



Cayman Turtle Conservation and Education Centre Ltd.

**Request for Proposals
For
Marketing Campaign for “Telling Our Story**

Request for Proposals No.: **CTCEC-2020-01**

Issued: **Friday May 8th, 2020**

Submission Deadline: **Friday May 29th, 2020 12:00:00 PM local time**

TABLE OF CONTENTS

Table of Contents

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS	3
1.1 INVITATION TO PROPONENTS.....	3
1.2 RFP CONTACT.....	3
1.3 TYPE OF CONTRACT FOR DELIVERABLES.....	3
1.4 RFP TIMETABLE.....	4
1.5 SUBMISSION OF PROPOSALS.....	4
PART 2 – EVALUATION AND AWARD	7
2.1 STAGES OF EVALUATION.....	7
2.2 STAGE I – MANDATORY SUBMISSION REQUIREMENTS.....	7
2.3 STAGE II – EVALUATION.....	7
2.4 STAGE III – PRICING.....	7
2.5 SELECTION OF TOP-RANKED PROPONENT.....	8
2.6 NOTICE TO PROPONENT AND EXECUTION OF AGREEMENT.....	8
2.7 FAILURE TO ENTER INTO AGREEMENT.....	8
PART 3 – TERMS AND CONDITIONS OF THE RFP PROCESS	9
3.1 GENERAL INFORMATION AND INSTRUCTIONS.....	9
3.2 COMMUNICATION AFTER ISSUANCE OF RFP.....	10
3.3 NOTIFICATION AND DEBRIEFING.....	11
3.4 CONFLICT OF INTEREST AND PROHIBITED CONDUCT.....	11
3.5 CONFIDENTIAL INFORMATION.....	12
3.6 RESERVED RIGHTS AND LIMITATION OF LIABILITY.....	13
APPENDIX A – FORM OF AGREEMENT	15
APPENDIX B – SUBMISSION FORM	16
APPENDIX C – PRICING FORM	19
APPENDIX D – RFP PARTICULARS	20
A. THE DELIVERABLES.....	20
B. MATERIAL DISCLOSURES.....	20
C. MANDATORY SUBMISSION REQUIREMENTS.....	21
D. MANDATORY TECHNICAL REQUIREMENTS.....	21
E. PRE-CONDITIONS OF AWARD.....	21
F. RATED CRITERIA.....	21
G. PROPOSAL SUBMISSION FORMAT.....	22
APPENDIX E – REFERENCE FORM	24

PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS

1.1 Invitation to Proponents

This Request for Proposals (the “RFP”) is an invitation by the Cayman Turtle Conservation and Education Centre Ltd. (“CTCEC”) to prospective proponents to submit proposals for **Marketing Campaign for “Telling Our Story**, as further described in Section A of the RFP Particulars (Appendix D) (the “Deliverables”).

CTCEC is partnering with EASiBuy, LLC (EASi) to support this sourcing opportunity. EASi will be the point of contact throughout this process, and will coordinate with Cayman Turtle Conservation and Education Centre on questions and final selections.

1.2 RFP Contact

If a proponent is in doubt as to the true meaning of any part of this RFP or other documents contained herein, he/she may submit questions only via the Bonfire platform:

<https://cayman.bonfirehub.com/opportunities>

Questions regarding the response and submission process should be submitted in writing to EASi:

Ashleigh Pickens
apickens@eauctionservices.com

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials or other representatives of CTCEC, other than the RFP Contact, concerning matters regarding this RFP. Failure to adhere to this rule may result in the disqualification of the proponent and the rejection of the proponent’s proposal.

1.3 Type of Contract for Deliverables

The selected proponent will be required to enter into an agreement with CTCEC for the provision of the Deliverables in the form attached as Appendix A to the RFP (the “Agreement”). It is CTC’s intention to enter into a contract with only one (1) legal entity. The term of the contract is to be for a period of Six (6) Months, with an option in favour of CTC to extend the contract on the same terms and conditions for an additional term of up to a total of Twelve (12) months.

1.4 RFP Timetable

Issue Date of RFP	Friday May 8, 2020
Deadline for Questions	Wednesday May 20, 2020 12:00 Noon EST (GMT-5)
Deadline for Issuing Addenda	Friday May 22, 2020
Submission Deadline	Friday May 29, 2020 12:00 Noon EST (GMT-5)
Rectification Period	Three (3) Business Days from Notification of Rectification
Anticipated Final Ranking of Proponents	Friday June 12, 2020
Anticipated Execution of Agreement	June, 2020
Irrevocability Period	120 days

The RFP timetable is tentative only, and may be changed by CTCEC at any time.

1.5 Submission of Proposals

Please follow these instructions to submit via our electronic Public Portal.

Prepare your submission materials:

Requested Information

Name	Type	# Files	Requirement
Proposed Contract - Appendix A	File Type: Word (.doc, .docx)	1	Required
Submission Form - Appendix B	File Type: PDF (.pdf)	1	Required
References Form – Appendix E	File Type: PDF (.pdf)	1	Required
Company Information	File Type: PDF (.pdf)	1	Required
Summaries	File Type: PDF (.pdf)	Multiple	Required
Cost and Fees Outline	File Type: PDF (.pdf)	1	Required
Past Story Telling Work - Examples	File Type: PDF (.pdf)	Multiple	Required

Requested Documents:

Please note the type and number of files allowed. The maximum upload file size is 100 MB.

Please note that **only ONE (1) file can be uploaded for each Requested Document above**. If you upload more than one file into the same slot, the previous file will be overwritten.

Please do not embed any documents within your uploaded files, as they will not be accessible or evaluated.

1.5.1 Proposals to be Submitted at Prescribed Location:

Proposals shall be submitted electronically at the following platform:

<https://cayman.bonfirehub.com/opportunities>

1.5.2 Proposals to be Submitted on Time

Proposals must be submitted on or before the Submission Deadline. Proposals submitted after the Submission Deadline will be rejected.

We strongly recommend that you give yourself sufficient time and **at least ONE (1) hour** before Submission Deadline to begin the uploading process and to finalize your submission.

Important Notes:

Each Requested Document is instantly sealed and will only be visible after the Submission Deadline.

Uploading large documents may take significant time, depending on the size of the file(s) and your Internet connection speed.

You will receive an email confirmation receipt with a unique confirmation number once you finalize your submission.

Minimum system requirements: Internet Explorer 8/9/10+, Google Chrome, or Mozilla Firefox. Javascript must be enabled.

Need Help?

CTCEC uses a Bonfire portal for accepting and evaluating proposals digitally. Please contact Bonfire at Support@GoBonfire.com for technical questions related to your submission. You can also visit their help forum at <https://bonfirehub.zendesk.com/hc>

1.5.3 Proposals to be Submitted in Prescribed Format

See Appendix D, Section G for proposal submission format.

1.5.4 Amendment of Proposals

Proponents may amend their proposals prior to the Submission Deadline by uploading a new file/s as **only ONE (1) file can be uploaded for each Requested Document above**. If you upload more than one file into the same slot, the previous file will be overwritten.

1.5.5 Withdrawal of Proposals

Proponents may withdraw their proposals prior to the Submission Deadline. To withdraw a proposal, a notice of withdrawal must be sent to the RFP Contact prior to the Submission Deadline and must be signed by an authorized representative of the proponent. The CTCEC is under no obligation to return withdrawn proposals.

1.5.6 Bids Irrevocable after Submission Deadline

Bids shall be irrevocable for a period of 120 days running from the moment that the Submission Deadline passes.

[End of Part 1]

PART 2 – EVALUATION AND AWARD

2.1 Stages of Evaluation

CTCEC will conduct the evaluation of proposals in the following stages:

2.2 Stage I – Mandatory Submission Requirements

Stage I will consist of a review to determine which quotations comply with all of the mandatory submission requirements. If a quotation fails to satisfy all of the mandatory submission requirements, CTCEC will issue the respondent a rectification notice identifying the deficiencies and providing the respondent an opportunity to rectify the deficiencies. If the respondent fails to satisfy the mandatory submission requirements within the Rectification Period, its proposal will be excluded from further consideration. The Rectification Period will begin to run from the date and time that CTCEC issues a rectification notice to the respondent. The mandatory submission requirements are listed in Section C of the RFP Particulars (Appendix D).

2.3 Stage II – Evaluation

Stage II will consist of the following two sub-stages:

2.3.1 Mandatory Technical Requirements

CTCEC will review the quotations to determine whether the mandatory technical requirements as set out in Section D of the RFP Particulars (Appendix D) have been met. Questions or queries on the part of CTCEC as to whether a quotation has met the mandatory technical requirements will be subject to the verification and clarification process set out in Part 3.

2.3.2 Rated Criteria

CTCEC will evaluate each qualified quotation on the basis of the rated criteria as set out in Appendix D, Section F of the RFP.

2.4 Stage III – Pricing

Stage III may consist of the following two sub-stages:

2.4.1 Initial Price Offering

CTCEC will score the submitted initial price offering of each qualified proposal in accordance with the price evaluation method set out in the Pricing Form (Appendix C). The evaluation of price will be undertaken after the evaluation of mandatory requirements and rated criteria has been completed.

2.4.2 Reverse Auction or BAFO (Final Price Offering)

CTCEC may at its discretion conduct a Reverse Auction (RA) or Best and Final Offer (BAFO) process in accordance with the method set out in the Pricing Form (Appendix C) for collection of. In the event that CTCEC conduct a RA or BAFO, this shall be considered proponent's final price

offering and CTCEC will score the final price offering in accordance with the price evaluation method set out in the Pricing Form (Appendix C).

2.4.3 Option not to Engage in RA or BAFO

If after the evaluation of the initial price offering CTCEC chooses not to engage in the RA or BAFO process, CTCEC may proceed directly to selection of top-ranked proponent.

2.5 Selection of Top-Ranked Proponent

After the completion of Stage III, all scores from Stage II and Stage III will be added together and proponents will be ranked based on their total scores. Subject to the reserved rights of CTCEC, the top-ranked proponent will be selected to enter into the Agreement in accordance with the following section. In the event of a tie, the selected proponent will be determined by a simple random method chosen in CTCEC's sole discretion. The tied proponents will be notified in advance of the date and time for the tie breaker and the method of selection. This tie breaker will be conducted in front of witnesses and a representative of each of the tied proponents will be invited to attend.

2.6 Notice to Proponent and Execution of Agreement

Notice of selection by CTCEC to the selected proponent shall be in writing. The selected proponent shall execute the Agreement in the form attached as Appendix A to this RFP and satisfy any other applicable conditions of this RFP, including the pre-conditions of award listed in Section E of the RFP Particulars (Appendix D), within fifteen (15) days of notice of selection. This provision is solely for the benefit of CTCEC and may be waived by CTCEC.

2.7 Failure to Enter into Agreement

In addition to all of CTCEC's other remedies, if a selected proponent fails to execute the Agreement or satisfy any applicable conditions within fifteen (15) days of notice of selection, CTCEC may, without incurring any liability, withdraw the selection of that proponent and proceed with the selection of another proponent.

[End of Part 2]

PART 3 – TERMS AND CONDITIONS OF THE RFP PROCESS

3.1 General Information and Instructions

3.1.1 RFP Incorporated into Proposal

All of the provisions of this RFP are deemed to be accepted by each proponent and incorporated into each proponent's proposal. A proponent who submits conditions, options, variations or contingent statements inconsistent with the terms set out in this RFP, including the terms of the Agreement in Appendix A, either as part of its proposal or after receiving notice of selection, may be disqualified. If a proponent is not disqualified despite such changes or qualifications, the provisions of this RFP, including the Agreement set out in Appendix A, will prevail over any such changes or qualifications in the proposal.

3.1.2 Proponents to Follow Instructions

Proponents should structure their proposals in accordance with the instructions in this RFP. Where information is requested in this RFP, any response made in a proposal should reference the applicable section numbers of this RFP.

3.1.3 Proposals in English

All proposals are to be in English only.

3.1.4 No Incorporation by Reference

The entire content of the proponent's proposal should be submitted in a fixed form, and the content of websites or other external documents referred to in the proponent's proposal but not attached will not be considered to form part of its proposal.

3.1.5 References and Past Performance

In the evaluation process, CTCEC may include information provided by the proponent's references and may also consider the proponent's past performance or conduct on previous contracts with CTCEC or other institutions.

3.1.6 Information in RFP Only an Estimate

CTCEC and its advisers make no representation, warranty or guarantee as to the accuracy of the information contained in this RFP or issued by way of addenda. Any quantities shown or data contained in this RFP or provided by way of addenda are estimates only, and are for the sole purpose of indicating to proponents the general scale and scope of the Deliverables. It is the proponent's responsibility to obtain all the information necessary to prepare a proposal in response to this RFP.

3.1.7 Proponents to Bear Their Own Costs

The proponent will bear all costs associated with or incurred in the preparation and presentation of its proposal, including, if applicable, costs incurred for interviews or demonstrations.

3.1.8 Proposal to be Retained by CTCEC

CTCEC will not return the proposal or any accompanying documentation submitted by a proponent.

3.1.9 No Guarantee of Volume of Work or Exclusivity of Contract

CTCEC makes no guarantee of the value or volume of work to be assigned to the successful proponent. The Agreement will not be an exclusive contract for the provision of the described Deliverables. CTCEC may contract with others for goods and services the same as or similar to the Deliverables or may obtain such goods and services internally.

3.2 Communication after Issuance of RFP

3.2.1 Proponents to Review RFP

Proponents shall promptly examine all of the documents comprising this RFP, and

- (a) shall report any errors, omissions or ambiguities; and
- (b) may direct questions or seek additional information

in writing by email to the RFP Contact on or before the Deadline for Questions. All questions or comments submitted by proponents by email to the RFP Contact shall be deemed to be received once the email has entered into the RFP Contact's email inbox. No such communications are to be directed to anyone other than the RFP Contact. CTCEC is under no obligation to provide additional information, and CTCEC shall not be responsible for any information provided by or obtained from any source other than the RFP Contact. It is the responsibility of the proponent to seek clarification from the RFP Contact on any matter it considers to be unclear. CTCEC shall not be responsible for any misunderstanding on the part of the proponent concerning this RFP or its process.

3.2.2 All New Information to Proponents by Way of Addenda

This RFP may be amended only by addendum in accordance with this section. If CTCEC, for any reason, determines that it is necessary to provide additional information relating to this RFP, such information will be communicated to all proponents by addendum. Each addendum forms an integral part of this RFP and may contain important information, including significant changes to this RFP. Proponents are responsible for obtaining all addenda issued by CTCEC. In the Submission Form (Appendix B), proponents should confirm their receipt of all addenda by setting out the number of each addendum in the space provided.

3.2.3 Post-Deadline Addenda and Extension of Submission Deadline

If CTCEC determines that it is necessary to issue an addendum after the Deadline for Issuing Addenda, CTCEC may extend the Submission Deadline for a reasonable period of time.

3.2.4 Verify, Clarify and Supplement

When evaluating proposals, CTCEC may request further information from the proponent or third parties in order to verify, clarify or supplement the information provided in the proponent's proposal. The response received by CTCEC shall, if accepted by CTCEC, form an integral part of the proponent's proposal.

3.3 Notification and Debriefing

3.3.1 Notification to Other Proponents

Once the Agreement is executed between CTCEC and a proponent, the other proponents will be notified directly in writing of the outcome of the procurement process.

3.3.2 Debriefing

Proponents may request a debriefing after receipt of a notification of the outcome of the procurement process. All requests must be in writing to the RFP Contact and must be made within sixty (60) days of such notification. The intent of the debriefing information session is to aid the proponent in presenting a better proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process or its outcome.

3.3.3 Procurement Protest Procedure

If a proponent wishes to challenge the RFP process, it should provide written notice to the RFP Contact in accordance with CTCEC's procurement protest procedures. The notice must provide a detailed explanation of the proponent's concerns with the procurement process or its outcome.

3.4 Conflict of Interest and Prohibited Conduct

3.4.1 Conflict of Interest

CTCEC may disqualify a proponent for any conduct, situation or circumstances, determined by CTCEC, in its sole and absolute discretion, to constitute a Conflict of Interest, as defined in the Submission Form (Appendix B).

3.4.2 Disqualification for Prohibited Conduct

CTCEC may disqualify a proponent, rescind a notice of selection or terminate a contract subsequently entered into if CTCEC determines that the proponent has engaged in any conduct prohibited by this RFP.

3.4.3 Prohibited Proponent Communications

Proponents must not engage in any communications that could constitute a Conflict of Interest and should take note of the Conflict of Interest declaration set out in the Submission Form (Appendix B).

3.4.4 Proponent Not to Communicate with Media

Proponents must not at any time directly or indirectly communicate with the media in relation to this RFP or any agreement entered into pursuant to this RFP without first obtaining the written permission of the RFP Contact.

3.4.5 No Lobbying

Proponents must not, in relation to this RFP or the evaluation and selection process, engage directly or indirectly in any form of political or other lobbying whatsoever to influence the selection of the successful proponent(s).

3.4.6 Illegal or Unethical Conduct

Proponents must not engage in any illegal business practices, including activities such as bid-rigging, price-fixing, bribery, fraud, coercion or collusion. Proponents must not engage in any unethical conduct, including lobbying, as described above, or other inappropriate communications; offering gifts to any employees, officers, agents, elected or appointed officials or other representatives of CTCEC; deceitfulness; submitting proposals containing misrepresentations or other misleading or inaccurate information; or any other conduct that compromises or may be seen to compromise the competitive process provided for in this RFP.

3.4.7 Past Performance or Past Conduct

CTCEC may prohibit a supplier from participating in a procurement process based on past performance or based on inappropriate conduct in a prior procurement process, including but not limited to the following:

- (a) illegal or unethical conduct as described above;
- (b) the refusal of the supplier to honour its submitted pricing or other commitments; or
- (c) any conduct, situation or circumstance determined by CTCEC, in its sole and absolute discretion, to have constituted an undisclosed Conflict of Interest.

3.5 Confidential Information

3.5.1 Confidential Information of CTCEC

All information provided by or obtained from CTCEC in any form in connection with this RFP either before or after the issuance of this RFP

- (a) is the sole property of CTCEC and must be treated as confidential;
- (b) is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract for the Deliverables, except as required by law or by order of a court;
- (c) must not be disclosed without prior written authorization from CTCEC; and
- (d) must be returned by the proponent to CTCEC immediately upon the request of CTCEC.

3.5.2 Confidential Information of Proponent

All proposals and other information submitted to CTCEC in relation to this RFP become property of CTCEC and, subject to the provisions of the Freedom of Information Law (2015 Revision), will be held in confidence.

A proponent should identify any specific information in its proposal or any accompanying documentation supplied in confidence for which confidentiality is expected to be maintained by CTCEC. The confidentiality of such information will be maintained where it is legally protected, or by order of a court.

Proponents are advised that their proposals will, as necessary, be disclosed on a confidential basis to advisers retained by CTCEC to advise or assist with the RFP process, including the evaluation of proposals. If a proponent has any questions about the collection and use of any information, including personal information, pursuant to this RFP, questions should be submitted to the RFP Contact.

3.6 Reserved Rights and Limitation of Liability

3.6.1 Reserved Rights of CTCEC

CTCEC reserves the right to

- (a) make public the names of any or all proponents;
- (b) make changes, including substantial changes, to this RFP provided that those changes are issued by way of addendum in the manner set out in this RFP;
- (c) request written clarification or the submission of supplementary written information in relation to the clarification request from any proponent and incorporate a proponent's response to that request for clarification into the proponent's proposal;
- (d) assess a proponent's proposal on the basis of: (i) a financial analysis determining the actual cost of the proposal when considering factors including quality, service, price and transition costs arising from the replacement of existing goods, services, practices, methodologies and infrastructure (howsoever originally established); and (ii) in addition to any other evaluation criteria or considerations set out in this RFP, consider any other relevant information that arises during this RFP process;
- (e) waive formalities and accept proposals that substantially comply with the requirements of this RFP;
- (f) verify with any proponent or with a third party any information set out in a proposal;
- (g) check references other than those provided by any proponent;
- (h) disqualify a proponent, rescind a notice of selection or terminate a contract subsequently entered into if the proponent has engaged in any conduct that breaches the process rules or otherwise compromises or may be seen to compromise the competitive process;

- (i) select a proponent other than the proponent whose proposal reflects the lowest cost to CTCEC;
- (j) cancel this RFP process at any stage;
- (k) cancel this RFP process at any stage and issue a new RFP for the same or similar deliverables;
- (l) accept any proposal in whole or in part; or
- (m) reject any or all proposals;

and these reserved rights are in addition to any other express rights or any other rights that may be implied in the circumstances.

3.6.2 Limitation of Liability

By submitting a proposal, each proponent agrees that

- (a) neither CTCEC nor any of its employees, officers, agents, elected or appointed officials, advisors or representatives will be liable, under any circumstances, for any claim arising out of this proposal process including but not limited to costs of preparation of the proposal, loss of profits, loss of opportunity or for any other claim; and
- (b) the proponent waives any claim for any compensation of any kind whatsoever, including claims for costs of preparation of the proposal, loss of profit or loss of opportunity by reason of CTCEC's decision to not accept the proposal submitted by the proponent, to enter into an agreement with any other proponent or to cancel this proposal process, and the proponent shall be deemed to have agreed to waive such right or claim.

3.7 Governing Law and Interpretation

These Terms and Conditions of the RFP Process (Part 3)

- (a) are intended to be interpreted broadly and independently (with no particular provision intended to limit the scope of any other provision);
- (b) are non-exhaustive and shall not be construed as intending to limit the pre-existing rights of CTCEC; and
- (c) are to be governed by and construed in accordance with the laws of the Cayman Islands.

[End of Part 3]

APPENDIX A – FORM OF AGREEMENT

Proponents are required to submit their proposed Form of Agreement or Contract for Review & Evaluation by the CTCEC.

The following terms are to be included in any eventual Agreement between the CTCEC and the Successful Proponent. Although the final wording of the provisions may be subject to negotiation, Proponents should be prepared to enter into an Agreement to include the provisions as described below:

1. The Contract shall be governed by the laws of the Cayman Islands and the courts of the Cayman Islands shall have exclusive jurisdiction over all matters governing this Contract.
2. The parties agree that the procedures under this article are governed by the Cayman Islands Arbitration Law, 2012.
 - a. Where an issue arises between the parties to the Contract, the Claimant party shall communicate in writing to the Respondent party the particulars of the issue and the remedy sought.
 - b. The Respondent party shall be given 10 (ten) days within which to respond in writing to the particulars of the issue.
 - c. If the Claimant party is dissatisfied with the response, then the issue shall be resolved by arbitration in accordance with the provisions of the Cayman Islands Arbitration Law, 2012.
 - d. In the conduct of the arbitral proceedings, it is agreed by the parties that-
 - The language of the arbitration shall be in English
 - The seat of the arbitration shall be the Cayman Islands
 - The appointing authority, may, based on mutual agreement, be chosen by the parties or in the absence of such agreement, the court may designate an appointing authority
 - e. The “Appointing Authority” is to be given the meaning as defined in section 2 of the Arbitration Law, 2012.
 - f. The parties agree that “issue” in relation to a contract includes but is not limited to:
 - A dispute;
 - A controversy;
 - A claim
 - A breach
 - Termination; or
 - invalidity
 - g. The parties agree that fees of the arbitrator and fees directly connected to the arbitration shall be equally borne by the parties.
 - h. The parties also agree that legal costs and costs incurred by each party in respect of the arbitration shall be borne by each party.

APPENDIX B – SUBMISSION FORM

1. Proponent Information

Please fill out the following form, naming one person to be the proponent’s contact for the RFP process and for any clarifications or communication that might be necessary.	
Full Legal Name of Proponent:	
Any Other Relevant Name under which Proponent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone Number:	
Fax Number:	
Company Website (if any):	
Proponent Contact Name and Title:	
Proponent Contact Phone:	
Proponent Contact Fax:	
Proponent Contact Email:	

2. Offer

The proponent has carefully examined the RFP documents and has a clear and comprehensive knowledge of the Deliverables required under the RFP. By submitting a proposal, the proponent agrees and consents to the terms, conditions and provisions of the RFP, including the Form of Agreement, and offers to provide the Deliverables in accordance therewith at the rates set out in the completed Pricing Form (Appendix C).

3. Rates

The proponent has submitted its rates in accordance with the instructions in the RFP and in the Pricing Form (Appendix C). The proponent confirms that it has factored all of the provisions of Appendix A, including insurance and indemnity requirements, into its pricing assumptions and calculations.

5. Addenda

The proponent is deemed to have read and accepted all addenda issued by CTCEC prior to the Deadline for Issuing Addenda. The onus is on proponents to make any necessary amendments to their proposals based on the addenda. The proponent is requested to confirm that it has received all addenda by listing the addenda numbers, or if no addenda were issued by writing the

word “None”, on the following line: _____. Proponents who fail to complete this section will be deemed to have received all posted addenda.

6. No Prohibited Conduct

The proponent declares that it has not engaged in any conduct prohibited by this RFP.

7. Conflict of Interest

For the purposes of this RFP, the term “Conflict of Interest” includes, but is not limited to, any situation or circumstance where:

- (a) in relation to the RFP process, the proponent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to (i) having, or having access to, confidential information of CTCEC in the preparation of its proposal that is not available to other proponents, (ii) communicating with any person with a view to influencing preferred treatment in the RFP process (including but not limited to the lobbying of decision makers involved in the RFP process), or (iii) engaging in conduct that compromises, or could be seen to compromise, the integrity of the open and competitive RFP process or render that process non-competitive or unfair; or
- (b) in relation to the performance of its contractual obligations contemplated under a contract for the Deliverables, the proponent’s other commitments, relationships or financial interests (i) could, or could be seen to, exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgement, or (ii) could, or could be seen to, compromise, impair or be incompatible with the effective performance of its contractual obligations.

For the purposes of section (a)(i) above, proponents should disclose the names and all pertinent details of all individuals (employees, advisers, or individuals acting in any other capacity) who (a) participated in the preparation of the proposal; **AND** (b) were employees of CTCEC within twelve (12) months prior to the Submission Deadline.

If the box below is left blank, the proponent will be deemed to declare that (a) there was no Conflict of Interest in preparing its proposal; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFP.

Otherwise, if the statement below applies, check the box.

- The proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its proposal, and/or the proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP.

If the proponent declares an actual or potential Conflict of Interest by marking the box above, the proponent must set out below details of the actual or potential Conflict of Interest:

8. Proposal Irrevocable

The proponent agrees that its proposal shall be irrevocable for a period of 120 days following the Submission Deadline.

9. Disclosure of Information

The proponent hereby acknowledges that any information provided in this proposal, even if it is identified as being supplied in confidence, is subject to the provisions of the Freedom of Information Law (2015 Revision), and may be disclosed where required by law or by order of a court. The proponent hereby consents to the disclosure, on a confidential basis, of this proposal by CTCEC to the advisers retained by CTCEC to advise or assist with the RFP process, including with respect to the evaluation this proposal.

10. Execution of Agreement

The proponent agrees that in the event its proposal is selected by CTCEC, in whole or in part, it will finalize and execute the Agreement in the form set out in Appendix A to this RFP in accordance with the terms of this RFP.

_____ Signature of Witness	_____ Signature of Proponent Representative
_____ Name of Witness	_____ Name of Proponent Representative
	_____ Title of Proponent Representative
	_____ Date
	I have the authority to bind the proponent.

APPENDIX C – PRICING FORM

Pricing shall be included with your RFP response at this time. Pricing submitted with the RFP response shall be considered the initial price offering. The initial offering will be a “placeholder bid” or “starting price” in the event that a reverse auction or a last best and final offer is conducted at a later date as determined by CTCEC.

1. Instructions on How to Complete Pricing Form

- (a) Rates must be provided in **United States Dollars (USD)**, inclusive of all applicable duties and taxes.
- (b) Rates quoted by the proponent must be all-inclusive and must include all bonding costs, all labour and material costs, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

2. Evaluation of Pricing

Pricing is worth **70 points** of the total score.

Pricing will be scored based on a relative pricing formula using the rates set out in the Pricing Form. Each proponent will receive a percentage of the total possible points allocated to price for the particular category it has bid on, which will be calculated in accordance with the following formula:

$$\text{lowest price} \div \text{proponent's price} \times \text{weighting} = \text{proponent's pricing points}$$

3. Fees and Costs

Outline cost and fee structure for your company (management/retainer fees, media fees, images, or frequency of payment)

APPENDIX D – RFP PARTICULARS

A. THE DELIVERABLES

CTC is desirous of entering into a contract with a Marketing Company to create a Marketing Campaign for “Telling Our Story”. Over the last 50+ years a dry transcript has been drafted by CTC. This will be provided to the awarded vendor.

Deliverables to include at a minimum but not limited to:

1. 6 months to 1-year Omni Bus Campaign inclusive of social media and digital (possibilities could be):
 - a. Local print
 - b. Radio
 - c. Online presence
 - d. Bus shelter poster(s)
 - e. In-Centre marketing materials
 - f. Promotional items
 - g. Cross-marketing materials (Hotels/condos/DOT)
 - h. Newsletter material
 - i. Video (15 second, 30 second, 1 minute)
 - j. Story highlights
 - k. Etc.
2. Extraction of highlights from the dry transcripts to create a timeline of events over the last 50+ years
3. Story Highlights for Social Media (for stories)
4. Pinterest Page creation for Our Story
5. Blog Posts telling our story (taken from transcript)
6. Overall PR Plan
7. Web page dedicated to our story (part of our website)
8. Magazine or booklet for staff orientation that tells our story
9. Coffee table booklet to sell in our store and possibly at other location (from transcript, but will need copy editing and photos – which we can provide, both historical and present day)

Digital Marketing Organization should have experience in –

- Marketing expertise for the development and implementation of Website Marketing and Remarketing through various channels including but not limited to online and social media marketing.
- Digital media buying strategies
- Proven track record in delivering high producing campaigns.
- Willing to work with CTCEC to develop planning objectives and KPIs
- Provide marketing proposals for digital and social media campaigns, develop graphic design, concepts, content and copy writing for campaign elements
- Manage and maintain online brand persona, look and consistency

B. MATERIAL DISCLOSURES

N/A

C. MANDATORY SUBMISSION REQUIREMENTS

C.1. Proposed Contract (Appendix A)

Each proposal must include a Proposed Contract (Appendix A) completed according to the instructions contained in the form.

C.2. Submission Form (Appendix B)

Each proposal must include a Submission Form (Appendix B) completed and signed by an authorized representative of the proponent.

C.3 Reference Form (Appendix E)

Provide a list of three references including phone number, address and email address. Please make sure at least one of the references is involved in the tourism industry.

C.4. Other Mandatory Submission Requirements

N/A

D. MANDATORY TECHNICAL REQUIREMENTS

N/A

E. PRE-CONDITIONS OF AWARD

N/A

F. RATED CRITERIA

The following sets out the categories, weightings and descriptions of the rated criteria of the RFP. Proponents who do not meet a minimum threshold score for a category will not proceed to the next stage of the evaluation process.

#	Category	Weighting
---	----------	-----------

	Part 1 – Rated Criteria	
1	Experience	10
2	Client Portfolio	10
3	Team Diversity	10
	Subtotal	30
	Part 2 - Pricing	
4	Pricing	70
	Total	100

F.1 Experience – 10 Points

Previous Storytelling experience – based on examples given with varying examples in print, digital and other forms of creative media to tell a company’s story, lay out the history and explain their brand through storytelling.

Will use Respondent’s Submitted **Summaries** and **Previous Story Telling Experience** to score this criterion

F.2 Client Portfolio

Based on both the scope of work created for the clients and the class of clientele, diversity of clientele and the internationally recognized list of clientele.

Will use Respondent’s Submitted **Company Information** to score this criterion.

F.3 Team Diversity

Based on compliment of their staff competencies and global reach.

Will use Respondent’s Submitted **Company Information** to score this criterion.

F.4 Pricing

See Appendix C – Pricing

G. PROPOSAL SUBMISSION FORMAT

1. Company Information:

- Brief outline of your company
- Current major client list (at least 3)
- Brief biography of key personnel that might be involved with the work you could undertake with CTCEC
- Describe why you are interested in being considered for this work

2. Summaries:

- Summary of your company's experience with media and advertising
- Summary of your company's experience with businesses in the hospitality and tourism industries
- Summary on a key campaign that illustrates the effectiveness of your company, process, how you developed the campaign, what strategy you took and why
- You may include other examples of campaigns or projects you have worked on that you feel demonstrate your company's capability
- Please include the following examples:
 - i. Three examples of email campaigns
 - ii. Three examples of social media campaigns
 - iii. Three examples of internet ads or website development
 - iv. Any additional creative pieces you feel are relevant or demonstrate your agency's ability
- Summary of how your company defines and measures successful and effective advertising

3. Previous Story Telling Experience

- Respondents to submit past examples of Story Telling Work. At minimum Two (2) examples of other companies or organizations story. Examples include, and Online PDF Book, Videos, etc.

4. Fees and Costs

- Outline cost and fee structure for your company (management/retainer fees, media fees, images, or frequency of payment)

APPENDIX E – REFERENCE FORM

Each proponent is required to provide three (3) references from clients who procured similar services from the proponent in the last 5 years. Please make sure at least one of the references is involved in the tourism industry. CTC reserves the right to contact any or all references

Reference #1

Company Name:	
Company Address:	
Contact Name:	
Contact Telephone Number:	
Date Work Undertaken:	
Nature of Assignment:	

Reference #2

Company Name:	
Company Address:	
Contact Name:	
Contact Telephone Number:	
Date Work Undertaken:	
Nature of Assignment:	

Reference #3

Company Name:	
Company Address:	
Contact Name:	
Contact Telephone Number:	
Date Work Undertaken:	
Nature of Assignment:	

