



# Request for Proposal (RFP)

## Niagara 2021 Canada Summer Games Social Media Program

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The Niagara 2021 Canada Games Host Society Inc., a non-profit organization, requests proposals for a third party social media contractor that will consistently implement & manage the social media program to promote engagement, participation, and advertising for the Niagara 2021 Canada Summer Games.

**Proposals to be completed and submitted by Monday, August 12th, 2019**

### Introduction

At the peak of Niagara's boldest summer yet, more than 5,000 young athletes and their coaches will gather to compete for the podium in Canada's largest multi-sport event. On its road to glory, this shining generation of hopefuls will leave its mark on our community and on the country – transforming, inspiring, and unifying us all through the power of sport.

As ambassadors of Niagara's unrivaled warmth and compassion, thousands of volunteers will play host to the nation. The Niagara 2021 Canada Summer Games will celebrate the wonder of sport alongside arts and culture. The Games will honour our indigenous communities, and showcase a remarkable heritage of hard work and innovation in one of the world's most awe-inspiring destinations.

With world-renowned hospitality, the people of Niagara will welcome visitors from across the country. Spirited events, spectacular entertainment, and the theatre of elite competition will spark new energy in the region as our streets, skies, and waterways shimmer with ceremony and celebration that is befitting of Canada's best young athletes.

From August 6th to 21st, 2021, Niagara will surge stronger than ever on the national stage. The Games will give rise to a new legacy of ambition, confidence, and compassion that will inspire generations to come.



## **About Niagara 2021 Canada Games Host Society Inc.**

The goals of the Host Society are to:

- Provide a phenomenal experience for the athletes and other participants at the 2021 CSG-an experience that will propel their development, allow them to perform their best and inspire them to dream big;
- Provide a legacy of sport infrastructure and programs that are vital for Niagara and Canadian sport development;
- Provide a legacy for infrastructure, community programs and unify a spirit that will be transformative for Niagara; and
- Provide an unmatched podium and partnership for the Canada Games Council to build upon the success of previous Canada Games and strengthen the Canada Games property.

## **About the Social Media Program**

The 2021 Host Society envisions a social media program that will not only be a wonderful opportunity to engage the community, but also an important medium for the communication of key messages for the Games. It is also a key component in our Official Languages Program. This includes platforms such as Instagram, Twitter, Facebook, and Youtube. Goals of this social media program include:

- Increased traffic to the website and social media accounts
- Increased engagement with target audiences
- Increase in volunteer interest
- Increase in ticket and merchandise sales (closer to Games time)
- Increase in sponsorship and VIK interest from outside parties

## **Target Audiences**

- Schools and Children/Youth
- Indigenous and other Communities
- Niagara Event Stakeholders | Residents & Business Community
- Event Participants & Spectators
- Event Partners | Venues | Sponsors
- Media
- Event Employees | Volunteers
- Canada at Large

INSPIRE  
TRANSFORM  
UNIFY



INSPIRER  
TRANSFORMER  
UNIFIER

### Anticipated Schedule

- |                                     |                           |
|-------------------------------------|---------------------------|
| ● RFP issued                        | Friday, July 26th, 2019   |
| ● Emailed Notice of Intent          | Friday, August 2nd, 2019  |
| ● Proposal and Supporting Documents | Monday, August 12th, 2019 |
| ● Decision                          | End of August 2019        |
| ● Project Start Date                | September 2019            |

### Scope of Work

We seek a partner with a proven track record for the development, implementation and management of a social media plan and platform on a provincial and national scale. **Content must be created and posted in both official languages, French and English.**

This will be an ongoing plan over the span of 2 years. Deliverables will include:

- A social media marketing strategy
- A campaign and content calendar
- A management and reporting plan, including workflow and technology (tracking individual campaigns, key words, advertisements, revenue generated by campaigns, etc.)
- Content production (photography, video, graphic elements)
- Recommendations for paid digital advertising

### Budget

Our decision process will be to secure a partner that submits a business proposal that fully articulates a robust social program that best delivers the goals of the Niagara 2021 Canada Summer Games.

For financial responsibility, consideration will also be made to suggested programs that have a hybrid approach with agency oversight; but executed by Niagara 2021 Canada Summer Games.

The Niagara 2021 Canada Summer Games Host Society is not merely looking for a vendor with a fee for service approach. Instead it is our belief that all vendors associated with the Niagara 2021 become strategic event partners offering both fee for service; as well as, Value In-Kind (VIK) opportunities. We encourage vendors to include budget relieving VIK (a reduction in cost to the requirements outlined in the Scope of Work), as well as enhanced VIK (additional services or features, not specifically outlined in the Scope of Work). These should be clearly outlined in your Commercial Proposal.



## Proposal Requirements

- Provide a brief description of your firm's structure and capabilities; as well as, identifying who will be involved on the Company Project Team, including their relevant experience and credentials.
- List all services provided in-house as well as the services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.
- Briefly describe your approach and process for social media planning, implementation, and management to achieve the project scope addressed above.
- Provide case studies of your firm providing similar services to firms of our scope.
- Submit a detailed schedule with your proposal for the project including critical milestones and analytics reports, assuming a start date of September 1st, 2019.
- Provide a detailed fee proposal that outlines the specific activities that would be performed either on a per project basis or monthly retainer. Be certain to identify VIK sponsorship considerations identifying separately what would be considered budget relief versus project enhancement.
- References: supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and phone number.

## Contract Terms

All material produced, data collected, and reports generated by the subcontractor on behalf of 2021 CSG are confidential and become the exclusive property of 2021 CSG. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by 2021 CSG to do so.

This RFP does not commit to pay any costs incurred in the preparation of a proposal or to procure or contract for services. 2021 CSG reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP, in part or in its entirety at its sole discretion.



### **Additional Information or Clarification**

All questions and requests for clarification should be submitted contact listed below. Question and answers will be documented and distributed to all bidders. If necessary, an addendum will be issued.

Please be certain to include the name and contact details of the persons to be approached for clarification of the proposal if needed.

Proposals are to be sent to:

**Vittoria Wikston, Senior Manager | Marketing & Communications**

**2021 Canada Games Host Society Inc.**

[vwikston@2021canadagames.ca](mailto:vwikston@2021canadagames.ca)



## PROPOSAL FORM “A”

### 2021 Canada Games Host Society RFP - Social Media Program

1. I/We hereby submit a Proposal for **The Social Media Program** in accordance with the requirements of this RFP.
2. I/We have carefully examined all of the contents of this RFP, including the RFP terms and conditions.
3. In the event of our proposal being accepted, I/we agree to enter into a contract with the 2021 Canada Games Host Society.
4. I/We acknowledge receipt of, and have taken into consideration, the following addendums issued during this Request for Proposals: # \_\_\_\_\_ # \_\_\_\_\_ # \_\_\_\_\_
5. Proposal Closing Time: **Friday, August 2nd, 2019**
6. I/We acknowledge the proposal scores will be finalized based on the results of all the factors outlined in the proposal package, and that the Host Society will select a proposal which provides the Host Society with the best value and which the Host Society determines is in its best interests.

Name:

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Proponent's Business Address:

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Printed Name(s):

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Title(s):

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Signature(s):

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