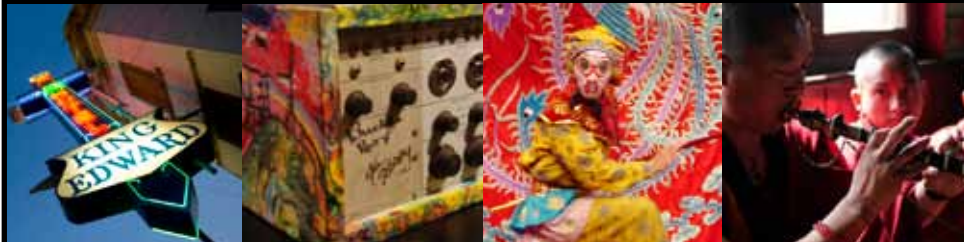


REQUEST FOR PROPOSALS

For the provision of
Branding Services
 for a
National Music Centre
 in Calgary, Alberta, Canada



Collection Programs Community

Collection • Programs • Community

CANTOS MUSIC FOUNDATION

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Overview

Cantos Music Foundation is a registered charitable organization and an active participant in the thriving arts community of Calgary. Cantos creates engaging music experiences for the community using our unique collection, our cultural space and our expertise. The Cantos Music Collection consists of over 700 keyboard instruments and related electronic equipment and is the largest publicly accessible historic living instrument (instruments that can be played) collection in Canada.

Cantos is dedicated to enriching the cultural landscape of the community by presenting music programs of great diversity, interest and enduring value. Cantos' vision is to be a national catalyst for discovery, innovation and renewal through music.

Cantos presents a variety of annual programs/events in Calgary that contribute to the community's social and cultural development. We are in the process of broadening the range and scope of music-related offerings. Cantos is making a significant investment in the growth and vitality of the city's arts community.

As Cantos embarks on its next phase of growth and development, the organization is in need of a new brand that will reflect its national scope, expanded programming and new identity as a national music centre at the King Edward Hotel site.

Target Markets

Due to a wide variety of programs, Cantos has a number of target audiences, including:

- General public/music lovers
- Teachers (elementary, secondary and music)
- Musicians (local, national and international)
- Event Planners
- Individual Philanthropists
- Corporate Community Investment people
- Government (municipal, provincial and federal)

It is also important to take into consideration the new national and even international scope of our audience. Until now, Cantos has been a primarily local organization with small forays into extremely niche markets internationally such as the American Musical Instrument Society, etc. The new brand should be attractive, relevant and enticing to all of the above target markets globally.

Background

Cantos Music Foundation unified two Calgary arts organizations focused on presenting music in our community: TriumphEnt Foundation and Cantos Music Museum. TriumphEnt, founded in 1990, presented musical programs and performances featuring the organ family of instruments. Cantos, founded in 1997, acquired and exhibited an international collection of musical instruments and related materials. In 2003, a cultural fusion – Cantos Music Foundation – began presenting a broad range of musical performances, arts education programs and music museum exhibitions to Calgary and a world of music lovers. Cantos hired a firm to create its current brand at that time.

In 2006-2007, Cantos Music Foundation undertook internal and external studies to assess its position within the context of Calgary's cultural preservation and arts education. Foundation board members and CMF staff contemplated new and innovative initiatives to share the collection – its musical energy, innovations, and history. Focus groups included stakeholders, educators, community leaders and a diversity of Calgarians. Participants discussed new strategic directions and gallery and program expansion possibilities, including music as a healing force physically, mentally and emotionally.

Most agreed Cantos' beautiful and culturally significant music collection held stories that resonated beyond Calgary, across Alberta, and throughout Canada – even worldwide. A national music centre for Canada in a new facility gained traction among Calgary supporters.

The Foundation convened a community forum of arts and business leaders from Calgary and surrounding areas. Staff engaged architectural advisors and museum planners. Historic preservationists, musicologists and pop culture historians added insights, local flavor and intellectual rigor. Economic development specialists and recreation economists contributed a reality check.

In 2006, Cantos hired the museum planning firm of Blount Counsel to evaluate its collective advice, existing and new economic research, and national aspirations. The result was a plan that assesses the financial viability of a national music centre and museum of national scope in Calgary's redeveloping Rivers District, a cultural anchor, incubation space and heritage tourism destination.



Recommended Reading

- The Calgary Municipal Land Corporation recently released its vision for the East Village that will form the geographical context for the new facility. This document can be found at <http://www.calgarymlc.ca/docs/events/evemagazine.pdf>.
- Numerous other documents relevant to Cantos Music Foundation, the King Edward Hotel and the East Village can be found at www.cantos.ca/kingeddy.

Project Description

- 1. Research** - Based on your knowledge and expertise, please compose a suggested plan of action with specific details regarding timeline and approach to gathering information about our organization's unique qualities to help us clearly identify who we are. This research should include input from our key stakeholders, residents, business community, hospitality community, and other community leaders as well as targeted audiences outside of our city. Analysis of competitor marketing strategies should be included.
- 2. Steering Committee** - The consultant will be expected to work with a group of representatives appointed by Cantos approximately three (3) pre-scheduled meetings during the project. The Committee will serve as an advisory body for Cantos and the consultant to provide feedback on the research, creation/development, and implementation phases. The consultant will be expected to engage the Steering Committee in such a way that "buy-in" is achieved and the committee members become advocates for the project. The consultant will be expected to submit a plan including dates and approach to engage the Committee.
- 3. Architectural Designers** - The consultant will work closely with the architectural team to ensure a seamless integration of the new facility and the new brand.
- 4. Creation/Development of Brand Image** - The consultant will be expected to submit a recommended plan of action with specific details of timeline and approach including options for tagline, logos, general ad design, and suggestions for conveying our overall message and/or the Cantos experience.
- 5. Implementation Strategies** - A key function of the consultant will be to recommend strategy options for implementation of a plan that incorporates a central marketing/branding theme that permits flexibility for the targeted audiences and that ensures the integrity of the campaign. Additionally, the implementation strategy should include consideration/proposals for an ongoing campaign. The consultant will need to guide us through options regarding the level in which each of the various entities will need to be centralized while providing flexibility for different targets.
- 6. Evaluation/Results through measurement** - The consultant will be expected to submit timeframes and evaluation measures for the effectiveness of the brand image.

Submission Guidelines

Proposals submitted in response to this request shall contain at a minimum the elements listed below. Additional material may be submitted at the consultant team's discretion.

- 1. Consultant team.** This section shall include a brief description and history of each firm in the consulting team. If multiple firms are included, it shall also include a description of the role that each firm will play in this project and the location of the office(s) in which firm personnel assigned to this project are located.
- 2. Team personnel.** This section shall include a resume for each professional assigned to this project from each firm. At a minimum, the resume shall include information on their educational background, relevant experience, and professional certifications. This section shall also include the role that each person will play in this project. Do not include principals or officers in the firm who will not play an active role in this project.
- 3. Proposed scope of work and project schedule.** This section shall include a detailed description of each task, the timing of each task and the work products resulting from each task. The scope of work should take into account the generalized project description, but should include additions or modifications that the consulting team, based on their experience, believes would result in a more creative and effective end product. Cantos anticipates the completion of this project by October, 2009.
- 4. Relevant experience.** Proposals shall include a listing and description of similar projects completed by the consultant team or members of the consulting team, including the goals of the project, a synopsis of the work that was done by the consultant, and an evaluation of the on-going success of the project. Each description shall include contact information for someone with the client agency who was directly involved with the project when it was underway and is able to provide information on current project status.
- 5. Cost.** Each proposal shall contain a firm cost estimate for the work contained within this project. Actual contract cost will be negotiated with the selected consultant based upon a negotiated scope of work and personnel assignments. All costs should be outlined in Canadian dollars.

Deadline

Please submit two hard copies and one electronic copy by 4:30 p.m. April 15, 2009.

Questions and submissions can be addressed to:

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