with hordes of youths – and the young at heart – buying new hip vinyl, t-shirts and shoes. Embracing the latest in fashion and technology, Queen Street West mixes culture and merchandising together in one dynamic environment.

Established in 2008, the Queen Street West BIA encompasses the area along Queen Street West from Simcoe Street to Bathurst Street.

For more information about the BIA, please review our website at www.queenstreetwest.ca