

REQUEST FOR PROPOSALS
Marketing and Communications
Newfoundland and Labrador Folk Festival 2019



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PURPOSE

The Newfoundland and Labrador Folk Arts Society (the Society) would like to obtain the services of an accredited, full-service agency to assist the Society in marketing, communications and media relations for the 43rd annual Newfoundland and Labrador Folk Festival (the Festival), August 9-11, 2019.

BACKGROUND

The Newfoundland and Labrador Folk Arts Society (NLFAS) is a charitable organization located in St. John's, Newfoundland and Labrador whose mandate is the promotion and preservation of the traditional folk arts of the province. Active since 1966, the organization presents educational and cultural events that provide artists with the opportunity to showcase their work and that engage our youth and the general public in the transmission of our intangible cultural heritage.

Its two longest running events, Folk Night at the Ship Pub and the Annual Newfoundland and Labrador Folk Festival are rites of passage for up and coming folk and traditional musicians, and beloved by seasoned performers. Support for young artists is amplified at the annual Young Folk at the Hall concert, and on the Neil Murray stage for young performers at the Festival. These events give audiences the opportunity to engage in celebration of our traditional folk arts.

The Annual Folk Festival not only showcases great performers, but gives audiences a chance to take part by playing along in open jam sessions, learn traditional dances, arts and crafts.

STATEMENT OF WORK

Purpose

The Society is seeking a full-service agency to provide guidance and assist with a wide range of activities to help meet its goals and objectives including, but not limited to, marketing planning, creative development and execution, research, media planning, public relations, and public/community outreach.

Objectives

The following objectives are to be met:

1. To position the Society as the authority in the province on folk music.
2. To position the Festival as the top cultural event of the summer.
3. To garner media attention and drive ticket sales for the Festival.

4. To position the Festival as a progressive, ahead of the curve event as it relates to diversity, inclusion, and greening initiatives.

Scope

The contract will include the following activities:

- Developing a strategic marketing/communications plan and any associated collateral materials for the Festival, and their execution.
- Designing and producing promotional material, including billboards, print, web collateral, and social media advertisements.
- Providing strategy and tactical direction for the use of digital media, including social media tools as a means of promotion (paid and organic).
- Providing strategy and tactical direction for traditional advertising and the associated ad buy.
- Providing support on sponsorship recognition and reporting.
- Providing support for the Society's Lifetime Achievement Award.
- Providing support for the Society's weekly newsletter.
- Providing support for the Society's solicitation of volunteers.
- Providing support for the Society's many partnerships and priority initiatives within the community.

PROPOSAL REQUIREMENTS

Bidders must supply the following components when responding to this RFP. Respondents to this RFP are requested to structure their proposals using the headings outlined in this section and are reminded that they are responsible for covering all costs associated with the preparation of their bid.

Introduction

The proponent should introduce and briefly explain the firm, its capabilities and experience handling accounts of this nature.

Agency Background and Experience

The proponent must:

- Provide relevant information pertaining to your history, agency philosophy and growth trends
- Describe your familiarity with our market/industry. For example, what are some of your successes in this market/industry?
- Describe what your agency considers to be your strongest competitive advantage?

- Describe and demonstrate your agency's commitment to music development.

Account Personnel

Proposals must specify the names and qualifications of the personnel who will be assigned to the account and the role each will assume in account management. Please specifically identify the Account Manager who will be assigned to the account.

Agency Clientele

Proposals must contain a current client list specifying national, regional and local accounts. Include a brief outline of the scope of services provided to each client with a clear breakdown of the specific type of work (e.g., marketing, strategy development, public relations, communications, media strategy and purchase, digital media strategy and execution) carried out for each client.

Please clearly outline all work completed over the last five years that has been music related or for a client with a musical focus/mandate.

Agency Resources

Submissions shall identify proposed account management, creative and media teams, clearly highlighting their strengths and capabilities in the following areas. Please be sure to clearly describe your agencies strengths in all of the below areas:

- Account Management
- Creative Design (Art and Copywriting)
- Brand Development and Management
- Media (Research, Planning and Buying)
- Research Capabilities
- Internal Communications
- Reputation Management
- Community Relations
- Partnership Development
- Public Relations, Issues and Crisis Management
- Web Strategy and Design
- Social Media Strategy and Execution
- Broadcast Production
- Advertising
- Event Marketing and Promotions

References

Please provide a minimum of three written letters for client references, ideally in the music sector/industry and/or entertainment sector, for purposes of reference checks to be conducted by the Society at its sole discretion.

Account Administration

Proponents shall outline their proposed procedures related to the administration of the Society's account. This should include production and media estimating, billing schedule and rate structures, budget tracking and expenditure reporting, preparation of status reports and contact reports, scheduling of regular meetings to discuss account progress, periodic program evaluations, and any other relevant information.

Account Remuneration

Proponents shall outline all fees, expenditures and incidental charges for which they expect to be reimbursed over the term of the contract, including:

- Individual professional services and personnel costs by hourly rates;
- Agency commission structure on creative, production, research, and any associated disbursements;
- Account management fees as they relate to planning and overall servicing of the account;
- The process of billing miscellaneous costs (courier, faxes, long-distance, meals, travel, taxis, etc.), net or with percentage commission; and,
- Payment terms.

All pricing information is to be quoted in Canadian Dollars (net HST).

Agency Approach to Implementation

Proponents are requested to outline in detail the approach to be taken in order to begin work immediately upon being awarded the AOR contract. Include details such as initial meetings, research, presentations, etc.

Proponents are also required to outline their general approach to and preliminary plans for tackling the specific work objectives outlined in the Terms of Reference.

Samples of Work

Please provide three different case studies/examples of the following:

1. Most innovative strategic marketing work in the past two years. Please outline the campaign objectives, creative plan, media plan, budget and analysis of campaign effectiveness.
2. Music and entertainments/sectors industry related work (if applicable). Please outline the campaign objectives, creative plan, media plan, budget and analysis of campaign effectiveness.

Please feel free to provide in your proposal any additional information you feel is relevant.

CONFLICT OF INTEREST GUIDELINES

The successful proponent must agree for the duration of the contract:

- not to represent or advise any person or organization engaged in advocacy activities against the Society;
- not to represent or counsel a client whose commercial or business activities are in direct conflict with the Society (similar dates for events, etc.); and,
- not to accept a brief or engage in any activities that either impair, or may reasonably be perceived as being likely to impair or diminish, its ability to perform its responsibilities to the Society.

EVALUATION CRITERIA

All proposals will be evaluated on the following criteria:

Agency Background and Operations: Agency background, history and philosophy, ability to handle major accounts and service the depth of needs of the account, agency accreditation and agency operations.	20
Service and Relationship Management: Are they a service-minded agency? What approach is taken for client services, how are clients involved, supported and communicated with? Is there value-add and competitive advantage outlined? Value of references and proven track record with clients?	20
Agency Resources and Expertise: Capability, experience and expertise of the proposed Account Team and agency as a whole to fulfill the desired agency resources. Is there evidence of strategic thinking in approach and is there balance between strategy and tactical execution?	15
Agency Remuneration and Account Administration: Outline of fees, commission, expenses and hourly rates, procedures relating to account administration, approach for tracking account progress and budget control and overall financial considerations including hourly costs?	25
Measurement and Performance: What is the measure of success? Are they focused on maintaining budget, scope and deliverables?	10
Knowledge and Comprehension: Do they understand the company, our future and our work requirements?	5

Quality of Response Documentation: Creativity of proposal, approach and work samples.	5
TOTAL	100

PROJECT SCHEDULE

The below timelines may be subject to change and will be communicated to any proponents who submit a bid and/or are shortlisted:

Milestone	Deadline
RFP Issued	April 1, 2019
Last Date of Written Questions	April 8, 2019
Proposal Submission Deadline	April 15, 2019
Optional Proponents Meeting	April 22, 2019
Estimated Award of AOR Contract	April 29, 2019
Work Begins	May 6, 2019
Festival Weekend	August 9-11, 2019
End of Contract, Final Report Due	August 16, 2019

COMMUNICATIONS AND PROPOSAL SUBMISSION GUIDELINES

Any questions relating to the specific requirements of the content of the RFP shall be directed via e-mail only to:

Erin Whitney
Executive Director
NL Folk Arts Society
E-mail: office@nlfolk.com

Inquiries will be accepted until 3:00 p.m. NST on Monday, April 8th, 2019. Inquiries received after this date may not be addressed.

The Society will endeavor to provide written replies to any clarification questions within two business days of receipt.

The Society shall not be responsible for oral instructions or clarifications and no instructions or clarifications shall be binding unless communicated in writing by the Society.

Closing

Proposal in full will be received at the designated location or electronically until 3:00 p.m. NST, Monday, April 15th, 2019.

Proposals received after the closing date and time may not be considered.

Reply Procedure

Proposals must be submitted on time to the below contact details and all proposals must be clearly labeled upon submission:

Electronically:	To: office@nlfolk.com Subject Line: NLFAS RFP Submission (Agency Name) Attachments: Yes
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Proposals must include the signature of an authorized officer of the Bidder's organization. Should discrepancies exist between the original and the copies, the original shall prevail.

TERMS OF CONTRACT

The term of the contract is for a period of fifteen weeks (May 6 - August 16, 2019). The selected proponent will be required to enter into negotiations to develop a written contract embodying terms satisfactory to both the proponents and the Society, based generally on these Terms of Reference.

No legal relationship will exist between the selected proponent and the Society until the noted written contract has been duly executed by the parties, and then that legal relationship will be subject to the terms of that duly executed written contract.

CONFIDENTIALITY OF PROPOSALS

Any written and/or digital proprietary or personal information disclosed to the agency in the course of the RFP process will be used strictly for this process. Any information or data gathered will be returned to the Society at the conclusion of the RFP process. The agency will not retain any copies of the information gathered during the course of the contract work. All information provided by the Society to the Bidder will be treated as privileged and not released by the Bidder to other parties unless so authorized by the Society.

All information provided by the Bidder in response to the RFP will be treated as privileged and not released by the Society to other parties unless so authorized by the Bidder.

GENERAL TERMS AND CONDITIONS

Promotions

The Bidder may not, in any of its advertising or otherwise, indicate that it has or may in the future supply products or services to the Society, without the express written consent of the Society.

Acceptance of the Proposal

The Society reserves the right to accept or reject any or all proposals without any further explanation. The RFP should not be construed as a contract to purchase services. The Society shall not be obligated in any manner until a written contract relating to an approved proposal has been duly executed.

The Society is not bound to accept the lowest or any proposal in response to these Terms of Reference.

Cancellation and Modifications

The Society reserves the right to cancel this Request for Proposal at any time at its sole discretion.

The Society reserves the right to modify the terms of this RFP at any time as its sole discretion. Any such modifications will be communicated to Bidders according to the conditions established under the Addenda.

Financing of Proposal

Proponents are responsible for their own expenses in preparing the proposals, attending the presentation session (if required), clarifying their proposal or negotiating a contract with the Society as applicable.

Media Interview

Under no circumstances will any employee or representative of the Bidder consent to or provide any media interviews respecting the proposal process without specific permission of the Society.

Negotiation Delay

If a written contract cannot be concluded within thirty days of notification to the successful Bidder, the Society may, at its sole discretion, terminate negotiations with that Bidder and negotiate a contract with another Bidder of its choice or choose to terminate the RFP process and not enter a contract with any of the Bidders.

INTELLECTUAL PROPERTY

Any intellectual property that is developed as a result of this project, including all digital data, specifications, concept plans, designs, rationales, presentation materials, strategies, economic and technical reports and related information produced by the Bidders in completing this work shall be vested with the Society. The consultant shall deliver all files and documentation for this project to the Society upon its completion and shall securely destroy all files and documentation on hand.

SUPPLEMENTAL INFORMATION

The Society will provide a number of published reports as well as relevant research completed on behalf of the company. Access to these documents will only be provided to a Bidder upon a formal written request to the Society.