



Request for Proposal

Website Redesign and Logo Redevelopment

RFP Issued: March 7, 2025

Responses Due: March 18, 2025

Introduction

Taproot Theatre Company seeks proposals from qualified agencies for a website redesign and refreshed logo. As one of Seattle's most-trusted professional theatre companies, Taproot has been telling stories of hope for nearly 50 years. As we approach our 50th anniversary in 2026, we are looking to refresh our online presence to reflect our rich history, our values, and our commitment to serving our audiences.

This project includes:

- A website redesign to improve user experience, functionality, and integration with ticketing, donations, and email marketing platforms. The website should embody Taproot's long history, its emphasis on hope, and its commitment to artistic excellence.
- A new logo that reflects Taproot's legacy while positioning us for the future.

Our goal is to create a modern, user-friendly, and visually compelling presence that enhances audience engagement and strengthens Taproot's identity as a beloved, professional theatre company in Seattle.

Project Overview

Taproot Theatre Company has been a staple in Seattle's theatre scene since 1976, producing high-quality professional theatre and providing education and touring programs that reach thousands each year. Our mission is to tell stories of hope, foster audience engagement, and create transformative theatrical experiences.

With our 50th anniversary on the horizon, we seek a refreshed digital experience that:

- Elevates Taproot's brand with a distinctive, modern logo and cohesive design elements.
- Provides an outstanding user experience, making it easy for patrons to explore our programming, buy tickets, donate, and engage with our content.
- Integrates seamlessly with existing systems, including Tessitura (ticketing for Mainstage, Isaac Studio, and Development), Sawyer (Acting Studio registration), EMMA Live (events), and WordFly (email marketing and newsletter sign-ups with audience segmentation).
- Prioritizes accessibility and inclusivity, ensuring a welcoming experience for all users.
- Optimizes for search engines (SEO) and mobile responsiveness, increasing visibility and usability.
- Effectively supports fundraising and development efforts, strengthening donor engagement.

This project is a high priority for Taproot as we prepare for our anniversary season. We seek a partner who understands the unique needs of a professional theatre company and can deliver a visually compelling, strategically aligned, and highly functional website and look.

Scope of Work

This project consists of three primary components:

A. Website Redesign & Development

The selected vendor will design and develop a new website that enhances user experience, aligns with Taproot's brand identity, and integrates with third-party systems. Key deliverables include:

- User-friendly navigation and structure to clearly highlight Taproot's core programming in a clean, professional, and modern design that reflects Taproot's values:
 - Mainstage & Isaac Studio productions
 - Acting Studio
 - Touring programs, including school and Christmas touring
 - Plus: Development (including donations and events), and organizational and business information
- Integration with existing platforms:
 - Tessitura (ticketing for Mainstage, Isaac Studio, and Development)
 - Sawyer (Acting Studio registration)
 - EMMA Live (events)
 - WordFly (email marketing and newsletter sign-ups with audience segmentation)
- Fully responsive design with seamless functionality across all devices
- Strong SEO foundation for improved search engine visibility
- Optimized accessibility utilizing best practices
- The project should either optimize WordPress for best performance or propose an alternative CMS solution that meets our needs for ease of content updates, usability, security, affordability, and flexibility. Vendors should outline the pros and cons of their recommended approach in their proposal.
- While Taproot currently uses WordPress, we are open to proposals for other CMS solutions that enhance usability, security, and affordability. Vendors should clearly outline the advantages and disadvantages of any proposed alternative, and if migration from DreamHost is necessary, vendors must include a migration plan in their proposal.
- Analytics setup for tracking user behavior and engagement if applicable (or advice for setting this up)
- Thoroughly tested and stable launch

B. Logo Refresh

Taproot Theatre is seeking a refreshed logo (and sub-logos for the Acting Studio and Touring Company) and visual identity refresh that reflects our legacy while positioning us for the future. Deliverables include:

- **New primary logo, wordmark, and sub-brand logo system** that modernizes Taproot's identity while retaining brand recognition. Taproot's branding system includes a primary logo and sub-brand logos (Acting Studio, Touring, Road Company) and have a 50th Anniversary mention that can be removed after 2026. The refresh should modernize our presence while maintaining a cohesive relationship between them.
- **Color palette, typography selection, and brand guidelines** that ensure consistency across all branding elements (digital, print, social media, and merchandise).

Budget & Timeline

Taproot Theatre Company has allocated a budget of \$25,000–\$35,000 for this project. This budget should encompass:

- Website redesign and development
- Logo development
- Any required licensing or platform costs
- Post-launch support and minor revisions (if applicable)

Timeline

- **RFP Release Date:** March 7, 2025
- **Proposal Submission Deadline:** March 18, 2025
- **Vendor Selection & Contract Finalization:** March 31, 2025
- **Project Kickoff:** As soon as possible upon selection of vendor
- **Logo Complete:** June 1, 2025 (logo complete and ready for in-house designer to incorporate into future collateral, which patrons will start to receive at event on July 28)
- **Website Launch:** July 15, 2025 (in time for announcement of 50th anniversary season, which happens at event on July 28)

Proposal Requirements & Submission Guidelines

Interested vendors must submit a proposal that includes the following components:

- **Company Overview** – A brief description of the agency, including experience working with performing arts or nonprofit organizations.
- **Portfolio** – Samples of past work, especially for clients in the arts or similar sectors.
- **Project Approach** – A description of how the agency will approach this project, from design through to final delivery.
- **Project Timeline** – A proposed timeline for the entire project, with milestones.
- **Cost Breakdown** – Detailed pricing for each component of the project, including any optional add-ons.
- **References** – At least two references from previous clients with a similar scope of work.

Proposals must be submitted to:

Daytona Daniels

Director of Marketing

206.529.3656

daytonad@taproottheatre.org

All proposals must be received by March 18, 2025. Any questions regarding this RFP should be submitted by March 13, 2025.

Evaluation Criteria

Proposals will be evaluated based on the following:

- Experience in theatre or nonprofit web development
- Creativity & Design Aesthetic
- Technical Expertise & Functionality Solutions
- Project Approach & Alignment with Goals
- Budget & Value for Investment
- References & Previous Work Quality

Ongoing Support, Hosting, and Training

- **Ongoing Support & Maintenance:** The selected vendor may be asked to provide ongoing support after the website launch, if applicable.
- **Training:** The vendor will be responsible for training Taproot staff on how to use a new CMS, if applicable, for ongoing website updates.
- **Hosting & Domain Management:** If the vendor offers hosting services, please provide details; otherwise, Taproot will manage hosting internally.