

Request for Proposal: Website Redesign and Development

Inside Out 2SLGBTQ+ Film Festival

RFP Issued: October 30, 2024

Response Deadline: November 18, 2024

For inquiries regarding this RFP, please contact:

Stephanie Tatangelo, Senior Manager of Marketing and Communications

Email: stephanie@insideout.ca

Project Budget: CAD \$30,000 - \$40,000

Target Launch Date: March 2025

Overview of Inside Out 2SLGBTQ+ Film Festival

Inside Out is a registered not-for-profit charity dedicated to challenging societal attitudes and transforming lives through the promotion, production, and exhibition of films created by and about 2SLGBTQ+ individuals across diverse backgrounds and abilities. For over three decades, Inside Out has united Toronto's 2SLGBTQ+ community in celebration of exceptional queer cinema from Canada and beyond. Our initiatives—including annual festival in Toronto, filmmaker programs, youth engagement, and year-round events—reflect our commitment to advocacy, education, and community engagement.

Registered charity number: # 871515995 RR 0001

Audience Analysis

Primary Audience

Film Enthusiasts: Patrons aged 25-34, active on social media platforms such as Instagram and Facebook. They are invested in film and local queer content, with many being filmmakers themselves.

Secondary Audience

Community Supporters: Individuals aged 56+, primarily located in Canada (Toronto and Ottawa) and the U.S. (New York, Los Angeles). They engage with our content mainly through e-newsletters and social media.

Tertiary Audience

Potential Investors: Organizations and individuals interested in partnerships or community exchange programs, primarily motivated by opportunities for cross-promotion and sponsorship.

Objectives for the New Website

1. Showcase Festival Programming: Provide an accessible and engaging presentation of the Festival program, especially during the peak season (April-June).
2. Educate and Engage: Position Inside Out as an industry leader through resource content that informs and engages our audience year-round.
3. Generate Revenue: Create pathways for year-round revenue through ticket sales, donations, membership sales, and merchandise.

Current Website Overview

The existing website, www.insideout.ca, was developed in 2018 but in the last few years significant shifts in organizational needs have emerged. Our brand direction is evolving, necessitating updates to clarity, navigation and overall user experience. The current site features a cluttered storytelling approach, with repetitive prompts and a lack of visual engagement.

Suggested Improvements:

- Update language and design for clarity
- Simplify content for easier scrolling and navigation
- Establish a consistent yet engaging aesthetic
- Create a distinct year-round identity

Required Website Functionality:

The new website should include:

- User-friendly Content Management System (CMS)
- Editable by the Inside Out team
- Integrated ticketing, filter and search functionality for festival programming and events (compatible with Eventive and Eventival)
- Simplified user experience and clear navigation
- Optimized for SEO best practices
- Consistent design with improved visual hierarchy
- Clear pathways to conversion (ticket sales, memberships, donations)
- Social media integration
- Email sign-up forms
- Contact forms

Scope of Work:

1. Web Host and Software Integrations Analysis and Migration

- Review current web hosting plans and requirements and provide recommendations for hosting requirements to meet security needs and improve site speed.
- Oversee migration of web host environments.
- Maintain the site's ability to integrate with current software tools (ie. donation and ticketing platforms, Eventive, Eventival).
- Analyze and provide recommendations (including alternative options where necessary) for the current software that is being used.

2. Site Architecture and Mapping

- Review the current site map and align with the Web Development Team on adjustments, including new pages, refined categories, and URL hierarchy.
- Implement 301 redirects for redundant or outdated pages where necessary.

3. Platform Functionality Updates

- Enhance the look and feel of current WordPress templates OR introduce a new platform to improve front-end usability for users and back-end usability for staff members (ex. improve integration of multimedia content).
- Improve site search functionality, for example, working with Eventive for our Festival Program
- Incorporate visual design elements like CTA buttons, sponsor logos, etc.

4. Quality Assurance and Testing

- Test user experience and pathways to ensure the website is reliable and user-friendly.
- Identify and resolve defects in relation to functionality, usability, performance, security, compatibility, regression, stress, and load.

5. Year-round Festival Brand Identity

- Work with Marketing and Design team at Inside Out to develop a year-round identity for the organization

Budget Considerations

The budget for this project is CAD \$30,000 - \$40,000. While cost-effectiveness is important, our primary goal is to enhance Inside Out's digital presence and user experience. We welcome proposals that include options for in-kind support and flexible billing arrangements for any additional features post-launch.

Proposal Requirements

Interested parties should include the following in their proposal in PDF format:

- **Project Team:** Include a bio of your organization and the individuals who will be working on the project.
- **Process:** Tell us about how you work, including working hours, cadence, communication style, and anything that will help us understand how we can best collaborate, as well as your approach to meeting our objectives.
- **Platform details:** Preferred and planned platforms and access.
- **Budget:** Please provide a budget breakdown with itemized pricing, including optional elements.
- **Deliverables and Timelines:** Outline your recommendations for the project, including timelines and milestones.
- **Company Portfolio and/or References:** To assess your company's stability and appropriateness, we kindly request links to past projects, unique selling points, portfolio, references, or reviews.
- **Ongoing Support:** Please include available options for ongoing support and site management, including any additional costs.

RFP Timeline

RFP Issued: October 30, 2024

Response Deadline: November 18, 2024

Finalists Selected: November 26, 2024

Contract Awarded: December 5, 2024

Project Kick-off: December 5, 2024

Target Launch Date: March 2, 2025

Thank you for your interest in this RFP. We look forward to your proposals and the opportunity to collaborate in enhancing our digital presence.

Proposals should be submitted to:

Stephanie Tatangelo

Sr. Manager of Marketing and Communications

Email: stephanie@insideout.ca