

Nanaimo Airport Commission
Request for Statement of Qualifications No.
20230116 for Marketing Services

January 25, 2023



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1.0 OVERVIEW

1.1 SCOPE OF SERVICES

This RFSOQ is an invitation by the Nanaimo Airport Commission to marketing firms to submit qualifications to assist with the implementation of the 2023 Marketing Plan and other marketing services as further described in Section 5.0 – Scope of Services.

1.2 RFSOQ Tentative Schedule

The timelines and dates are subject to change at the sole discretion of the Airport.

Event	Date
RFSOQ Issue Date	January 25, 2023
Deadline for Questions	February 15, 2023 at 15:00 hrs, Pacific Time
RFSOQ Closing Date and Time	February 21, 2023 at 15:00 hrs, Pacific Time

1.3 DEFINITIONS

The following definitions apply to the interpretation of this document:

- a) **Addendum or Addenda** means a change, or addition, or correction significant enough to be formally made to this RFSOQ. Addenda are posted on the BC Bid website.
- b) **Agreement** means a legal document and any attachments that binds the Airport and all other parties subject to the provisions of the document(s).
- c) **Airport or NAC or YCD** means the Nanaimo Airport Commission.
- d) **Consultant** means the Successful Respondent who enters into an Agreement with the Airport for the goods and services as requested herein.
- e) **Must or Mandatory** means a requirement that must be met in order for the Response to receive consideration.
- f) **Respondent** means an individual, firm or a company that submits, or intends to submit, a response to this RFSOQ.
- g) **Request for Statement of Qualifications (RFSOQ)** this Request for Statement of Qualifications issued by the Airport, including any attached or referenced appendices, schedules or other documentation and as may be modified in writing from time to time by the Airport by Addenda.
- h) **Shall or May or Desirable** means a requirement having a significant degree of importance to the objectives of this RFSOQ.

- i) **Sub-Consultant** means a legal entity approved by the Airport that may undertake the execution of a part of the Work pursuant to an Agreement with the Respondent.
- j) **Response** or **Submission** means the information submitted by a Respondent in response to this RFSOQ.
- k) **Successful Respondent** means a Respondent who the Airport may award the Agreement to, because of this RFSOQ document.
- l) **Work or Services** means the total goods and or services required by the RFSOQ.

2.0 INSTRUCTIONS TO RESPONDENTS

2.1 RFSOQ CLOSING DATE AND SUBMISSION INSTRUCTIONS

It is the sole responsibility of the Respondent to submit their Response prior to the Closing Date and Time by one (1) of the following two (2) methods:

- i. Hand/courier delivery: Respondents should submit one (1) original hard copy and one (1) electronic version in MS Word/PDF format submitted on an external flash drive. The Response must be enclosed and sealed in an envelope/package clearly marked: **RFSOQ 20230125; Marketing Services, Attention: Keith Granbois** and delivered and addressed to the Administration Building, 3283 Mustang Road, Cassidy, B.C. V0R 1H0.

The Airport will not be liable for any discrepancy between the hard copy submission and the electronic version. In the event of a discrepancy between the hard copy submission and the electronic version, the electronic version will prevail.

The time clock in the Airport Administration Building is the official timepiece for the receipt of all Responses delivered by hand/courier.

- ii. By Email: At the only acceptable electronic email address: purchasing@ycd.ca. The subject line should read; **RFSOQ 20230125; Marketing Services, Attention: Keith Granbois**.

Note: The maximum file size limit is 10 MB.

Electronically submitted Responses will be deemed to be successfully received, at the time received, at the only acceptable electronic email address.

Late Responses will not be considered. In addition, Responses delivered to an incorrect location will not be considered.

It is the Respondents sole responsibility to ensure their Response is received when, where and how it is specified in this RFSOQ document. The Airport is not responsible for lost, misplaced, or incorrectly delivered Responses.

Note: Although every attempt will be made to meet all dates, the Airport reserves the right to modify any or all dates at its sole discretion at any time.

2.2 SIGNATURE

The Responses must be signed by a person authorized to legally bind the Respondent to the statements made in the response to this RFSOQ.

2.3 AMENDMENT TO RFSOQ

Respondents may edit their Submission prior to the Closing Date and Time. If selecting to edit, it is the Respondent's sole responsibility to ensure the Submission is resubmitted and received at the Closing Location and before the Closing Date and Time.

An authorized signatory of the Respondent must sign the revisions.

Revisions received after the Closing Date and Time will not be considered or accepted.

2.4 ENQUIRIES AND CLARIFICATIONS RELATED TO THIS RFSOQ

All enquiries regarding this RFSOQ are to be directed by email to the following person(s):

Keith Granbois; purchasing@ycd.ca

All enquiries must be received no less than five (5) Business days before the Closing Date and Time. Questions received after this date will be responded to at the Airport's discretion, and responses cannot be guaranteed.

Information obtained from any other source is not official and no verbal communication will modify the terms of this RFSOQ. Respondents are required to check the BC Bid website for all information up to the Closing Date and Time.

2.5 ADDENDA

If the Airport determines that an Addendum is necessary, the Airport will post an Addendum on BC Bid and shall become part in parcel part of the RFSOQ Document(s).

It is the responsibility of the Respondent to ensure that it has retrieved any Addenda as posted.

Respondents are required to check the BC Bid website for all information up to the Closing Date and Time.

2.6 WITHDRAWAL OF RESPONSES

Respondents may withdraw their Response at any time prior to the Closing Date and Time by submitting a written withdrawal request via email: purchasing@ycd.ca, Attention: Keith Granbois – Withdraw Response RFSOQ 20230116.

2.7 LIABILITY FOR ERRORS

While the Nanaimo Airport Commission has taken considerable effort to ensure an accurate representation of information in this RFSOQ the information contained is supplied solely as a guideline for Respondent(s). The information is not guaranteed or warranted accurate by the Nanaimo Airport Commission, nor is it necessarily comprehensive or exhaustive. Nothing in this RFSOQ is intended to relieve the Respondent from forming their opinions and or conclusions with respect to the Work as described in this RFSOQ.

2.8 RESPONDENT EXPENSES

Respondents are solely responsible for their own expenses in preparing and submitting Responses, and for any sample requests, meetings, negotiations or discussions with, or presentations to the Airport or its representatives and consultants, relating to or arising from this RFSOQ.

2.9 CHANGES TO RFSOQ DOCUMENT

Respondent(s) must not alter any portion of this RFSOQ document, with the exception of adding the information as requested where necessary. To alter the RFSOQ document may disqualify the Response.

2.10 ACCEPTANCE AND REJECTION OF RESPONSES

This RFSOQ does not commit the Airport, in any way to select any Respondent or accept any Response and the Airport reserves the right in its sole discretion to postpone or cancel this RFSOQ at any time for any reason whatsoever and to proceed with the Services in some other manner separate from this RFSOQ process.

Respondents are advised that any Response may not be accepted, and the Airport reserves the right to reject or accept any or all Responses in whole or in part at any time without further explanation.

Respondents are cautioned to carefully read and follow the instructions stated herein, as the Airport reserves the right to disqualify any Response that fails to meet any of the requirements of this RFSOQ.

If any Responses contains a deficiency or fails in some way to comply with any requirement of the RFSOQ, which in the opinion of the Airport is not material, the Airport may waive the defect and accept the Response. The determination of whether or not to disqualify or otherwise remove any Respondent from the evaluation process will be made in the sole discretion of the Airport.

2.11 OWNERSHIP OF RESPONSES

All Responses submitted, other than any Response withdrawn prior to the Closing Date and Time or any late Responses become the property of the Airport and will be held in confidence by the Airport, subject to the provisions of the Province of BC's *Freedom of Information and Protection Privacy Act*.

The Airport shall not be under any obligation to return or save either the original or any copies of any Respondent's Submission and all information and documents submitted to the Airport, whether original or copies, and may use and/or deal with such materials as it deems appropriate in its sole discretion.

2.12 WORKING LANGUAGE

The working language of the Airport is English, and all Responses must be submitted in English.

2.13 NOT A BINDING AGREEMENT

Issuance of this RFSOQ, the Respondent's preparation of a Response, and the subsequent receipt and evaluation of the Response by the Airport does not obligate the Airport in any manner whatsoever, including awarding an Agreement to any Respondent. Only the full execution and delivery of the final Agreement between all parties will obligate the Airport in accordance with the Agreement terms and conditions.

2.14 OPENING OF RESPONSES

Responses will not be opened publicly.

3.0 GENERAL TERMS AND CONDITIONS

3.1 ACCEPTANCE OF TERMS

All the terms and conditions of this RFSOQ are assumed to be accepted by the Respondent and incorporated in its Response, except those revisions that are proposed or requested in the Response and accepted by the Airport. Respondents shall identify any specific provisions contained in this RFSOQ with which it is unwilling or unable to comply. Proposed changes are subject to Airport review and approval in writing and may not be accepted in whole or in part.

3.2 RESERVED RIGHTS OF THE AIRPORT

The Airport reserves the right to:

- a. Waive any irregularity or insufficiency in any Response;
- b. Accept the Response which is deemed most favourable to the interest of the Airport;
- c. Accept any Response in whole or in part;
- d. Seek Response clarification with any or all of the Respondents to assist in the evaluation;
- e. Negotiate with the selected Respondent;
- f. Approve substitutions for the Goods or personnel for the Work;
- g. Reject any or all Responses;
- h. Contact references other than, and or in addition to, those furnished by the Respondent;
- i. Modify the terms of the RFSOQ at any time in its sole discretion; up to the Closing Date and Time.

3.3 PROPOSED AGREEMENT

Respondents are required to identify any specific provisions in the proposed Agreement with which it is unwilling or unable to comply.

3.4 INTENTION OF AWARD

It is the Airport's intention to select the highest rated Respondent from this RFSOQ, to collaboratively refine the scope of work, and to define schedule, budget, consultant fees and other contractual terms. If negotiations are not successful and the parties cannot reach an Agreement, the Airport will dismiss the top-ranked firm and invite the second-ranked firm to negotiate, and so on until an Agreement is reached. The Respondents will be required to sign a Non-Disclosure Agreement prior to negotiations commencing.

3.5 INTENDED TERM OF AGREEMENT

The term of the Agreement will commence upon acceptance of the scope of work and fee proposal and continue for duration of the project unless terminated by either party in writing prior to project completion.

3.6 NO EXCLUSIVITY

In the event that the Successful Respondent fails to meet the obligations of the Agreement as follows:

- a. Unable to provide the required goods and/or services either as listed in this RFSOQ or as modified from time to time; or
- b. Unable to deliver the required goods and/or services at the required time and location.

The Airport shall, in its sole discretion, reserve the right to source and purchase the Services from other suppliers to meet operational requirements.

3.7 NOTIFICATION OF AWARD

The Successful Respondent will be notified in writing and required agreeable obligations will need to be fulfilled before the Services can begin.

3.8 PRE-CONDITIONS OF AWARD

The following pre-conditions of award apply to this RFSOQ and the Successful Respondent will be required to complete the following:

- a. Enter into discussions to develop a priced fee proposal, plan, and schedule for the Work.
- b. Enter into a Services Agreement.
- c. At its own expense, purchase and maintain throughout the term of the Agreement the insurances listed Section 3.9 Insurance Requirements.

In the event that it is deemed appropriate, safe and critical to project success for the Successful Respondent to be physically onsite for any duration of the project, the Successful Respondent will be required to submit proof of the following:

- d. WorkSafe BC the Successful Respondent will be required to provide a WorkSafe BC Clearance Letter as evidence of its organization being in good standing with WorkSafe BC for the duration of the Work.

The Airport will not award an Agreement if the Successful Respondent is unable to satisfy the pre-conditions of award. The Airport is not obligated to any Respondent in any manner until a Services Agreement has been signed by the Airport.

- e.

3.9 INSURANCE REQUIREMENTS

The Consultant shall, without limiting its obligations or liabilities herein and at its own expense, provide and maintain throughout the Agreement term hereby granted the following insurance with insurers licensed in the Province of British Columbia and in forms and amounts acceptable to the Nanaimo Airport Commission. The policy shall include The Nanaimo Airport Commission as an additional insured in respect of all operations performed by or on behalf of the Contractor. All insurance is required if applicable by the Airport and with regard to all applicable governing laws.

Commercial General Liability Insurance in an amount not less than five million (\$5,000,000) inclusive per occurrence against bodily injury, personal injury and property damage and including liability assumed under this Agreement and this insurance must:

- i. Include the Nanaimo Airport Commission as an additional insured;
- ii. Be endorsed to provide the Nanaimo Airport Commission with (30) days advance written notice of cancellation or material change; and
- iii. Include a cross liability clause.

Professional Liability Insurance (Errors & Omissions). Each Consultant providing professional, or design services is expected to carry E & O in at a minimum of five hundred thousand (\$500,000) per occurrence and one million (\$1,000,000) aggregate. In addition, each policy is expected to be evidenced by certificate(s) of insurance including the undertaking to give at least 30 days prior notice to the Airport by registered mail in the event of cancellation of or reduction in coverage.

All insurance must be primary; and not require the sharing of any loss by an insurer of the Airport. If the insurance policy(ies) expire before the end of the term of the Agreement, the Consultant must provide within ten (10) working days of expiration, evidence of new or renewal policy(ies) of all expired insurance in a form acceptable to the Airport.

The Consultant shall provide, maintain, and pay for, any additional insurance which is required by law to carry, or which it considers necessary to cover risks not otherwise covered by insurance specified in this section in its sole discretion.

The Consultant shall place and maintain or cause any of its Sub-Consultants to place and maintain, such other insurance or amendments to the foregoing policies as the Airport may reasonably direct. The Consultant hereby waives all rights of recourse against the Airport for loss or damage to the Consultant's property. It is the responsibility of the Successful Respondent to supply valid insurance certifications to cover the project, Work schedule, and or potential term of Agreement.

3.10 LICENSES AND PERMITS

The Successful Respondent will provide and pay for all licenses and permits required to carry out the Work.

3.11 INVOICING AND PAYMENT

If an Agreement is awarded, invoices should be sent to the Nanaimo Airport Commission Accounts Payable Department at the following email address; accountspayable@ycd.ca and should include as a minimum:

- a. RFSOQ 20230125.
- b. Airport contact full name (first and last).
- c. Activity, hourly rate, quantity, and service description; and
- d. Applicable taxes shown as a separate line item.

Payment term is 2/14 Net (30) days from receipt of an accurate invoice.

The Airport reserves the right to reject and/or return invoices containing discrepancies for correction and/or re-invoicing without penalty.

No payment for extras shall be made by the Airport, unless the Airport's designated Airport designate authorizes such extras.

3.12 LAWS OF BRITISH COLUMBIA

Any Agreement resulting from this RFSOQ will be governed by and will be construed and interpreted in accordance with the laws of the Province of British Columbia.

3.13 ASSIGNMENT SUB-CONTRACTING OF AGREEMENT

The Successful Respondent shall not assign or Sub-Consult its obligations under the Agreement, if any, in whole or in part, without prior written approval of the Airport's designate.

3.14 FORCE MAJEURE

Neither party will be liable for any failure or delay to perform its obligations resulting from any cause beyond that party's reasonable control. This will include but not be limited to: fires, explosions, floods, strikes, pandemics, work stoppages, slowdowns, or other industrial disputes, accidents, riots or civil disturbances, acts of civil or military authorities.

3.15 TIME IS OF THE ESSENCE

The Respondent acknowledges that time is of the essence with respect to the Work requirements contained herein.

3.16 SOLICITATION OF BOARD AND AIRPORT STAFF

Respondents and their agents will not contact, other than the Airport contact named in this RFSOQ document, any member of the Board of Directors or Airport staff with respect to this RFSOQ.

4.0 EVALUATION AND SELECTION PROCESS

To assist in receiving similar and relevant information, and to ensure your Response receives fair evaluation, the Airport asks Respondents to provide the following information.

4.1 RESPONSE FORMAT

A Respondent's Response will include a response to Section 4.2.1 through to 4.2.5.

4.2 RESPONSE CONTENT

It is important that Responses clearly provide all the necessary information as outlined below.

The Response to each of the rated requirements should:

- Be complete (bullet point format is acceptable);
- Be concise and factual; and
- Demonstrate the Respondent's understanding of the Airport's business needs by providing answers validating its capabilities.

4.2.1. CORPORATE QUALIFICATIONS AND EXPERIENCE

- a. Provide a corporate profile of the Respondent's firm outlining its history and any other name(s) the Respondent is or has been doing business under.
- b. Provide detailed information of the Respondent's years of relevant marketing experience and as it relates to Section 5.0.
- c. In your own words provide a short narrative (no more than (2) pages that illustrates the Respondents understanding of the Services, and what the key challenges will be, and expectations, responsibility and support required by the Nanaimo Airport Commission for the successful completion of the Services.
- d. Respondents are to include a statement in their Response indicating whether the firm or any individuals proposed to work on the Agreement has a possible conflict of interest, and, if so, the nature of that conflict. The Airport reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the project to be developed by the awarded respondent. The Airports determination regarding any questions of conflict of interest shall be final.
- e. Provide three (3) references (companies for whom work/services of a similar magnitude and nature) within the past five (5) years for marketing expertise and as it relates to Section 5.0.

Respondents should identify:

- Project name and a reference for each including contact information.
- Project start and completion dates.
- Description of how the services provided in each reference are similar to the services proposed to the Airport.
- Identify if any of the Resources identified in 4.2.2. were involved in these projects, including their roles and responsibilities.
- References may be contacted, and their response may be used to form part of the evaluation score.

4.2.2. QUALIFICATIONS AND EXPERIENCE OF RESOURCES

Team Lead Qualifications and Experience

- a. Identify the individual proposed as team lead and highlight the qualifications and marketing expertise and as it relates to Section 5.0.
- b. Include a resume of proposed team lead.
- c. Indicate if the team lead has worked with the proposed marketing team and sub-consultants.

Marketing Team Qualifications and Experience

- d. Identify the proposed marketing team, including any sub-consultants (if any).
- e. Highlight the qualifications and marketing expertise as it relates to Section 5.0 for each team member.
- f. Include a resume of each proposed key member and sub-consultant(s).
- g. Indicate if the proposed team and sub-consultants have worked together on previous projects.

Organization Chart

- h. Provide an organizational chart clearly demonstrating the reporting structure of the Team Lead and Marketing Team, including any sub-consultants. This organizational structure should identify the name and role.

4.2.3. CAPACITY, AVAILABILITY AND METHODOLOGY

- a. Provide a concise methodology that describes the approach you will take in completing the Work.
- b. Provide a schedule for work after award
- c. Identify expectations of the Airport and any support required.
- d. Indicate the ability of the proposed team to meet the timelines of the 2023 Marketing Campaign, their availability throughout and if there are other resources available to draw on should it be required.

Note: A detailed work plan will be developed in partnership with Airport staff upon selection as a result of the awarding of the Agreement. Respondents are not expected to submit a detailed work plan as part of the RFSOQ process.

4.2.4. QUALITY ASSURANCE & BUDGET MANAGEMENT

- a. Provide a brief description of how quality assurance, communications, and risk management are addressed by your firm in the delivery of the Services.
- b. Demonstrate the approach to project management and highlight the procedures to be utilized to ensure the required Services are completed and delivered on time and on budget.

4.2.5. INFORMATION ONLY – HOURLY RATES

Provide a schedule of hourly rates for all key personnel and support personnel including sub consultants, travel, mileage, out-of-pocket expenses and disbursements. This is for information only and will not form part of the evaluation.

5.0 SCOPE OF SERVICES

5.1 OVERVIEW

The Airport is seeking a qualified firm to deliver marketing expertise to build brand awareness of YCD and its offerings, increase passenger commitment to fly local, reduce leakage, increase enplanements, enhance overall brand recognition, and increase load factors.

The YCD Marketing Plan 2023 will be provided to the Successful Respondent.

5.2 BACKGROUND

The Nanaimo Airport YCD is well positioned to meet the growing needs of local communities. The airport's primary catchment area which consists of Nanaimo, Parksville, Qualicum, the Cowichan Valley, the Alberni Valley and Gulf Islands includes a population greater than 310,000. The secondary catchment area includes the remainder of Vancouver Island for an additional population base of 529,000.

The Nanaimo Airport is conveniently located 10 minutes south of Nanaimo, 35 minutes south of Parksville and 35 minutes north of Duncan. There are scheduled flights to Vancouver, Calgary and Edmonton, plus Toronto seasonally. There are also charter flight companies that operate out of YCD. We offer many amenities to the travelling public including transit options, taxis, car rentals, a café/gift shop in the terminal building and short and long-term parking. Our terminal building is open year-round from 4:00 am – 12:00 am.

5.3 MARKETING GOALS AND OBJECTIVES

The marketing goals and objectives for 2023 will focus around four (4) main categories.

- a. Business Development include but not limited to, increased passenger education, strategic partnerships, and business intelligence through survey and analysis.
- b. Brand Promotion include but not limited to, brand and route promotion, and mascot development.
- c. Facility Development include but not limited to, signage and wayfinding along with terminal advertising plans.
- d. Corporate and Social Responsibility include but not limited to, sponsorship plans and community fundraising.

5.4 MARKETING SERVICE REQUIREMENTS

The Marketing Service requirements include but not limited to:

- a. Digital marketing services with a focus on social, search and display advertising
- b. Executing multi-platform marketing campaigns with a focus on digital
- c. Ecommerce, product, food and beverage and/or retail marketing.

6.0 RESPONDENT'S INFORMATION FORM

a) Company Information

Respondents must complete this form and include it with their Response.

Company Name (full legal name): _____

Name and Title of Contact Person: _____

Address: _____

Phone: _____ Fax: _____

Email Address: _____

Website: _____

Have any Agreements held by the Respondent ever been cancelled or terminated during the past five (5) years?

No _____ Yes _____ If yes, attach a statement with details.
_____ s _____

b) Legal Structure of Company:

Year Established: _____ Joint Corporation Partnership
Venture: _____ : _____ :

Registered: _____ Sole Proprietor: _____ Other: _____

Names and Titles of Officers, Partners, Principal:

Name: _____ Title: _____

All forms that require a signature must be signed by a person authorized to legally bind the Respondent to statements made in response to this RFSOQ. The Respondent hereby acknowledges that:

- a) It understands and agrees with the RFSOQ process as described in this RFSOQ; and
- b) Verifies the information included in the Response is correct, and it has thoroughly reviewed, and has complied with the documents making up their Response including all specifications and Addenda.

Respondent

Date:

:

Signature:
