



P.O. Box 23300
Honolulu, HI, 96823
(808) 369- 2000

February 12, 2025

Request for Proposals (RFP) – Website Development & Digital Support

Hawai'i LGBT Legacy Foundation – Rainbow Film Festival 2025

The Hawai'i LGBT Legacy Foundation is seeking a Web Designer/Developer to support the 2025 Rainbow Film Festival (HRFF36) by updating and maintaining HRFF.org with new content, social media integration, trailer hosting, and enhanced navigation. The selected vendor will play a key role in ensuring the festival website is functional, visually engaging, and up to date.

Scope of Work

Website Updates & New Page Design (HRFF.org 2025)

- Update and design new 2025 tabs and pages for HRFF.org
- Mirror social media (Instagram) posts onto the website
- Upload and integrate 2025 key visuals across all festival pages
- Implement geo-fencing capabilities for targeted regional engagement
- Post and link social media content directly on the site
- Provide 15-20 pre-festival updates with fresh content and event details
- Update and link festival film submission pages and save-the-date promotions to social media
- Improve 2025 website layout and navigation for better user experience
- Add festival film schedule with links to respective film detail pages
- Provide one additional week of festival updates post-event

Video Uploading & Hosting

- Upload and host festival trailers pre-festival
- Add official film trailers to specific film detail pages
- Upload HRFF Awards Ceremony (July 1) video
- Post festival highlight reels one week after the event
- Potentially host video messages from delegates

Photo Albums & Event Highlights

- Opening Night: Upload photos by June 28
- Festival Highlights: Upload on June 30 & July 1
- 2024 and 2025 Red Carpet Event Photo Galleries
- HRFF 2025 Award Winners + Daily Festival Highlights

Page & Content Updates

- ABOUT TAB: Update with 2025 key players

- DELEGATES TAB: Upload headshots, movie posters, and film links
- CONTACT TAB: Revise for 2025 updates
- FESTIVAL TAB (HRFF36):
- TICKETS SECTION: Add details for:
 - Features
 - Hawai'i-Made World Premieres
 - All-Access Passes and Festival Passes
 - Individual Tickets
 - Red Carpet Only Tickets
- VOLUNTEER TAB: Create a sign-up page with 2024 images
- MERCH TAB: Link to purchasing via Square (HLLF account)
- SPONSORS TAB:
 - Add 2025 sponsor logos with links to their websites or IG
 - Include "Want to be a sponsor?" contact link

Budget & Requirements

- Budget Cap: \$3,500 (proposals exceeding this amount will not be considered)
- Website updates must be completed and live before June 1, 2025
- Vendor must be available June 27-29, 2025 for any festival-related website updates

Proposal Submission Details

Qualified vendors are invited to submit a detailed proposal outlining their experience, capabilities, and approach for the 2025 HRFF.org website update. Please include:

- A comprehensive execution plan based on the scope of work
- Pricing breakdown
- Examples of previous website projects
- At least two references

Submission Deadline

All proposals must be submitted no later than February 21, 2024, at 4:00 PM HST.

Selection Criteria

The chosen vendor will be selected based on:

- Technical expertise and past experience in web development
- Budget alignment and ability to work within the festival's financial parameters
- Understanding of LGBTQIA+ storytelling and digital engagement
- Creativity, problem-solving skills, and professionalism

For questions or further details, please contact Executive Director, Randy Soriano, at RandyS@hawaiiigbtlegacy.com.

Mahalo for your interest in supporting the Rainbow Film Festival 2025—we look forward to your proposals!