



## **Request for Proposal Bay of Fundy Tourism Partnership**

*Bay of Fundy Tourism is the official nominating committee of the Bay of Fundy in the New7Wonders of Nature campaign. The Bay of Fundy Partnership is supported by Nova Scotia Economic and Rural Development and Tourism, New Brunswick Tourism and Parks, and the Atlantic Canada Opportunities Agency.*

### **BACKGROUND**

In 2009, the Bay of Fundy was declared Canada's finalist in the New7Wonders of Nature campaign, a global competition to highlight and celebrate the beauty of the planet, fostering a greater respect for the earth's fragile natural equilibrium.

In this final phase of the campaign, the Bay is one of 28 finalists competing to become one of the official New7Wonders of Nature. The top seven will be chosen by public voting. More than one billion votes are expected leading up to the final announcement on November 11, 2011.

Voting options can be accessed online at [votemyfundy.com](http://votemyfundy.com) or by texting FUNDY or BAIE to 77077.

### **INTRODUCTION**

The Bay of Fundy Tourism Partnership seeks to secure the services of an experienced public relations team to provide extensive national media coverage and exposure for the Bay of Fundy and the campaign to make it one of the official New7Wonders of Nature.

The Partnership is taking the campaign to a national audience, to make the Bay of Fundy bid relevant to all Canadians and to encourage them to vote.

The public relations campaign will bolster other tactics of the Bay of Fundy Partnership marketing strategy, including social media, large-scale events, such as National Voting Day, celebrity endorsements and other initiatives.

### **PROJECT OBJECTIVES**

To develop and deliver an integrated public relations plan that supports our campaign objectives:

- Increase media exposure and positive awareness about the Bay of Fundy and its bid to become one of the New7Wonders of Nature.

- Maximize voting in the Bay of Fundy campaign, and make it one of the official New7Wonders of Nature.
- Educate Canadians about the Bay of Fundy, why it is a top natural wonder, why they should vote, and why they should visit.

## **PROJECT SCOPE**

The successful proponent will work with the Bay of Fundy Partnership to plan and implement a media/public relations program that will garner extensive coverage from major Canadian media outlets and personalities with national reach, encouraging Canadians to vote as many times as possible for the Bay of Fundy in the New7Wonders of Nature campaign.

The candidate will use their extensive and well-established national media networks and relationships to provide consistent national coverage of the Bay of Fundy's bid in the campaign until November 30, 2011. News releases connected to new initiatives and stories are expected to go out on a regular basis. The proponent will show a proven track record in developing and implementing successful national media campaigns that generate outstanding results.

Tactics will include working with our social media supplier, A Couple of Chicks, to generate greater awareness of the social media conversation.

The implementation of the campaign may also include potential partnerships or relationships with other suppliers, including event planners.

The New7Wonders of Nature Public Relations campaign will be delivered as a bilingual campaign, with any materials and activities available in both English and French.

## **PROJECT MANAGEMENT**

This project will be managed by the Bay of Fundy Partnership, which includes representatives from Nova Scotia, New Brunswick, Bay of Fundy Tourism and ACOA.

## **PROPOSAL REQUIREMENTS AND EVALUATION**

Proposals submitted must include the following:

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| ➤ A demonstrated understanding of the assignment;  | 15 |
| ➤ Demonstrated experience and results in developing and implementing a national media relations campaign, including traditional, online and social media | 25 |
| ➤ Media Relations/PR approach for the campaign to the end of November 2011   | 25 |
| ➤ A critical path, milestones and timelines;   | 10 |
| ➤ Detailed budget;   | 15 |
| ➤ Company background and history.  | 10 |

## **PROJECT DURATION**

This project will commence April 4, 2011, and will terminate November 30, 2011.

## **COMPENSATION**

A budget of up to \$100,000 has been set for the planning and execution of a public relations campaign that will promote ongoing Bay of Fundy Partnership activities, including press

materials and the use of paid wire services, and the hard costs associated with event planning for National Voting Week. We estimate the cost of this event to be approximately \$25,000. Please see Appendix A for more details. This budget also includes agency fees and out of pocket expenses.

The proposal should also include additional initiatives and activities to achieve maximum participation and voting from Canadians. These initiatives will be evaluated and approved on a case-by-case basis.

Please provide a detailed budget of your plan, ideas, rates and costs for PR implementation for the entirety of the BOF campaign, to November 30, 2011.

**PUBLIC RELATIONS EVENTS TO DATE FOR 2011**  
**See Appendix B.**

**PROPOSAL SUBMISSION**

Please address any questions to the contact below.

Proposals are due on or before April 4, 2011 at 5:00 pm AST. Please submit an electronic copy of your proposal in Microsoft Word format to:

Bay of Fundy Partnership

Attention: Ms. Sherie Hodds

E-mail: [hoddss@gov.ns.ca](mailto:hoddss@gov.ns.ca)

Phone: 902-424-7643

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## APPENDICES

### Appendix A – Draft Budget of Planned Activities

May 16-22 National Voting Week/World Tour	OTTAWA	Launch of National Voting Day/Week to encourage all Canadians to vote for the Bay of Fundy. Includes official Ottawa Certificate handover from Bernard Weber, unveiling of countdown clock, sponsor involvement.	Total budget for both events is approximately \$25,000, which is included in the \$100,000 budget.
	BAY OF FUNDY	We hope to have participation of appropriate celebrities and political figures on the Bay. Regional events could include ocean floor concert, VIP reception, N7W hot air balloon, etc.	

Note: Other ideas are plentiful but not firm. It's important for BOFP to identify tactics that will offer maximize coverage and votes within a limited budget.

### Appendix B – Overview of Major Activities To Date in 2011

Date	Activity
January 26 <sup>th</sup>	Canada-Australia Partnership
February 11 <sup>th</sup>	Canada Games- Promotion with Premiers Dexter and Alward
February 17 <sup>th</sup>	Canada Games – Launch of Text Voting with Minister of Tourism Paris and Holder
February 18 <sup>th</sup>	Canada Games – Bay of Fundy event during Gold Medal Hockey Game. Premiers' interview on TSN.
February 24 <sup>th</sup>	Media Event. National launch of campaign with Premiers and Minister Peter Kent in Toronto.