

Request for Proposal: Professional Tourism Writing for Shubenacadie Canal Commission

Response Deadline: April 29, 2022, 11:59pm ADT

Project Overview:

The Shubenacadie Canal Commission invites proposals to produce an article with supporting photos and/or short videos that will highlight tourism opportunities in the rural section of the Shubenacadie Canal Waterway. The content will be published in various media including social media and web.

This opportunity is funded through the Transitions project which seeks to bring awareness to the natural and cultural heritage of the Shubenacadie Waterway, as well as to promote sustainable development in the area. We're looking for writing that will highlight unique experiences visitors can have in the area, including recreation and culture opportunities, dining, and accommodation. What can people do in this area? Why should they visit? What could a day trip or overnight trip look like?

Project Goals:

- To encourage sustainable tourism along the Shubenacadie Waterway
- To develop articles suitable for publication
- To raise awareness of natural and cultural resources along the Shubenacadie Waterway
- To bring attention to businesses along the Shubenacadie Waterway
- To create itineraries for trips along the Shubenacadie Waterway

Scope of Work:

1. Write an article (approximately 500-1,000 words) with supporting photos and/or videos (minimum 3-5 media assets).
2. Create two trip itineraries, one half day and overnight, that highlight recreational activities and businesses along the waterway.

Submission Requirements:

Please submit the following:

- A short proposal for the article and itineraries including timeline for completion
- A detailed project budget including costs for content creation, accommodation, transportation, meals
- Minimum two recent samples of work
- Resume with two references

Note: Multiple commissions to produce articles may be awarded.

Submission: Deadline for submissions is April 29, 2022, 11:59pm ADT

Please submit proposals by email to Anna Richard at anna@shubenacadiecanal.ca.
Inquiries about this request for proposals can be made via email to Anna Richard at anna@shubenacadiecanal.ca.