



REQUEST FOR PROPOSAL CGLCC PR, Content Creation & Media Buying Engagement

ISSUE DATE AND TIME

31 January 2024

CLOSING DATE AND TIME

13 February 2024 at 5pm Eastern Standard Time.

CONTACT

Sarah Evalina, Chief Operating Officer

sarah@cglcc.ca

Bidders are advised to read and respond appropriately to all sections of the Request for Proposal (RFP). Bidders unable to provide all services described herein need not bid.

Canada's 2SLGBTQI+ Chamber of Commerce will not accept proposals from bidders with a real or perceived conflict of interest.



Background

Canada's 2SLGBTQI+ Chamber of Commerce

Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC) is a national not-for-profit organization dedicated to expanding the economic opportunities and advancements of the 2SLGBTQI+ business community and to advocating on behalf of an estimated 100,000 2SLGBTQI+ owned businesses in Canada, as well as 2SLGBTQI+ professionals, students of business, allies, and ally organizations.

The CGLCC's core mission is to enable the 2SLGBTQI+ business community to grow through advocacy, education, capacity building and connections, in partnership with allies who share our vision. We engage in this work through a number of channels, such as supplier diversity programming and certification, expanding global trade opportunities, and young entrepreneur mentorship.

More information on the organization can be found on our website: cglcc.ca.

Purpose of this Request for Proposal

CGLCC is seeking a professional marketing and communications agency to support and represent the organization in increasing its brand presence and promotional reach during a key growth period for the organization. The launch of a [federally-supported 2SLGBTQI+ Entrepreneurship Program](#), an upcoming brand revitalization, and various other priorities for 2024 prompts the desire for support in the following areas:

PUBLIC RELATIONS

- Creating and implementing a PR Plan and Communications Strategy for CGLCC
- Developing, implementing, and evaluating public relations strategies and programs designed to educate organizational stakeholders, including current and potential members, funders, and partners, as well as the 2SLGBTQI+ business community and the general public, on the initiatives of and opportunities with CGLCC
- Prospecting new media partnerships in existing and emerging Canadian markets
- Developing relationships on behalf of CGLCC with traditional and non-traditional media companies
- Drafting key communications materials, such as press releases and announcements of key initiatives
- Developing and pitching proactive stories that raise the profile of the 2SLGBTQI+ Entrepreneurship Program and its programs, projects, and partners in the media
- Arranging interviews, news conferences and other media events relevant to special events, milestones and other thought leadership opportunities
- Coordinating special publicity events and promotions for internal and external audiences

CONTENT CREATION & MEDIA BUYING

- Expanding CGLCC's awareness through its advertising reach in desired markets and with underrepresented 2SLGBTQI+ audiences
- Advising on key channels and platform strategy for CGLCC as a whole, along with unique consideration the organizations various programming arms
- Leading annual campaign planning and execution, with an emphasis on CGLCC's major annual events, and key programming initiatives
- Leading all media purchasing and reporting on behalf of CGLCC
- Developing both campaign and evergreen assets that directly support organizational and programming success measures
- Developing member-focused and member-featured visual assets

Whether through in-house efforts or through a translation agency, all assets produced for external audiences must be fully bilingual.

Key Audiences

CGLCC's main audiences include current and prospective:

- Certified Suppliers
- CGLCC Members
- Donors and Funders
- Media Partners
- Community organizations and academic institutions

Scope of Work

Related to all activities, tasks, and deliverables, the diversity of the audiences CGLCC serves requires a thorough engagement plan that is equitable to and inclusive of all key audiences, particularly the diverse and intersectional identities of our 2SLGBTQI+ business community and the general public.

The general scope of work includes, though is not limited to, the following:

PUBLIC RELATIONS

PR Plan and Communications Strategy: Create and implement a comprehensive media & public relations plan that adheres to CGLCC's communications strategies and standard operating processes.

Media Partnerships: Develop and maintain a targeted media list; Build relationships and lead partnership agreements with media; Cultivate and maintain relationships with reporters, editors, and bookers at key media publications, outlets, programs, etc.; Develop and pitch stories that raise the profile of the organization and its projects, partners and other initiatives in the media: broadcast, digital, podcasts, print, etc. as



appropriate for CGLCC and its programs; Execute thought leadership by positioning CGLCC leaders as subject-matter experts on relevant 2SLGBTQI+ topics; Manage inbound requests from the media for information or interviews with CGLCC spokespersons

Communications Leadership: Coordinate approved communications flow with CGLCC's members, sponsors, and corporate/government funders, as required; Collectively work with CGLCC leadership on any issues surrounding corporate communications and public policy

CONTENT CREATION & MEDIA BUYING

Strategy: Working closely with the CGLCC team, collaborate on strategy to develop, execute, and track results against an annual marketing plan that supports the strategies set forth by CGLCC. Includes strategic direction, creative strategy, brand stewardship, and media planning.

Creative & Production: Develop a holistic approach to brand advertising including conceiving creative materials and campaign elements. Produce creative, provide strong yet attainable recommendations for consideration, and manage the process of working with subcontractors as needed. Bring to final form the approved advertising materials to run/air on behalf of CGLCC. Creative materials may include but are not limited to: print advertising, digital advertising, broadcast (TV, radio, video) assets, digital banners, signage, collateral, sales materials, etc.

In doing so, the agency will adhere to the CGLCC brand guidelines, and the sub brand guidelines of existing programs.

Content Planning: Work with CGLCC to develop a comprehensive, integrated content marketing plan that leverages market intelligence to shape strategy and includes goals specific to the agency's scope:

- defined target markets, audiences and opportunities
- strategies and tactics to achieve success
- specific action steps that guide and track workload, and
- measurable outcomes

Media Planning & Buying: Develop and prepare media plans for target markets and key audiences. Utilize research and market insights to develop strategic recommendations for budget allocation, market prioritization, and channel mix. Leverage paid media partnerships and placements as a means to effectively distribute and amplify owned and earned content. Provide CGLCC with insights on emerging trends and new media to continually evolve and reach the target audience.

Execute offline and online media plans with strategic and cost effective planning, buying and audits. Execution includes placement, optimization, cancellations, auditing, payment to vendors, and billing.



Work with CGLCC to develop cooperative marketing programs to amplify the efforts of our members and stakeholder businesses and support CGLCC's overarching objectives.

Reporting & Analytics: Regular monthly reporting on campaign and brand continuity program performance utilizing expertise, agency tools, data, partnerships, and other resources to manage program efficiency and performance. End of campaign wrap up reports, including copies of all assets, dashboard of goal performance and executive summary of key takeaways that include qualitative and quantitative results mapping to larger objectives.

Continue to look for ways to evolve measurement and reporting to show the bigger picture and communicate value to CGLCC stakeholders.

Research: Participate as needed in CGLCC-led customer insight, creative testing and segmentation research. Provide data, creative assets and/or insights as requested for CGLCC market intelligence research and reporting.

Account Support: Maintain regular communication on all activities and production development and provide an annual summary of all activities. Provide clear budgets and plans outlining when payment and materials are due for paid insertions prior to placing insertions. Provide year-ahead estimated budget breakout for expected costs. Agency and client will review and client will approve before work begins.

Collaborate with other agencies who may support CGLCC marketing communication efforts.

It is also requested that agencies have bandwidth to take on special or out-of-scope projects, to be discussed and agreed upon on a case-by-case basis.

Engagement Timeline

The anticipated start date is March 1, 2024. CGLCC requires a majority of the work to be completed within the first 3-6 months of the engagement, with all work completed by December 31, 2024.

Engagement Budget

The engagement has a total budget range of approximately \$615,000 CDN (excluding HST) over the period of the contract, across agency services and media buying. This includes all third party or administration fees as well as any travel or incidentals that may be proposed as part of the engagement.

CGLCC expects the Public Relations aspects of the contract to fulfill approximately 20% of the overall budget, with the remaining 80% to be spread across content creation and media buying activities. It is requested that bidders demonstrate their proposed approach to utilization of the budget across the various activities in the Budget section of their proposal.

Minimum Requirements for the Bidder

The bidder should demonstrate that they:

1. Have experience working on and with 2SLGBTQI+ related projects and stakeholders
2. Have expertise and experience in performing research and leading consultative processes with 2SLGBTQI+ communities and/or other equity deserving groups
3. Have significant experience completing PR, communications, and content and campaign creation projects, as well as demonstrated success in leading media buying for organizations of similar scale and scope, through a time of transition
4. Have experience working with bilingual audiences, and producing bilingual assets; or the capacity to do so as outlined in this proposal
5. Are able to meet the requirements of the engagement as described in this Request for Proposal; and
6. Are able to frontload a majority of the work to the initial three months of the engagement, and complete all work by December 31, 2024

Proposal Submission Guidelines

Proposals must address the following, in addition to any other information you wish to provide:

1. **Equity & Anti-Oppression:** Share how your organization approaches equity and anti-oppression in your internal systems and external engagements
2. **Team:** Detail the roles and team members that will be assigned to this engagement, tenure of team members, alongside the total number of in-house staff
3. **Work Plan:** Outline your approach to servicing the scope of the engagement
4. **Budget:** Detail your proposed pricing structure across both agency services and expected media buys; include experience and ability with media pre-buys; include standard billing and markup rates, including any non-profit discounts available
5. **Work Experience:** Describe experience completing similarly-scoped engagements for nonprofit organizations and/or organizations serving equity-deserving communities
6. **Communication & Workflow:** Describe what tools your team will use to communicate with CGLCC, and your general project management process
7. **Case Studies & References:** Provide three (3) case studies and corresponding references of past similarly-scoped projects

Proposals are not to exceed 20 pages.

Proposal Evaluation

Proposals will be evaluated by a selection committee representative of CGLCC staff. A vendor will be chosen based on a bidder's response to the enclosed service requirements and evaluated according to the criteria listed below:

Agency Evaluation (35%)

- Overall capabilities based upon understanding of the scope of the engagement and its activities
- Qualifications and experience as outlined in the minimum requirements of bidder

- Demonstrated experience working with equity-deserving communities and organizations serving equity-deserving groups beyond the scope of the 2SLGBTQI+ community
- Team member qualifications

Proposed Work Plan (45%)

- Understanding of the engagement, including clarity and relevance of proposal
- Proposal preparation, thoroughness, and responsiveness to requirements of RFP
- Quality of the approach to the engagement and the work plan
- Outline of deliverables and how they will be met
- Identification, explanation, and justification of modified tasks and/or unique challenges expected

Certified Diverse Supplier (5%)

- Bidder is a certified Diverse Supplier with Canada's 2SLGBTQI+ Chamber of Commerce or other recognized certification body.

Estimation of Engagement Costs (15%)

- Budget allocations should be commensurate with level of activity in the workplan and reflect value for effort

Interviews will be conducted with shortlisted candidates the week of February 19th. CGLCC reserves the right to schedule a shorter follow-up meeting with the finalist candidate(s).

Any questions or clarifications can be directed to Sarah Evalina (Chief Operating Officer) at sarah@cglcc.ca.

Questions or clarifications subject line must be **“Questions for CGLCC PR, Content Creation & Media Buying Engagement”**.

Proposals must be submitted in English, in PDF format, to sarah@cglcc.ca no later than **February 13, 5:00 pm EST**.

Proposal subject line must be **“Proposal for CGLCC PR, Content Creation & Media Buying Engagement”**.

CGLCC will notify all bidders upon receipt of their proposal, in the form of an email. CGLCC is not responsible for bids that fail to meet this deadline.

Key Terms of Engagement

Although not exhaustive, this list of key terms of engagement will become an integral part of the Agreement between the CGLCC and the successful bidder.

Acceptance of the Proposal: CGLCC reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. CGLCC shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

Proposal Revisions: Proposal revisions must be received prior to the RFP submission/closing date and time.

Financing of Proposals: The cost associated with preparing and submitting proposals will not be paid by CGLCC.

Acceptance of RFP Conditions: Receipt of proposal offer will be considered acceptance of the RFP terms and conditions by the bidder.

Subcontracting: Subcontracting may be allowed in specific instances, but must be previously approved in writing by CGLCC.

Project Contact: CGLCC will assign a lead project contact when the contemplated contract is awarded. The successful bidder will also assign a lead project contact at that time.

Negotiation Delay: If a written contract cannot be concluded within fifteen days of notification to the designated bidder, CGLCC may, in its sole discretion, terminate negotiations with that bidder, and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders.

Proposals as Part of Contract: Proposals may be negotiated with bidders and, if accepted, form part of any contract awarded.

Disclaimers/Limitations of Liability: Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit, or license pursuant to any federal, provincial, regional district or municipal statute, regulation, or by-law. It is the responsibility of the contractor to obtain such prior to commencement of the services under the proposed contract.

Copyright: During the project period, the successful bidder shall not sell, transfer, mortgage, lease, or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC) under the contracted agreement without prior written consent of the owners. The copyrights, trademarks, and any other intangible or tangible rights relating to the Underlying Works belong to CGLCC and shall be delivered forthwith to CGLCC upon completion of the particular project, or as otherwise requested by CGLCC.

CGLCC reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.

Confidentiality and Security

Other Purpose: This document or any portion thereof may not be used for any purpose other than the submission of proposals.

Security and Privacy of Information: The successful bidder must agree to comply with the CGLCC Privacy Policy regarding information received from participants in industry consultation activities. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.

Disclosure: All documents submitted by bidders shall become the property of CGLCC, and as such will be subject to the disclosure provisions of the Freedom of Information and Protection of Privacy Act. Information pertaining to CGLCC obtained by the bidder as a result of participation in this project is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder.

CGLCC, ITS EMPLOYEES, AGENTS, AND CONSULTANTS EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR REPRESENTATIONS, WARRANTIES EXPRESSED OR IMPLIED OR CONTAINED IN, OR FOR OMISSIONS FROM THIS RFP PACKAGE OR ANY WRITTEN OR ORAL INFORMATION TRANSMITTED OR MADE AVAILABLE AT ANY TIME TO A BIDDER BY OR ON BEHALF OF CGLCC. NOTHING IN THIS RFP IS INTENDED TO RELIEVE BIDDERS FROM FORMING THEIR OWN OPINIONS AND CONCLUSIONS IN RESPECT TO THIS RFP.