



**SUPPLY MANAGEMENT SERVICES**

College West Bldg., Room 146  
3903 Wjbasuką Road  
Regina, Saskatchewan, Canada, S4S 0A2  
Phone: 306-585-5003 Fax: 306-585-4985  
Email: [purchase@uregina.ca](mailto:purchase@uregina.ca)

**REQUEST FOR PROPOSAL # 96153-01-23**

**Issue Date: January 9, 2023**

**Marketing and Communications Strategy and Services - CIPHER**

**Closing Date: January 20, 2023 2.00PM CST**

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### Background

The University of Regina's Canadian Institute for Public Safety Research and Treatment (CIPSRT), as represented by the Canadian Institute for Pandemic Health Education and Response, is seeking a professionally qualified, Marketing and Communications Agency.

In June of 2018, the [Federal Framework on Post-Traumatic Stress Disorder Act](#) was passed. The Act recognizes that those in certain occupations, such as public safety personnel (PSP), military personnel, veterans, healthcare providers, and their families, are at greater risk of exposure to potentially psychologically traumatic events than the Canadian general population. The Act mandates the Public Health Agency of Canada (PHAC) to lead a coordinated, national approach to recognize PTSD and other possible results of these exposures, and to ensure timely access to mental health and well-being supports for these Canadians.

As such, the 2021 Federal Budget committed an investment of up to \$50 million over two years to support projects that address the well-being effects of PTSD and other trauma-related conditions in frontline and essential workers. The Canadian Institute for Pandemic Health Education and Response (CIPHER) is a knowledge hub that is funded to support the nine research projects tasked to develop resources and supports to meet the mental health and well-being needs of Canadians most affected by the COVID-19. The CIPHER website, will act as a trusted repository of information and resources.

One of the essential requirements of CIPHER is to raise awareness with respect to the mental health and well-being needs of the audiences referenced above. CIPHER also aims to showcase the research, resources, tools and supports created by the funded projects, by creating and maintaining a strong digital presence.

*As a result of this RFP, the University intends to select and award a reputable and qualified Agency to lead and/or assist in the development of these plans/campaigns, manage projects, purchase media, deliver creative/content, and use data/analytics and other measures to provide analysis and adjust as necessary to achieve desired outcomes.*

*Please note: Although the primary and priority owner of these Marketing and Communication Services will be CIPHER, the funded projects that CIPSRT (and CIPHER) support may have access to the same terms of reference within the successful Agency's proposal, and the associated fees for the work to be performed as outlined within the contractual conditions and ensuing agreement (if any).*

*The University is committed to the inclusion of Indigenous people and businesses to support the growth of a better workforce and more vibrant communities. With this vision in mind, the University seeks to partner with Agencies that will not only deliver exceptional value through their products and services, but will also drive positive impact through Indigenous communities.*

### 1.1 Service Requirements

The successful Agency must have the ability to provide a full range of services, including but not limited to:

- Brand development and management
- Market segmentation/audience analysis;
- Advertising support and collateral production (creative conceptualization, writing, design, etc.);
- Media planning, purchasing and placement;
- Digital, social and/or multi-media production;
- Website design, development, content creation, and management;
- Display/presentation production; and
- Project production and management Enhancing Search Engine Optimization
- Media relations and media opportunity coordination
- Photography
- Strategic communications including social media planning, strategy, content development, management, and monitoring.
- Event management and related services



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Please note: It is the expectation of the University that the successful Agency is able to manage projects from concept. It provides original, persuasive, and creative concepts that engage target audience(s).

- 1.1.1 The successful Agency will provide strategic direction and a strong understanding of Public Safety Personnel, Mental Health and the Healthcare market.
- 1.1.2
- 1.1.3 The Agency must work effectively to deadline and budget to create products that reflect a diverse set of interests and effective partnerships

1.2 Proposal Requirements

CIPHER is requesting the following information from the Agency related to the Marketing and Communication service requirements illustrated in Article 1.1. The submission should provide the University with a clear understanding of the services and the cost structures that are applied to the various components within this RFP.

- 1.2.1 The Agency shall provide their methodology and approach to the service requirements listed in section 1.1 as well as samples of recent work for current clients.
- 1.2.2 Costs for Service  
Please include a schedule of hourly rates (2023) to be charged for all employees that may be used for the provision of these services. This information will be kept confidential and must be used when invoicing. The RFP will not be awarded solely based on price, but will consider the best value to be offered to the University in relation to the services offered - (see Article 2.8 Selection Process and Criteria).
- 1.2.3 Please provide an overview of your firm, outlining your experience and expertise.
- 1.2.4 Employee resumes of all personnel who will be involved, their respective roles, and a statement of each person's availability.

Please note: Preference may be given to any Agency(s) that has previous experience and extensive familiarity working in the field of mental health, particularly mental health supports for Healthcare Workers and Public Safety Personnel (first responders) who have been affected by working through COVID-19. Preference may also be given to any Agency(s) with experience working with post-secondary institutions.

- 1.2.5 Describe how your Agency's capacity in addressing the needs of the University will be integrated with existing, and anticipated work flows with other assignments your Agent will be engaged in. Please declare if there may be any potential conflict of interest issues with any higher education clients.
- 1.2.6 A list of all responsibilities and/or roles that the Agency feels is necessary to provide the University with adequate professional services.
- 1.2.7 Three references complete with contact name and phone number. References may be contacted during the evaluation process.
- 1.2.8 A detailed statement on how the Agency intends to control service fees.
- 1.2.9 Detail concerning mark-ups for disbursements, travel costs for out-of-town staff, and any other miscellaneous costs that may be expected.
- 1.2.10 A summary of the legal Agency's insurance portfolio, specifically the professional liability insurance and the comprehensive liability packages carried by the Agency.

1.2.11 Agreement

In all circumstances, it is the intention of the University to compose an agreement (i.e. Contract), which will be signed by both parties, that will govern the services and relationship with any awarded proponent(s) as a



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result of this RFP. Please confirm a University created agreement is acceptable to your firm, if successful in your proposal. If not, please provide your related document(s) (e.g. Standard Service Agreement, etc.) that outlines your firm's required and/or preferred terms and conditions. *Any contract resulting from this RFP will have an anticipated start date of immediately following contract signing*

1.2.11.1 The successful Agency will be required to enter into a formal professional services agreement which must include the terms of reference with the proposal, and the fee for the work as part of the agreement.

1.2.11.2 The agreement shall be for a period of approximately 3 months until the end of March 31, 2023, with the option to engage in extensions for an additional 18 months through 6-month terms. A performance review will be conducted prior to the all term(s) expiry date to determine the activation of the extension for the additional period, at the sole discretion of the University, by way of a contract amendment prepared by Supply Management Services, University of Regina.

1.2.11.3 Non-exclusivity  
*The Agreement awarded shall not be an exclusive Agreement, or in any way limit the University from dealing with any other Agency for additional and related services.*

2.0 Procedure and Instructions

2.1 Issuing Office

Supply Management Services  
University of Regina  
3737 Wascana Parkway,  
College West Building Room 146  
Regina SK., S4S 0A2  
Attention: Kimberly Mitchell

TEL: (306) 337-2520

EMAIL: [purchase@uregina.ca](mailto:purchase@uregina.ca)

2.2 Proposed Key Dates

a)	Issuance of RFP	January 9, 2023
b)	Appendix A - Confirmation Receipt due	January 16, 2023
c)	Proposals due	January 20, 2023
d)	Evaluation and clarification of Proposals	Week of January 23, 2023
e)	Acceptance of successful Proposal (if any)	Week of January 30, 2023
f)	Contract Commencement	Immediately following Contract Signing

2.3 Closing Date and Time

The sealed Proposal, signed by the Proponent's authorized representative, must be received by the Issuing Office by e-mail only, not later than **January 20, 2023 2.00PM CST** and marked **RFP # 96153-01-23: "Marketing and Communications Strategy and Services-CIPSRT/CIPHER"**. Proposals received after the deadline date and time will not be considered. **Faxed submissions will not be accepted.**

2.4 Proposals

This RFP states the instructions for submitting Proposals, and the procedures and criteria by which Proponents will be selected. Please acknowledge receipt of this RFP emailing a pdf version of the Receipt Confirmation form to [purchase@uregina.ca](mailto:purchase@uregina.ca) (see Appendix A) to the Issuing Office (see Article 2.1).

Proposals received after the submission deadline will not be considered. The University requests that the Proponent's Proposals are to be a maximum of twenty (20) pages including all content and appendices, excluding the cover and cover letter.



Proponent's costs to develop the Proposal and the costs for investigative work performed prior to the execution of any acquisition are entirely the obligation of the Proponent and shall not be charged in any part to the University of Regina. The Proponent's Proposal and all supporting information become the property of the University of Regina. All such documentation may be reproduced by the University, provided that such reproduction is made solely for internal use or for any purpose required by law

2.5 Inquiries and Changes

It is the responsibility of each Proponent to seek clarification in writing of the requirements of this RFP. If a Proponent discovers any inconsistency, discrepancy, ambiguity, errors or omissions in this RFP, the Proponent must notify the RFP Contact immediately. **Written inquiries must be directed to Kimberly Mitchell** (see Article 2.1).

This RFP, and any subsequent modifications thereto, is designated as the sole reference for the preparation of Proposals and takes precedence over any and all information obtained from any source, either verbal or written. All addenda will be issued in written form to all Proponents and shall be incorporated into and become part of this RFP.

Amendments to Proposals will be accepted if received in writing prior to the Proposal closing date and time (see Article 2.3). Proposals may be withdrawn upon written request from the Proponent prior to the closing date and time only.

2.6 Trade Agreements

This Request for Proposal (RFP), if trade agreement thresholds are met or exceeded, is subject to the New West Partnership Agreement (see website: [http://www.newwestpartnershiptrade.ca/the\\_agreement.asp](http://www.newwestpartnershiptrade.ca/the_agreement.asp)), the MASH Procurement Agreement, Annex 502.4 to the Agreement on Internal Trade (see website: [aci.ca/index\\_en/ait.htm](http://aci.ca/index_en/ait.htm)) and the Canadian Free Trade Agreement - CFTA (see website: [www.ait-aci.ca/wp-content/uploads/2017/.../CFTA-Consolidated-Text-Final-English.pdf](http://www.ait-aci.ca/wp-content/uploads/2017/.../CFTA-Consolidated-Text-Final-English.pdf)). The bid notice can be viewed on the SaskTenders website: <https://sasktenders.ca/content/public/Search.aspx>.

2.7 Conflict of Interest

Proponents must identify any potential or perceived conflicts of interest that may arise as a result of their response to this RFP and/or subsequent award of Contract(s). Non-disclosure of any potential conflicts of interest may be sufficient cause to disqualify the Proposals or terminate any subsequent Contract(s).

2.8 Clarification Questions

All clarification questions from the Proponent in regards to product and service requirements must be made in writing to [purchase@uregina.ca](mailto:purchase@uregina.ca) no later than five (5) business days prior to the proposal due date outlined in Article 2.3. Responses to the questions will be sent by e-mail to all participating Proponents. Any clarification questions received from Proponents after this time will not be answered.

2.9 Irrevocable Offer

Proponents should state the period for which their submission will remain irrevocable. This period shall be a minimum of ninety (90) Days from the date of the submission deadline. Any award within the period mentioned above will mean the prices quoted shall remain irrevocable through to delivery of the product or service submitted.

2.10 Selection Process and Criteria

It is the intent of the University to select the most effective Proposals that meet the requirements and provide the best overall value to the University. The University may or may not, conduct discussions, request further information or clarifications, either in succession or concurrently, with selected Proponents on the content of their Proposal(s) without becoming obligated to clarify or seek further information from any or all other Proponents. However, Proponents are cautioned that any request for clarifications will not be an opportunity either to correct errors or to change their Proposals in any substantive manner. The University will not be limited as to its criteria for evaluation of Proposals.

Unless required by law, all ratings shall be confidential, and no totals or scores of such ratings shall be released to any party.

At the discretion of the University, upon conclusion of the evaluation process, the University may short-list Proponents to enter into an interview or presentation or both, to determine the award of any contract arising from this RFP process.

Proposals shall be evaluated based on the following criteria:

	Percentage Weighting
a) AGENCY TEAM, KEY PERSONNEL EXPERIENCE AND QUALIFICATIONS	30%
<ul style="list-style-type: none"> <li>• Relevant knowledge and experience, competence and reliability in providing marketing and communication services.</li> <li>• Proposed Leadership qualifications and experience.</li> <li>• Ability to provide quality service.</li> <li>• Other relevant factors the U of R may consider appropriate to its evaluation</li> </ul>	
b) MANAGEMENT PLAN	30%
<ul style="list-style-type: none"> <li>• Demonstrated ability to satisfy the University requirements.</li> <li>• Demonstrated ability to maintain schedules and cost control.</li> <li>• Proposed approach and methodology for providing services.</li> <li>• Availability of key personnel and consulting management staff for U of R projects.</li> <li>• Other relevant factors the U of R may consider appropriate to its evaluation.</li> </ul>	
c) COSTS	20%
<ul style="list-style-type: none"> <li>• Proposed hourly rates</li> <li>• Cost saving proposals.</li> <li>• Value added benefits.</li> <li>• Consistency of cost to technical and management plans.</li> <li>• Other relevant factors the U of R may consider appropriate to its evaluation</li> </ul>	
d) PROPOSAL	5%
<ul style="list-style-type: none"> <li>• Proponent Submission Addressing RFP requirements</li> <li>• Format that is clear and comprehensive.</li> <li>• Other relevant factors the U of R may consider appropriate to its evaluation</li> </ul>	
e) INDIGENOUS ENGAGEMENT	15%
<ul style="list-style-type: none"> <li>• Demonstration of partnering and/or subcontracting with Indigenous businesses and communities, employing and/or training members of Indigenous communities</li> <li>• Indigenous Ownership</li> <li>• Indigenous persons training and development, including scholarships, apprenticeships, or skills training.</li> <li>• Indigenous person hours included in Proponent's proposal</li> <li>• Other relevant factors the U of R may consider appropriate to its evaluation.</li> </ul>	
Total:	100%

2.11 Confidentiality

The Proponents acknowledges that the University is subject to The Local Authority Freedom of Information and Protection of Privacy Act (the Act). The Proponents shall review the Act and determine the categories of records that are exempted from disclosure under the Act. The Proponent shall clearly mark "Confidential" all information regarding



the items and conditions, financial and/or technical aspects of the Proponent's Proposal response, which in the Agency's opinion are of a proprietary or confidential nature at the relevant item or page. The University shall use all reasonable efforts to hold all information marked "Confidential" by the Proponent in strict confidence but shall not be liable for any inadvertent disclosure, nor for any disclosure required by law, including pursuant to the Act. Similarly, information about the University obtained by a Proponent and declared by the University representatives to be confidential must not be disclosed unless authorized by the University. The University is prepared to sign a non-disclosure agreement that may be required to obtain RFP information, however the University cannot waive the access to information provisions of the Act.

It is agreed that these reciprocal obligations of non-disclosure will survive the termination of any contract that might arise between the parties.

This RFP and all other data appended or related to it, are the property of the University and are applied only for the purpose of enabling each Proponent to prepare and submit a Proposal in response thereto. The information contained or referred to in the RFP or appended to it, is not to be disclosed or released for any other use or purpose and must be returned to the University if requested.

2.12 The University's Authorized Representatives

The only persons who are, or shall be authorized to speak or act for the University with respect to any order/contract resulting from this RFP, are those whose positions or names have been specifically designated in Article 2.1.

2.13 Proposal Rejection/Acceptance

As it is the intention of the University to award to the Proponent (if any) who offers the best over-all value to the University, the University reserves the right in its sole discretion to accept or reject any bid which in the opinion of the University is incomplete, obscure, irregular, contains exceptions or counter-offers, or, which is non-compliant with the terms of this RFP.

2.14 Presentations and Demonstrations

At the sole discretion of the University, individual oral presentations by each short-listed Proponent, or Proponents deemed most qualified, may be required after written Proposals are received by the University. Each Proponent should be prepared to discuss and substantiate any of the areas of the Proposal submitted, its own qualifications regarding the products and services offered, and any other area of interest relative to its Proposal.

It is preferred that the presentation and interview be led by the proposed project lead that will be assigned to this project. The expenses associated with any presentations and demonstrations will be borne solely by the respective Proponents.

2.15 Signing Authority

Proponents proposal must be dated and signed in the firm or corporate name and must bear the signature of a principal duly authorized to represent the Proponent. The Proponents name must be fully stated. Where Proposals are signed by an agent of the Proponent, evidence of authority to act as the Proponent's agent shall accompany the Proposal.

2.16 Independent Contractor

All of the Proponent's employees providing services to the University under the Request for Proposal, shall be deemed employees solely of the Proponent and shall not be deemed for any purposes whatsoever employees or agents of, acting for, or on behalf of the University. The Proponent shall perform all services as an independent contractor and shall discharge all its liabilities as such. No acts performed, or representations, whether oral or written, made by the Agency with respect to third parties, shall be binding on the University.

2.17 The University of Regina is 100 percent smoke-free as of **August 1, 2018**. We are committed to providing a safe, healthy, and clean environment in which to study, work, visit, and live. This includes respecting the importance of, and taking responsibility for the quality of the air we breathe and the cleanliness of our surroundings. We know that exposure to second-hand smoke and the use of tobacco products is a major health hazard. The University of Regina



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does not permit smoking or the use of tobacco products in any University owned or leased building, on leased or owned University property, or in University vehicles, or vehicles parked on University leased or owned property.

2.18 University Parking

Effective June 15, 2019, all parking on campus is paid parking. All Contractors/Consultants/Vendors/Agencies can use either the daily options or pay by month (M Area(s)).

If paying by the month, any Contractors/Consultants/Vendors/Agencies will be required to contact Parking and Transportation Services to create an online account. The Contractors/Agency/Agencies can then access their account(s) by using this link to login: <https://uregina.aimsparking.com>. Once logged in, vehicle license numbers can be entered and then will be managed by the Contractors/Consultants/Vendors/Agencies. The license plate number(s) is the permit number.

2.19 Vendors/Suppliers/Firms COVID Protocol Requirements

Please refer to the following for all current/updated University COVID Protocol Requirements.  
<https://www.uregina.ca/hr/hsw/COVID-19-Resources/index.html>





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APPENDIX A - RECEIPT CONFIRMATION FORM - RFP #96153-01-23

Please complete this form and e-mail IMMEDIATELY to:

Supply Management Services
Attention: Kimberly Mitchell, Supply Management Services
Fax Number (306) 585-4985
E-mail: purchase@uregina.ca

Failure to return this form may result in no further communication regarding this Request for Proposal.

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ PHONE NUMBER or EXT: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ COMPANY WEBSITE: \_\_\_\_\_

I have received a copy of the above noted Request for Proposal. I authorize the University of Regina's Supply Management Services to send further correspondence that it deems to be of an urgent nature by e-mail.

I understand that if I do not submit a proposal, this will not affect our company's status as a potential supplier to the University of Regina in the future. I also understand that if I do not return this form our company will not receive any further notices with regard to this Request for Proposal.

I understand that any clarification questions (as per Article 2.8) must be made no later than five (5) business days prior to the tender closing date.

Please select one of the following:

\_\_\_ I will be participating in this formal tendering process.

\_\_\_ I will not be participating in this tendering process, for the following reasons:

\_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_