



RFP-CMIP2120149

Amendment No. 4: To the Tender Documents

Marketing and Communications Strategy Development, Creative Services, and Media Placement Services and Purchase

Amendment Date: February 11, 2014

To all Proponents:

The Purpose of this Amendment is to provide answers to the following:

1. Thinking about the scalability of our proposal, under what circumstances “should additional funds become available”? Is this contingent on securing additional sponsorships or donations to the museum?

Additional funds may become available depending on the Museum’s operating results in consideration with overall fiscal budgets at the Museum as well as project needs. The proposal should reflect the project budget outlined in Amendment No. 2, 1.4 Project Budget.

2. Are there any marketing-related or sponsorship agreements already in place which need to be taken into consideration and accommodated? For example, are there donors to the museum that are in the media sector that may be able to make some resources available or may pose a conflict of interest?

We do not have any marketing-related or sponsorship agreements in the media sector in place at this time that need to be considered and accommodated.

3. Although the focus of this campaign is mostly on the grand reopening in May 2015 and attendance onward, the travelling exhibition provides great potential to build momentum and interest in the expanded museum. Which locations have already committed to hosting the traveling exhibition (Canada: Day 1)? Over what period of time? What supports are the exhibition hosts providing in terms of media and communications? Within the contract to host the exhibition to other museums, what marketing and media supports are you obligated to provide those facilities? How long are you hoping to continue this exhibition and ultimately, how many locations would you like it to be seen in?

With an expected launch of June 1, 2014, the goal is for the exhibition to travel across the country beginning in western Canada and travel east over the course of its five-year lifespan. Planned tour destinations include: Nanaimo, Saskatoon, Moose Jaw, Red Deer, Edmonton, Markham, Gatineau and Atlantic Canada.

Confirmed venues for *Canada: Day 1* as follows:

Province	City	Venue	Dates
BC	Nanaimo	Nanaimo Museum	June, July, August 2014
ON	Markham	Markham Museum	January 2014 to June 2015

Tentative dates and locations for *Canada: Day 1*, pending signed exhibition agreements, as follows:

Province	City	Venue	Dates
SK	Saskatoon	University of Saskatchewan Diefenbaker Centre	July to December 2015
SK	Moose Jaw	Western Development Centre	January to March 2016
AB	Red Deer	Red Deer Museum + Art Gallery	May to November 2016
AB	Edmonton	Legislative Assembly of Alberta	January, February, March 2017
QC	Gatineau	Canadian Museum of History*	April to October 2017
NS	Halifax	Canadian Museum of Immigration at Pier 21*	April to October 2017
Atlantic Canada	TBC	TBC	2018

**To celebrate the country's 150th anniversary, the Museum will be presenting Canada: Day 1 in two locations; as a travelling exhibition at the Canadian Museum of History and onsite in an expanded temporary exhibition version sharing additional content.*

Host venues will be provided with a Promotional Toolkit which includes, design templates, media materials, key images and more, to support the marketing and communications efforts of the host venue in their city. As well, we will make spokespersons available for media inquiries as requested.

While the Museum is not contractually obligated to provide any additional marketing and communications support to host venues beyond what has been aforementioned, we are always interested in building our awareness and leveraging opportunities. We are open to providing additional promotional support to *Canada: Day 1* in Nanaimo and Markham as well as in other cities as they are confirmed.

We hope that *Canada: Day 1* will travel to 10-15 venues over five years.

4. What does success look like to Pier 21? In broad terms, how many people are you hoping to attract to the opening in May 2015? What is the actual maximum capacity of the museum for visitors going to be on any given day? What kind of feedback or participation are you hoping for from the visitors?

Broadly, campaign success for us looks like:

- Meeting (or exceeding) onsite paid visitation targets
- Positioning the Museum as a 'must-see' destination in Atlantic Canada and beyond
- Driving visitation online and encouraging participation via the Museum's social media channels
- Utilizing industry partnerships and Museum milestones to leverage budget constraints
- Building national public awareness and support for the Museum

Broadly, we are hoping for a celebratory atmosphere attracting thousands of visitors during our reopening events and significant national media coverage. We also hope to continue building on this momentum throughout the Museum's reopening year. We are open to how this day takes shape and we hope to work with the successful proponent to develop achievable goals for our reopening year.

As exhibition designs are still being developed, we do not have the actual maximum capacity of visitors to the Museum on any given day yet.

Our visitor experience and interpretation team is working with our exhibition design team to develop opportunities for feedback and participation within the new exhibition spaces. We hope to engage visitors in high levels of participation and inspire feedback throughout their visit.

5. *4.4 section e) Does the Agency have relevant experience in tourism/heritage destination advertising campaigns? Please describe.* Is this referring to account representative's experience in tourism/heritage destination advertising campaigns, since it's under the **"4.4 Experience and Qualifications of the Account Representatives"** heading or the agency as a whole?

This question, 4.4 e), is referring to the Agency's experience as a whole in tourism/heritage destination advertising campaigns.

6. We're also wondering if we're able to call out individual experience working on tourism/heritage destination advertising campaigns that might not have necessarily been done with the agency they are currently with (Impact).

Please include information on an individual's experience working on tourism/heritage destination advertising campaigns in question 4.4 a).