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|  | **Rebrand and Website Development**  **for Limerick City** **Area Partnership**  **(formerly PAUL Partnership)** |

1. **Introduction**

Limerick City Area Partnership (formerly PAUL Partnership) is a not-for-profit, local development company based in Limerick City. We work with local communities, groups and individuals that have benefited least from economic and social development. We recently developed a new Strategic Plan and changed our name to Limerick City Area Partnership – intending to trade as Limerick City Partnership. As such, we are undergoing a rebranding to raise awareness of our new name and to reflect our mission, vision, values, and our connection to the communities we serve.

We are seeking to engage a suitably qualified and experienced provider to deliver the following services:

1. Development of a new brand identity,
2. Design of a suite of branded materials,
3. Design and development of a new website.
4. **Scope of Work**
5. **Development of a new brand identity**

The successful tenderer will work closely with our ‘Rebrand working group’ (a small group of staff to guide the rebrand process) to:

* Facilitate staff engagement (possibly one workshop and an online survey) to reflect on our current vision, mission, values and consider the appropriate positioning of Limerick City Area Partnership,
* Provide a short summary of findings from the above engagement,
* Develop a new brand identity including logo design, colour palette, typography, and visual style,
* Create a compelling tagline that encapsulates our vision and mission,
* Produce a comprehensive brand guidelines document.

1. **Design of a suite of branded materials**

The successful tenderer will be responsible for designing a suite of branded materials, including:

* Email signatures, social media and PowerPoint templates,
* Signage and promotional banners,
* Merchandise (e.g. pens, notebooks, trolley coin keyrings),
* Report templates,
* Letter heads, business cards, agendas, meeting notes templates.

1. **Design and development of a new website**

The successful tenderer will:

* Design and develop a modern, accessible, and user-friendly website that reflects the new brand identity,
* Ensure the website is mobile-responsive, SEO-optimised, and compliant with accessibility standards,
* Include a content management system (CMS) that allows easy updates by specific staff,
* Provide training during the transition and ongoing technical support,
* Support content migration from the current site.

1. **Deliverables**

* Short summary of findings from staff engagement,
* Comprehensive brand guidelines document,
* Finalised brand identity package with all assets (logo files, fonts, etc.),
* New website live and fully functional,
* Print-ready files and digital versions of all branded materials.

1. **Timeframe and Budget**

We anticipate the project to begin in early June and be completed by Sept 1st 2025. A detailed project timeline should be included in the tender document.

A detailed cost breakdown (including VAT) for all elements of the project should also be included in the tender document.

1. **Submission Requirements**

Interested parties should submit:

* Company profile and relevant experience of the proposed team,
* Proposed methodology and timeline,
* Itemised budget, including all costs, including VAT, associated with the project,
* Tax Clearance Certificate,
* Evidence of appropriate insurance cover for work being carried out,
* Examples of previous work,
* Contact details of at least two referees.

1. **Evaluation Criteria**

Tenders will be assessed based on:

* Experience and Expertise in Branding and Design (30)
* Experience in the Sector (15)
* Proposed Methodology (35)
* Feasibility of proposed budget and timelines (20)

1. **Submission Instructions:**

Please submit tenders electronically to [rperezgoodbody@Paulpartnership.ie](mailto:rperezgoodbody@Paulpartnership.ie) and [jmoroneyward@paulpartnership.ie](mailto:jmoroneyward@paulpartnership.ie) no later than May 30th at 5pm.

Late submissions will not be considered.

For any queries in relation to this RFT, please contact Rozi Perez Goodbody ([rperezgoodbody@Paulpartnership.ie](mailto:rperezgoodbody@Paulpartnership.ie)) and/or Jennifer Moroney Ward ([jmoroneyward@paulpartnership.ie](mailto:jmoroneyward@paulpartnership.ie)).