



Design and Communications Support for Equestrian NSW

Equestrian NSW is seeking an agency partner to provide design and communications support.

Equestrian NSW (ENSW) is dedicated to promoting and developing equestrian sports at all levels, from grassroots enthusiasts to elite competitors. As the leading body for equestrian activities in the state, we organise events, provide training and education, and support the equestrian community in various ways.

Communication objectives:

1. **Drive Participation:** We strive to build membership of ENSW by reinforcing our value proposition and promoting participation in equestrian activities, including competitions, clinics, and through our affiliated riding clubs.
2. **Build Brand Value:** We aim to build ENSW value for our members through our 'Leg Up' plan, education programs and development pathways for all members.
3. **Boost Engagement:** We seek to cultivate deeper connections with our existing community members (competitors, supporters, coaches, volunteers and officials) whilst finding opportunities to showcase our sport to the broader community and stakeholders.

Scope of Work: ENSW has a small, passionate office team that currently undertake all communications to our members. We are specifically interested in partnering with a communications agency to augment our team and provide ad hoc design services and communications support, including but not limited to:

- Creation of social media templates and graphics to maintain a consistent and engaging presence across our platforms.
- Development of digital assets such as banners, infographics, website and email templates for various campaigns and communications.

- Creation of video content to share with our members in forums and on social media, including reels, event highlights, and educational materials. Note this could also include editing and compilation of video footage provided by ENSW staff and member groups.
- Design and layout of printed materials such as brochures, posters, and event signage.
- Guidance on brand visual identity, and messaging to ensure alignment with our goals and values.

The scope of work will be on a project-by-project basis, with a set fee structure for deliverables agreed upfront. A retainer fee structure is not envisaged. We invite interested agencies to submit a proposal that addresses the following:

- Brief overview of your agency's experience and capabilities in design and communications, with a focus on projects relevant to the equestrian sports sector.
- Examples of past work showcasing your creativity, technical proficiency, and ability to deliver results. Specific examples against each of the areas outlined in the scope of work would be appreciated.
- Proposed approach to fulfilling our design and communications needs, including resource allocation and delivery timeframes.
- Pricing structure and budget estimates for the items listed on the proposed scope of work, including any additional fees or expenses. ENSW is open to co-promotional opportunities and other methods to offset costs.

Next Steps: Please submit your proposal to info@ensw.org.au by 15th July, 2024, outlining how your agency can support Equestrian NSW in achieving our communications objectives. We will carefully review all submissions and select candidates for further discussion and potential partnership.

Thank you for considering this opportunity to collaborate with Equestrian NSW. We look forward to receiving your proposal and exploring how we can work together to advance our mission and objectives.

Warm regards,

Vireena Peacock,

CEO

Equestrian NSW.