

# REQUEST FOR PROPOSAL (RFP):

## Marketing and Advertising Services

### *Buy Local November & Annual Yukoner Appreciation Event*

**Issue Date: August 25, 2021**

#### **CLOSING DATE AND TIME**

Please submit your *Request for Proposal* clearly marked

*Buy Local November & Annual Yukoner Appreciation Event RFP:*

**Marketing and Advertising Services**

- a. **Hard copies** must be received by 4:00 pm MST on Tuesday, September 7, 2021, at the following location:

Whitehorse Chamber of Commerce  
101- 302 Steele Street  
Whitehorse Yukon Y1A 2C5  
Attention: Susan Guatto, Executive Director

- OR -

- b. **Email submissions** must be received by 4:00 pm MST on Tuesday, September 7, 2021, to: [ed@whitehorsechamber.ca](mailto:ed@whitehorsechamber.ca).

#### **Contact Information:**

Susan Guatto, Executive Director  
[ed@whitehorsechamber.ca](mailto:ed@whitehorsechamber.ca) (867) 667-7545

Late and/or incomplete submissions will not be considered.

Thank you for your interest in this RFP.

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## 1. OVERVIEW OF THE REQUIREMENT

### The Project

Marketing and Advertising Services for the Whitehorse Chamber of Commerce (hereinafter referred to as "WCC") *Buy Local November & Annual Yukoner Appreciation Event*

### Introduction

WCC supports local businesses and organizations to contribute to the economic, civil and social well-being of Whitehorse. We fulfil this mandate through the delivery of a variety of programs and services, including advocacy work and engagement with stakeholders and partners.

### Background: *Buy Local November & Annual Yukoner Appreciation Events*

In early 2020, the WCC organization created a new strategy for the existing *Buy Local Whitehorse* Program, by rebranding campaign materials, updating communications, and revising campaign targets to support businesses in an unexpected global pandemic context. The expansion of this program provided significant benefits to the community including, increased local consumer awareness of the economic benefits of supporting local purchasing, local business expansion and, significant interest in WCC's *Buy Local* social media platforms.

WCC's annual *Yukoner Appreciation Day* Event, originally hosted in early November, was expanded to the *Buy Local November* Event. This event kicked off with *Yukoner Appreciation Week* and saw participant registration increase from sixty-two businesses in 2019 to eighty-four in 2020. This substantial increase may be attributed to factors such as: a reduction in the registration fee, moving the event online in response to COVID-19 Pandemic public safety requirements and, an upswing of consumer interest in *Buy Local* initiatives. This event saw participation from business sectors that had not previously participated in the event, such as the Construction and Service sectors.

## 2. DEFINITIONS USED IN THIS RFP

Throughout this *Request for Proposal (RFP)*, the following definitions will be used:

- a) **"Contract"** means a written contract executed by WCC and the Contractor upon completion of the selection process
- b) **"Contractor"** means a Qualified Respondent; the successful Proponent, who enters into a Contract with WCC
- c) **"must"** or **"mandatory"** means a requirement that must be met for a Response to receive consideration
- d) **"WCC Buy Local Committee"** means WCC's *Buy Local* Committee
- e) **"Qualified Respondent"** means a Respondent possessing the qualifications described in this *RFP*
- f) **"Respondent"** means an individual or a company that submits, or intends to submit, a Response
- g) **"Response"** means a proposal submitted for this *RFP*
- h) **"RFP"** means *Request for Proposal*
- i) **"should"** or **"desirable"** means requirements that are not mandatory but are important to the objectives of this *RFP*

### 3. REQUEST FOR PROPOSAL (RFP)

#### Enquiries

All enquiries related to this *RFP* are to be directed by email to the contact person identified on the front cover of this *RFP*.

#### Closing Date

One (1) complete hard copy or one (1) electronic copy on a thumb drive, must be received by **4:00 PM MST on September 7, 2021**, at the address on the front cover of this *RFP*. Responses may be sent by e-mail. Responses and their envelopes should be clearly marked with the name and address of the Respondent.

#### Review and Selection

The review and validation of responses against the mandatory criteria in Section 5 of this *RFP* will be undertaken by WCC. Responses that **do not meet** all mandatory criteria will be rejected without further consideration. Responses that **do meet** all mandatory criteria will then be assessed and scored against the desirable criteria. WCC will select and engage with the successful Respondent(s) immediately following the review process.

#### Estimated Timeframe

The following timetable outlines the anticipated schedule for the project. The timing and the sequence of events resulting from *RFP* responses may vary and will be determined by WCC.

PROJECT REQUIREMENT(S)	ANTICIPATED DATE(S)
RFP Submission Deadline	4:00 p.m. MST on September 7, 2021
Project anticipated award date	September 8, 2021
Anticipated signing date of contract	September 9, 2021
Project starts	September 10, 2021
Project ends	November 8, 2021

#### Signed Responses

The Response must include a cover letter (submitted in hard copy or by email) substantively like the cover letter set out in APPENDIX A. The cover letter must be signed by the Respondent.

#### Respondent Expenses

Respondents are solely responsible for their own expenses, if any, in preparing a Response to this *RFP* and WCC will not be liable to any Respondent for any claims for costs incurred by the Respondent in preparing a Response.

#### Modification of Terms

WCC reserves the right to modify the terms of this *RFP* at any time. This includes the right to cancel this *RFP* at any time.

## 4. SCOPE OF WORK

The Qualified Respondent who becomes the Contractor will be responsible for: evaluating previous event plans and activities; identifying areas of improvement; and, implementing a marketing and advertising strategy.

### OBJECTIVES:

- a) Increase buy-in from Whitehorse businesses to participate in the *Buy Local November and Yukoner Appreciation Event*, targeting a wider variety of business sectors including, but not limited to; *Retail and Sales, Services, Food and Beverage/Restaurants, Indigenous owned operations, local entrepreneurs, and small businesses*:
  - Assess previous plans, activities, and survey feedback from business participants
  - Identify areas of improvements and outline key recommendation to expand the event
  - Develop and create content plan for business participants (event and contest details, registration, requirements, deadlines etc.)
  
- b) Boost local consumer awareness, encouraging Yukoners to participate and share the event to a wider demographic:
  - Assess previous plans, activities, and survey feedback from consumer participants
  - Develop and create a marketing plan, with a goal to reach a wider demographic, with a clear message about the purpose of the event:
    - a) *Businesses giving back to the community through contests, giveaways, discounts, and fun activities*
    - b) *Yukoners supporting local businesses*
  - Assess, develop/revise current plan to enhance the *Buy Local Whitehorse* contest
  - Develop, execute, and administer promotional campaigns:
    - a) Plan content and write copy for publications including Print, Radio, Online Media
    - b) Review and revise the Sponsorship Package
    - c) Write and distribute news releases to local media
    - d) Arrange for spokespersons to appear on local television and radio programs

## 5. QUALIFICATIONS REVIEW CRITERIA

### Mandatory Criteria

The following are mandatory requirements. Responses that do not clearly demonstrate that they meet these criteria will receive no further consideration during the qualifications review process:

- a) The Response must be received at the closing location by the specified closing date and time.
- b) The Response must be in English.
- c) If delivery by hard copy is selected, one (1) hard copy of the response must be submitted, as well as an electronic copy on a thumb drive. If delivery by email is selected, one (1) complete electronic response must be submitted.

- d) The Response must include a cover letter substantively like the cover letter set out in *Appendix A*. The cover letter must be signed by the Respondent.
- e) The Respondent must be registered as a Yukon business.
- f) The Respondent will provide overviews of two (2) examples of previous *Marketing and Advertising Services* work undertaken and successfully executed.
- g) The Respondent will provide two (2) references related to previous *Marketing and Advertising Services* work undertaken and successfully executed.

### **Desirable Criteria**

Responses that meet all mandatory requirements will be further assessed against the following desirable criteria:

- 1. Accountability and experience
- 2. Quality and relevance of services provided to previous clients
- 3. Budget. *\*This project is value-driven and will not necessarily be awarded to the lowest bidder. Responses must include a proposed budget based on the Scope of Work in Section 4 of this RFP.*
- 4. Ability to meet the deadlines specified in Section 3: Request for Proposal, Estimated Timeframe

## **6. RESPONSE(S): REQUIRED INCLUSIONS**

Responses must include the following format and sequence, with all pages consecutively numbered:

- 1. A *Proposed Workplan* to accomplish the work outlined in Section 4;
- 2. a *Proposed Timeline* for work completion; and,
- 3. a *Proposed Budget* (Total price proposed for the work to be undertaken).



## APPENDIX A: RESPONDENT COVER LETTER

Letterhead or Respondent's name and address

Date

Whitehorse Chamber of Commerce  
101- 302 Steele Street  
Whitehorse Yukon Y1A 2C5

Attention: Susan Guatto, Executive Director

Subject: Request for Proposal: *Buy Local November & Annual Yukoner Appreciation* Event Marketing and Communications Services

The enclosed is submitted in response to the above-referenced *Request for Proposal*.

We have read and examined the *Request for Proposal*. We are authorized to submit this Response on behalf of the Respondent.

Yours truly, \_\_\_\_\_

*Signature*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Legal Name of Respondent: \_\_\_\_\_

Date: \_\_\_\_\_