



Request *for* Proposals

// Craft Council of Newfoundland and Labrador Christmas Craft Fair Marketing Strategy

The Craft Council of Newfoundland and Labrador (CCNL) is requesting proposals from qualified proposers for the provisions of the services outlined in the request.

table of contents

<i>Instructions to Proposers</i>	Page 3
<i>Terms of Reference</i>	Page 6
<i>Proposal Evaluation</i>	Page 9

Instructions to proposers

1. Proposals must be received before **April 1, 2022 at 5:00 pm (NLT)** at:

<p>Craft Council of Newfoundland and Labrador 155 Water Street St. John's, NL A1C 1B3</p> <p>Attn: Rowena House <i>Executive Director</i></p> <p>Telephone: (709) 753-2749 Email: info@craftcouncil.nl.ca</p>

- Proposals received after the exact time and date noted above will be rejected.
 - The original plus 2 copies are to be submitted, quoting “*Request for Proposals – Christmas Craft Fair*” closing date and proposer’s name on the outside of the envelope.
 - After the closing, only the identity and addresses of the proponents will be posted.
2. CCNL will not be responsible for any proposal that:
 - does not indicate the Request for Proposals title, closing date, proposers name, on the outside of the envelope; or
 - is delivered to any address other than that provided above.
 3. E-mail transmitted proposals, PDF format only, will be accepted under the following conditions:
 - the proposal is received before the submission deadline at the e-mail address provided above
 - CCNL will not accept liability for any claim, demand or other actions for any reason should an e-mail transmission be interrupted, not received in its entirety, received after stated closing time and date, received by any other email address other than that stated herein, or for any other reasons

- CCNL cannot guarantee the complete confidentiality of information contained in the proposal received by e-mail
- The proposer shall submit an original proposal to the address stated herein immediately following the transmission of the email by the most expedient means (copies will not be required as they can be printed out from the email)
- The proposal attachment cannot be larger than 3MB. If the proposal is larger than 3MB, separate numbered emails should be sent with each attachment no larger than 3MB.

To ensure the proposal is received before the closing, it is recommended that if sending proposals by e-mail to send well in advance of the tender closing date and time, and to confirm receipt by a telephone enquiry.

4. All questions or enquiries concerning this Request for Proposals must be in writing and be submitted to the address provided above **no later than five (5) calendar days** prior to the proposal deadline. Verbal responses to any enquiry cannot be relied upon and are not binding on either party.
5. This is not a Request for Tenders or otherwise an offer. CCNL is not bound to accept the Proposal that provides for the lowest cost or price to CCNL nor any proposal of those submitted.
6. If a contract is to be awarded as a result of this Request for Proposals, it shall be awarded to the proposer who is responsible and whose proposal provides the best potential value to CCNL. Responsible means the capability in all respects to perform fully the contract requirements and the integrity and reliability to assure performance of the contract obligations.
7. Notice in writing to a proposer and the subsequent execution of a written agreement shall constitute the making of a contract. No proposer shall acquire any legal or equitable rights or privileges whatever until the contract is signed.
8. The contract will contain the relevant provisions of this Request for Proposals, the accepted proposal as well as such other terms as may be mutually agreed upon, whether arising from the accepted proposal or as a result of any negotiations prior or subsequent thereto. CCNL reserves the right to negotiate modifications with any proposer who has submitted a proposal.
9. In the event of any inconsistency between this Request for Proposal, and the ensuing contract, the contract shall govern.
10. CCNL has the right to cancel this Request for Proposals at any time and to reissue it for any reason whatsoever, without incurring any liability and no proposer will have any claim against CCNL as a consequence.
11. Any amendments made by CCNL to the Request for Proposals will be issued in writing

and sent to all who have received the documents.

12. CCNL is not liable for any costs of preparation or presentation of proposals.
13. An evaluation committee will review each proposal. CCNL reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria.
14. Proposers may amend their proposal up to the closing date and time by e-mail. After the closing date and time, a proposal may not be amended, but may be withdrawn by the proposer at any time prior to acceptance.
15. The Access to Information and Protection of Privacy Act will define the Contract Authority's responsibilities with respect to any information received by it pursuant to the RFP process.
16. One of the priorities of CCNL is to ensure Local, and Provincially based businesses supply materials, equipment, and services, and that Provincial contractors are considered first priority and are used to the fullest extent practical on any CCNL contract.
17. Proposals may be short-listed. Proposers who are short-listed may be requested to make a formal presentation. Such presentations shall be made at the cost of the proposer.
- 18.
19. The proposal and accompanying documentation submitted by the proposers are the property of CCNL and will not be returned.



Terms of Reference

RFP CCNL# 02-11 Christmas Craft Fair Marketing Plan

BACKGROUND:

The Craft Council of Newfoundland and Labrador (CCNL) Christmas Craft Fair is the longest running juried fine craft fair in the province. For 47 years we have celebrated the diverse craft mediums and makers of this province. Over the span of our four-day craft fair, we offer a variety of experiences that continue to set us apart. With an eclectic offering of fine craft, meet the maker opportunities, live demonstrations, and family friendly entertainment the CCNL Christmas Craft Fair is a beloved holiday destination. As we prepare for our 48th annual event, we are looking for a solid marketing plan that will strengthen our brand and further our outreach.

The CCNL invites proposals from qualified agencies for the provision of a marketing plan for the 48th Annual Christmas Craft Fair that shall be implemented between May 1 through November 17, 2022

CCNL Christmas Craft Fair marketing plan shall include:

- A strong campaign of promotion based on the CCNL's vision and history of a one-of-a-kind event.
- A plan of action for the pre, during, and post-event of the Christmas Craft Fair.
- A strong focus on the CCNL's standards of quality.
- The successful proponent must be able to provide a full range of communication strategies which relate to web presence and multimedia initiatives.

For the purposes of this tender, please provide a full budget breakdown, including an hourly rate for each applicable category. This estimate is provided for the purposes of the RFP only and the CCNL is in no way bound by the estimate.

SCOPE OF SERVICES

1. Create a marketing plan for the CCNL's 48th annual Christmas Craft Fair including but not limited to, printed marketing and social media campaigns, design, writing, and video content, create opportunities for community partnership, and be the subcontractor for third party purchasing of ads.
2. Provide timeline for successful implementation of proposed marketing strategy outlining and differentiating the responsibilities of your agency and CCNL staff.
3. With your submission, please provide a detailed budget for the plan including cost of materials, ads, and hourly rates for development to be assessed for future implementation.

Below is an outline as to what is required, however, it is intended as a general outline for the type of services sought:

- **Marketing Plan that:**

- Provides tactical recommendations to support our marketing efforts for this event.
- Strengths the foundations for this well-established event to grow public awareness.
- Clearly defines the distinction between the CCNL's Christmas Craft Fair and competing craft fairs and markets
- Strengthens relationships between craft producers and their audience.
- Assists in the achievement of the organization's immediate and long-term goals by promoting and enhancing the invaluable assets of the craft sector and cultural heritage of the province

QUALIFICATIONS

It is expected that the successful proponent will have the following skills, knowledge and experience*:

- 3-5 years' experience in marketing and project management; high-level communication including the activities such as social media strategies.
- Experience in both the not-for-profit, cultural, and/or craft sector will be considered an asset.
- Strong leadership and planning skills as well as demonstrated creativity.
- Superior oral, written and presentation skills are essential.
- Full-service graphic/digital art shop with access to artists, photographers, and a widearray of digital imagery.
- Familiarity with graphic design principles and practices.
- Knowledge of, and experience in, digital marketing and social media.

**Submission of portfolio is required with application.*

SUB-CONTRACTING

The successful proponent is responsible for paying all work that is sub-contracted to others as well as following a budget for ad buying. Costs will need to be pre-approved by CCNL prior.

PROJECT CONTACT

For the purposes of the provisions of information surrounding this contract or the administration of the contract, the project contact is:

Rowena House

Executive Director

Craft Council of Newfoundland and Labrador

709-753-2749

www.craftcouncil.nl.ca

rhouse@craftcouncil.nl.ca

Proposal Evaluation

SELECTION METHODS

When an alternative is proposed regarding any specific requirement, it will be evaluated to ensure that the desired results will be achieved. Proposers should be aware that certain mandatory requirements have been set out in the Terms of Reference. Proposals that fail to provide these requirements shall be deemed not responsible and will not be evaluated.

RATING

The evaluation team will utilize specific criteria to rate each proposal. Ratings will be confidential and no details will be released to any of the other proposers.

PROPOSER RESPONSE GUIDELINES

The following information should be provided in each proposal and will be utilized in evaluating each proposal submitted. Proposers may focus on all or some aspects identified in the Terms of Reference. The proposal must include information as follows:

CONSULTANT OR CONSULTING TEAM'S KNOWLEDGE, SKILL AND PAST EXPERIENCE

1. The Proposer is to describe the capability of the resources proposed to meet the requirements described in the terms of reference. The proposal shall include the following:
 - a) A description indicating how, and in what ways the proposer's resources satisfies the communication and marketing services identified in the terms of reference
 - b) For the lead team member proposed, the proponent should submit a complete resume and portfolio.
2. The Proposer will include related experience of the company, including the past three similar jobs that you have completed with the company name, contact person and phone number that we may contact for a reference.

FEES AND EXPENSES

The proposal must contain cost information as follows:

- a) Cost detail consisting of an hourly rate for the services requested. The proposer is also to provide a statement of charges to be incurred for:
 - translating
 - marketing campaign outlets
 - travel (if applicable)
 - Miscellaneous expenses such as phone, fax, Courier, printing, etc.
- b) Prices must be stated in actual dollars and cents expressed in Canadian funds.
- c) CCNL will pay the Goods and Services Tax (GST); however, do not include GST in your proposed pricing.

CORPORATE PROFILE

Proposers to provide Corporate Profile highlighting such areas as history, office locations, depth of resources, areas of specialized marketing / communication, new media technologies, company philosophies, jurisdiction of incorporation / registration, and any strategic partnerships with other firms or agencies.

SCHEDULE

It is expected that the contract will be awarded the week of April 18, 2022 with a start-up meeting (in-person or online to be determined) ideally occurring that same week or the following week.

Any pertinent reference material in the possession of the Craft Council of Newfoundland and Labrador and will be made available to the successful proposer upon initiation of the project.

Each proposal will be evaluated using the following criteria:

PROPOSAL RATING SCHEDULE

Item	Rating Criteria	Unit Points Awarded (A)	Assigned Weight (B)	Total Points (A) x (B) = (C)
1	Knowledge, Skill and Experience		45%	
2	Fees		25%	
3	Corporate Profile		25%	
4	Local Content		5%	

PROPOSER: _____ **TOTAL:** _____

Comments: _____

Committee Member: _____

Date: _____

<p>LEGEND:</p> <p>A – Evaluation Points Awarded</p> <p>B – Weighting Factor</p> <p>C – Sub-Total Weighted Score (A times B)</p>	<p>RATING POINTS:</p> <p>Poor1 - 3 points</p> <p>Fair.....4 - 6 points</p> <p>Good7 - 8 points</p> <p>Excellent9 -10 points</p>
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