Exhibit A

* 1. Project Objective

Develop the Cherokee Film Institute (CFI) website to have a marketing-driven CMS platform with social media integration, certain plug-ins and video capabilities that can be easily managed by marketing. CFI is a new branch of Cherokee Film that will train the entertainment industry workforce in the Cherokee Nation and beyond.

* + 1. Project Scope & Overview

Cherokee Film is seeking an agency that has the capabilities of creating and developing a new website for the Cherokee Film Institute (CFI). The site must have a fully responsive and fluid design. It must be compatible with all operating systems, browsers, and mobile device and contain rich content and new advanced platforms.

Cherokee Film is in the final stages of launching the Cherokee Film Institute. The announcement and open enrollment of the CFI is scheduled for June 2024 with classes beginning in September. Selected agency would need to work with the CFI team to ensure proper understanding of timelines and execute website phases to align with CFI’s needs and deadlines.

The website should have video plug-ins and social media integrations and be able to function as a platform to promote the CFI, showcase the upcoming course schedule, promote the CFI certification program, facilitate routine questions about the CFI, and provide a solution for course registrations, which may include collecting payment information from some applicants. Cherokee Nation Businesses’ Marketing is prepared to create the art, graphic content and copy, while the selected agency will provide UX, wireframes, templates, and branded shell (header, footer, menu, navigation, etc.) All of these requirements must be met and executed in a way that allows CNB marketing to add, change and remove content without the need for HTML or coding skill-set once the website is handed off to the marketing team.

Chosen agency would need to research and understand Cherokee Film as well as other Film offices and institutes throughout the nation and internationally, in order to ensure the website design is on-par and competitive with other industry leaders.

* + 1. Website features:

**The design should address the following requirements:**

* Solution must use cloud-based Content Management System (CMS)
* SEO strategy
  + - * Must be a fully responsive and fluid design, compatible with all operating systems, browsers and mobile devices
      * Must provide multiple mock-ups of the site with recommendations for site layout and design
      * Feature dynamic font and text elements utilizing approved typography
      * CNB Marketing must have the ability to make changes to site content, layout and code
      * Should have the ability to easily add multimedia features such as video content
* Solution must be able to display social media feeds. Please also suggest any other available social integration options
* Solution must be a cloud-based Content Management System (CMS)
* Marketing and CFI leadership must have admin access to the web servers, databases and CMS
* CMS must be user friendly and easy to maintain, with full capabilities to create, edit and remove all content on all pages; extending to font, video, images and text
* Solution must be compatible across browsers and mobile-friendly
* Wordpress is the preferred CMS option
* Solution should include Google Analytics, as well as any other out of the box analytics solutions offered by vendor
* Solution must be able to collect form data
* Solution must have the ability to collect visitor data for the purpose of creating profiles and enabling content personalization and behavior-based automated marketing
* Solution must be able to collect application information from interested potential students
* Solution must be able to collect payment information
* Solution must be able to display efficient video, and not require 3rd party download to play (example – HTML 5)
* Solution must be ADA and 508 and PCI DSS compliant.
* Please complete attached “Security Questionnaire”
* Preferred website buildout process would be wireframe > grey model > designs > final development > beta testing
* Solution must abide by the regulatory and compliance rules (e.g. HIPAA, ITAR) in protecting electronic information from unauthorized access.
* Solution must provide role-based security
* Solution must offer audit trail capability for tracking access and contribution to the system
* Solution must function with multiple operating systems such as Windows 7 and above, and iOS 8 and above
* Solution must be cross-browser compatible, such as with IE8 and above, Safari, Chrome, and Fire Fox
* Cloud-based solutions shall provide CNB with a backup disaster recovery plan while on-site solutions shall default to the existing CN disaster recovery plan
* Solution must be built with High Availability so maintenance can be performed without bringing site down
* Solution must have virtual blackboard element for downloadable course material
* Solution must have LMS direct communication links to students and teachers
* Solution must have text messaging setup for quick communication of class change, inclement weather, times changes, etc.
* Solution must offer security for payment information
* Agency must provide training & appropriate training documents before hand-off of website to CED marketing.

RFP Submissions

*Submissions: Phase 1*

Please submit examples of related work for the first stage of the RFP process:

* + Statement of qualifications based on previous work
  + Website designs from past or present work
  + Any performance analytics on submitted examples, where applicable
  + Time and cost analysis to complete specified work
  + Agency fee structure

*Submissions: Phase 2*

Upon CNB reviewing RFP submissions, selected agencies will be contacted to create and present high-level recommendations for the CFI website in person, including effort, cost, fee structure and timeline overview of requested project components. Agencies should include their approach to working with new clients and the agency’s creative process (please be specific). CNB would like to see the agencies overall vision for the CFI website including suggestions on course registration and payment solutions, if possible. These presentations should be attended by the senior staff assigned to this account, as well as the defined project leader, who is the agency point of contact.

Format of Agency Response

Agency responses must address the requirements outlined above, as well as provide the following supporting information:

Project Proposal & Price

Present the overall scope and projected cost of the proposed implementation effort, detailed by product/service. It should include a brief summary of the strategy in non-technical terms. It should also state specific reasons why the vendor's proposal best satisfies the needs of CNB.

Company Overview

Company Name  
Year Founded  
Number of Employees  
Office Locations  
Geographic Market Area  
Primary Industry Serviced  
Number of Years Building Websites Number of Past & Current Clients

Project Team

Describe the roles and responsibilities of your team that will be involved in the project from analysis, design, build, implementation and operational support.

References

Please provide at least three references of production partners you have used for previous projects as well as three references of clients who best represent your capabilities as per our requirements, along with at least three additional websites your firm has designed that relate to the outdoor/tourism industry.

Legal Documents

The following legal documents must be submitted within the bid process. Documents may be found at the end of the RFP in “Legal Documents” section.

* + Business Relationship Affidavit
  + Non-Collusion Affidavit
  + Non-Disclosure Agreement (must be submitted prior to pre-bid call)

RFP General Information

RFP Overview

The goal of this Request for Proposal (RFP) is to determine if your services meet the functional and technical needs of CNB. Please feel free to submit any additional information you deem appropriate for this project.

RFP submission:  
All proposals should be sent via email to the following address

[Film\_In.asak5j728bcj7eq4@u.box.com](mailto:Film_In.asak5j728bcj7eq4@u.box.com) by 5:00 PM on Thursday April 11th, 2024.

A pre-bid conference call will be held on Tuesday April 2nd, 2024 at 2:30pm

The purpose of this call is to allow potential bidders to ask questions and make clarifications about the RFP. **A signed Non-Disclosure Agreement must be returned to CNB prior to attending the pre-bid call.** NDAs are due via email by 5:00 PM CST on March 28th. If possible, submit your questions via email by 5:00 PM CST on March 28th. Verbal questions will be taken on the call, but it’s preferred to have a list of the questions prior to the call.

RFP Format

This RFP will be posted to the procurement website: www.cherokeebids.org. Any amendments, revisions, or other information relevant to the RFP will be posted here as well.

RFP Timetable

The timetable below is subject to change, but if any modifications to the project time schedule are made, they will be communicated to all bidders in a timely manner.

* + Friday, March 15th, 2024 – RFP Posted to cherokeebids.org website
  + Wednesday, March 28th. 2024 – Signed Non-Disclosure due to CNB via email. This is required to attend pre-bid call.
  + Tuesday, April 2nd – Pre-bid conference call at 2:30 PM CST
  + Thursday, April 11th, 2024 – Bid responses due to CNB
  + Friday, April 12th, 2024 - Bid Opening
  + Friday, April 19th, 2024 - Notify agencies of phase 2 selection
  + Thursday/Friday May 9th-10th, 2024 - In-Person presentations
  + Friday, May 31st, 2024 - Bid winner announced