PAST PUPILS & FRIENDS
DON BOSCO
NATIONAL FEDERATION MALTA

Request for Quotations

The Maltese National Federation of Past Pupils and Friends of Don Bosco forms part of a worldwide organization and assists past pupils and friends to be active and good citizens today. As part of our work, we are launching a new project with the aim to develop and promote Malta as a destination for young people, their guardians and educators who are interested in faith tourism.

We will be setting up a pastoral educational and formation project to empower people, particularly young people, through the provision of non-formal education, cultural awareness, and the promotion of faith tourism in Malta and Gozo. This will be achieved by providing people with pathways to learning, self-exploration and cultural awareness.

The aims of the project are:

- The planning and implementation of youth tourism initiatives (including talks, seminars, couses, retreats, concerts, ecumenical activities, historical / religious sight-seeing, outdoor activities etc) aimed at promoting the Maltese Islands as a destination, particularly for youth faith tourism;
- The organisation of educational, cultural and spiritual initiatives as part of a pastoral educational programme;
- Promotion of cultural and religious exchanges between different cultures, countries, careers and ethnic groups;
- The organisation of study visits, international faith conferences and seminars;
- Providing training and development to persons who work within the sector of promoting youth tourism as a means of educational, cultural and spiritual formation.

The National Federation is looking for a marketing agency and/or brand developers who would be willing to help in developing a brand and concept for the new project, focusing primarily on the following:

(a) Branding: Name, Logo, Design, Identity
(b) Social Media
(c) Web Development

Specifically, bidders would be expected to deliver the requirements listed below:

(a) Branding

- Brand name for the project
- Creation of logo design and brand identity
- Brand guidelines and basic print & digital stationery

(b) Social Media

- Creation and setting up of Social media presence, on different platforms primarily Facebook and Instagram
- Assistance with social media campaigns – design of ads, content creation and assistance with advertising campaigns on social networks

(c) Web Development

- Creation of a design for the website that is in line with the brand identity of the said project
- Design, development, implementation and delivery of all website aspects that well represents this project
- Development, implementation and delivery of all technical elements to enable the function of the website including a CMS for use to upload content

  Additional Information:
  - An e-commerce solution is not required at this stage; however, the website needs to be able to integrate an e-commerce solution at a later stage
  - The initial website should have an estimated 10 – 15 pages to start with
  - A blog functionality may be desirable (but is not a must have)
  - Website should have the possibility to be editable through a CMS

Interested bidders are to send their portfolio info@friendsofdonbosco.com. The same email address can be used for further information or other queries.

Bidders are to quote separately for *(a) Branding; (b) Social Media and (c) Web Development*

Quotations, details and portfolios are to be sent by **not later than 9th June 2021 at noon.**

The Maltese National Federation of Past Pupils and Friend of Don Bosco reserves the right to reject any or all submissions associated with this request for quotations.

Late applications will NOT be accepted