

Request for Proposal

Sponsorship Agency RFP 78 - 1008

Niagara 2022 Canada Summer Games

The 2021 Canada Games Host Society Inc., a non-profit organization, is looking for a qualified agency, or firm, to assist in the solicitation of sponsorship for the 2022 Canada Summer Games.

Email Intent to submit by Friday March 19th, 2021 - 4:00 PM

Proposals to be completed and submitted by Friday March 26th, 2021 - 4:00 PM

SECTION ONE | INTRODUCTION

About the Niagara 2022 Canada Summer Games

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 2022 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.

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From August 6th to 21st, 2022, 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 the 2022 Canada Games Host Society

In preparation for the games, a Host Society has been established and led by a Board of Directors that is composed of passionate, experienced and accomplished sport and community leaders.

The goals of the Host Society are to:

- Provide a phenomenal experience for the athletes and other participants at the Niagara 2022 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, Ontario, and Canadian sport development
- Provide a legacy of infrastructure, community programs and unify a spirit that will be transformative for Niagara
- 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

SECTION TWO | SCOPE OF WORK

The Niagara 2022 Host Society is seeking qualified firms that have experience and a proven approach in the sale of sponsorship for sports, recreation and events. The Respondent will identify within its proposal, an individual (or individuals) who shall be the designated contact for all services including the delivery of said services. The Respondent, working alongside the Niagara 2022 revenue team, is expected to have a foundation of established relationships, and will lead in the solicitation of sponsorship to national or regional accounts.

The Respondent will take the necessary time to gain a true understanding of the Canada Games brand, and the values, identity, and initiatives unique to the Niagara 2022

The Respondent will review current Niagara 2022 sponsorship assets and opportunities.

The Respondent will report to the Senior Manager, Sponsorship and provide reports as required.

Scope of Work Details

Responsibilities would include but are not limited to:

- Development and creation of new N22 sponsorship assets and opportunities;
- Solicitation of sponsorship to national and regional accounts;
- Preparing regular progress reports on pitches for the Niagara 2022 revenue team;
- Assisting the Niagara 2022 revenue team in developing appropriate public announcements/communications regarding successful new partnerships;

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Accessibility

Submissions are encouraged to include accessibility considerations and features where applicable and appropriate.

Sustainability

Submissions are encouraged to incorporate measures to ensure their goods and/or services are designed/produced in a sustainable and environmentally friendly manner.

The Niagara 2022 CSG Host Society is looking forward to working with an experienced company and a collaborative organization whose values align with ours and who are excited about being a part of these historic games - Once, and for All.

SECTION THREE | RFP SCHEDULE OVERVIEW

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| ● RFP issued | Thursday March 11th, 2021 |
| ● Notice of Intent to Submit Due | Friday March 19th, 2021 |
| ● Final Date for Acceptance of Questions | Thursday March 25th, 2021 |
| ● Proposal and Supporting Documents Due | Friday March 26th, 2021 |
| ● Decision Date | Thursday April 1st, 2021 |
| ● Anticipated Start Date | Wednesday May 5th, 2021 |
| ● Anticipated Conclusion Date | Tuesday May 31, 2022 |

SECTION FOUR | RFP SCORING

Submitted RFPs will be scored as follows:

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| ● Responsiveness to Scope of Work | 20% |
| ● Demonstrated experience and expertise in similar projects | 30% |
| ● Cost effectiveness | 25% |
| ● Value-In-Kind opportunities
(either budget relief and/or project enhancements) | 15% |
| ● Comprehensiveness | 5% |
| ● Company Profile | 5% |

Total 100%

SECTION FIVE | RESPONSE SUBMITTAL REQUIREMENTS

Responsiveness to Scope of Work

We are seeking comprehensive and informative proposals that clearly outline your ability to fulfill our requirements. Information to include in your proposal include and are not limited to the following:

- Key Dates / Critical Path
- Breakdown of all cost and fees for each element of the project, including a commissioning rate for your services. Please show your costing for those items listed under 'Scope of Work Details' in which your company can provide services.
- Identification of any phases of the project that will be subcontracted out and to whom
- Résumé of staff member or members who would be identified as the Liaison for the Niagara 2022 Organization
- Others

Demonstrated Experience and Expertise in Similar Projects

Please outline a detailed summary of at least one (1) comparable projects which the proposer has completed in the last three to five years. For each referenced project, please make certain to include all relevant details such as:

- Description of scope of project
- Time to execute each phase of the project
- Cost and associated fees
- Lessons Learned
- Others

Cost Effectiveness

Our decision process will be to secure a partner who's services best delivers the goals of the Niagara 2022 CSG , while also being cost effective.

Sponsorship / VIK

The Niagara 2021 CSG 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 2022 CSG 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).

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In addition, as a host society we are continually seeking cash sponsorship opportunities as well. Any interest in cash sponsorship can be submitted in conjunction with or separate from submitted proposals.

Comprehensiveness

Your comprehensiveness score will be based upon whether or not your intent to respond matches your submitted proposal.

Company Profile

Please provide a brief history of your organization, and if you intend to subcontract some of the work to another firm, include their information in this RFP as well.

If one person will have the primary responsibility for this project, provide us with their information and relevant resume.

SECTION SIX | RFP GENERAL INFORMATION

References

Please provide the name, address, and phone number of three (3) current clients, who would be capable of explaining and confirming your firm's capacity to successfully complete the scope of the work outlined herein.

Contract Terms

All material produced, data collected, and reports generated by the contractor or subcontractor on behalf of Niagara 2022 CSG are confidential and become exclusive property of Niagara 2022 CSG. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by Niagara 2022 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. Niagara 2022 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.

Niagara 2022 CSG reserves the right to refuse to work with any partners, vendors or sponsors that may reflect negatively on the organization, Niagara Place and/or any Games stakeholder.

Additional Information or Clarification

All questions and requests for clarification should be submitted with the contact listed below. Questions 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.

Niagara 2021 CSG requires one (1) electronic copy of your proposal.

Submissions are to be sent to:

Dan Kennedy

Manager, Procurement and Contract Administration

dkennedy@2022canadagames.ca