



Request for Proposal

SK Startup Institute Marketing & Communications Support

March 12, 2026

Background

SREDA's entrepreneurship program, SK Startup Institute, supports early-stage entrepreneurs across Saskatchewan by providing guidance, resources, and connections that help individuals move from business idea to launch and beyond.

Services include:

- One-on-one business advising
- Educational workshops and webinars
- Market research reports
- The Ask an Expert program
- Tools and guides for entrepreneurs
- Ecosystem connections and referrals
- Events

Support Overview

SREDA is seeking a marketing consultant to support SK Startup Institute in the execution of marketing activities that increase program awareness, engagement and participation in service offerings across Saskatchewan over a two-year period.

While some strategic input may be considered, the primary need lies in marketing support to assist in the implementation of campaigns, content development and the promotion of programs, services and events.

The successful candidate will work closely alongside the SK Startup Institute team to ensure marketing efforts are consistent, timely and aligned with program priorities.

Scope of Work

The successful candidate will be expected to participate in monthly meetings, develop and manage a content calendar and execute initiatives in a timely fashion. Areas of support include:

- Lead the ongoing management and optimization of key marketing channels, including social media platforms (Facebook, Instagram, LinkedIn) and email marketing (HubSpot), including:
 - Developing promotional timelines
 - Developing graphics for event, program, and webinar promotion
 - Drafting campaign messaging that's consistent across platforms
 - Scheduling content
 - Coordinating promotional activities across channels

- Assist with basic tracking of marketing performance to help the team evaluate results and refine marketing efforts, including:
 - Reviewing engagement metrics
 - Monitoring digital marketing performance
 - Providing recommendations for improving reach and participation

Timeline

The successful candidate will be expected to commence marketing support on April 1, 2026, through to March 31, 2028. The first set of deliverables will include the development of a content calendar and annual workplan to be in place by April 15, 2026.

Budget

Budget Range: \$20,000-\$30,000 annually.

Proposal Requirements

Vendors must submit:

- A detailed scope of work, including methodology and deliverables.
- Contractor's experience, capabilities, and team composition.
- Three relevant work samples.
- A detailed cost breakdown.

Submission & Contact

Proposals should be emailed to:

Terra Penner
Director, Operations, SREDA
tpenner@sreda.com
(306) 664-0720

Deadline to Submit: March 26, 2026

SREDA reserves the right to accept, reject, negotiate, or award contracts at their discretion.