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**Invitation to Tender**

Dated: 27.06.25

**1. Project Overview**

Project Title: Smokie Fest 2025 – Branding & Web Design

Smokie Fest is a celebration of the Smokie & the Sea and is coming to Arbroath in September 2025, as part of the Taste of Angus Festival. We urgently need to appoint a media partner to support us with:

* Logo Design
* Website creation
* Social Media set up
* Branded Tool Kit
* Design of branded items: feather flags, banners, posters

**About Us:** Appetite for Angus are the Regional Food Group for the Angus area. We are a member organisation focussed on promoting, celebrating and supporting the food & drink landscape of Angus, and we are part of the Angus Tourism Cooperative.

You can find out more about us on our website: <https://www.appetiteforangus.com/>

**Scope of Work required:**

We need the following created by the end of June 2025:

* Logo design
* Basic Website
* Branded Toolkit
* Dedicated social media page on Facebook & Instagram
* Design of branded materials i.e. feather flags, banners, posters etc.

**Project Objectives & Outcomes:**

The purpose of this project is to create a dedicated event to celebrate and promote the Arbroath Smokie.

We want to being people together to a family friendly event, where they can experience all about the Arbroath Smokie. The event will include cooking demonstration, crafts, entertainment & live Smokie making.

We want to create an annual event that the people of Arbroath can be proud of, and that visitors far and wide want to come to.

**2. How to Submit Your Proposal (Tender):**

Contact Person: Fiona Walsh Appetite for Angus Co-Ordinator

Deadline for Submissions: Friday 4th July at 5pm

Where to Send Your Proposal: info@appetiteforangus.com

Format: Email document

What you might want to include in your proposal:

* Your understanding of the project.
* Your proposed approach to do the work.
* Examples of similar work you've done.
* The team who will work on this project.
* Your costs (clearly broken down).
* Any timelines you propose.
* Contact details for references (you can also include testimonials in your submission)

**3. How We Will Choose (Evaluation)**

When evaluating your submission, we will consider and evaluate:

* Your understanding of what we need.
* Your experience with similar projects.
* How good your proposed plan is.
* The cost of your proposal and the timeframe required.

**4. Important Dates**

Tender Issued: 27.06.25

Questions Deadline: 01.07.25

Proposal Deadline: 04.07.25

Decision Date (Expected): 07.07.25

Project Start (Expected):08.07.25

Project Delivery Deadline (Expected): 25.07.25

**5. Other Information**

 We might ask you questions about your proposal if we require additional information to inform our decision-making process.

We don't have to choose any of the submitted proposals, but we will evaluate each submission. If unsuccessful, we will endeavour to provide feedback but may not always be in a position to do so.

You will cover your own costs to prepare and submit the proposal.

We will keep your proposal information confidential.

Thank you for your interest!

Appetite for Angus

27.06.25