



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

## Request for Supplier Qualification

Name of Competition:	Writing and Editing Services
Competition Number:	DC-2017-JW-01
Closing Date and Time:	February 10, 2017, 14:00 Pacific Time (PT)
Contracting Authority:	Jaymee Wurm, Procurement Advisor 604-638-8330 <a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a>

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## **SECTION A – INTRODUCTION**

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The Canadian Tourism Commission (CTC) is Canada's national tourism marketing organization. A federal Crown corporation, CTC supports the Canadian tourism industry by marketing Canada as a premier four-season tourism destination, and supports the Canadian economy by generating tourism export revenues.

Through collaboration and partnerships with the private sector, the Government of Canada, plus the provinces and territories, the CTC works with the tourism sector to maintain our competitiveness and position Canada as a destination where travelers can create extraordinary personal experiences.

The CTC's approach focuses on those global markets where Canada's tourism brand leads and yields the highest return on investment. The CTC is active in 12 key geographic markets: Brazil, China, India, Japan, Mexico, South Korea, Australia, France, Germany, the United Kingdom, the United States, and Canada.

For further information, please visit <http://en.destinationcanada.com/>.

### **A1. Purpose and Intent**

The purpose of this Request for Supplier Qualification (the “RFSQ”) is to solicit proposals for writing and editing services from qualified, knowledgeable, and experienced contractors or agencies (“Contractors”). See Statement of Work (Section C) for detailed requirements.

It is CTC's intent to develop a roster of pre-qualified proponents (the “Roster”) which will be utilized as required to meet CTC's needs. At the final outcome of the RFSQ process, the proponents selected for the Roster may be required to collaborate with other Canadian provincial and territorial marketing organizations or service providers (“CTC's Partners”) to ensure that public relations and communications services are consistent with CTC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a “Contract A” with the CTC. Instead, the process is intended to enable CTC to learn what proponents can offer by way of goods or services in response to the CTC's Statement of Work. Depending on the number and variety of responses, the CTC will subsequently negotiate with those proposals that best serve its needs, as determined by the CTC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against the CTC with respect to the award of a contract, failure to award a contract or failure to honour a response to this RFSQ.

In summary, this RFSQ is issued solely for the purpose of obtaining proposals and developing the Roster. Neither the issuance of this RFSQ nor the submission of a proposal implies any obligation by CTC to enter into any agreement. The intent of this RFSQ is to identify those vendors capable of meeting CTC's requirements and with whom a final agreement may be negotiated.

## **A2. Roster Term**

Qualified proponents that demonstrate the ability to meet the requirements identified in this RFSQ may be included on CTC's Roster. The initial term for proponent inclusion on CTC's Roster may be for a period up to two years with an option to extend on an annual basis by CTC. The total period of the Roster (initial term plus any extensions) is not to exceed five years. CTC does not grant exclusivity, guarantee business, nor make any guarantee of the value or volume of work that may be assigned to the Contractor.

## **A3. Standing Offer Agreement**

Any proponent, who is selected for the Roster, will be required to enter into a mutually agreeable non-exclusive standing offer agreement ("SOA") with CTC. Each individual future project or service would then be executed by way of a statement of work ("SOW") and/or a CTC Purchase Order ("PO"), which will set out the specifics of the project or service and will be governed by the terms & conditions of the SOA. Proponents should note that execution of a SOA with CTC pursuant to this RFSQ does not guarantee that any work will be issued to that proponent.

## **A4. Roster / SOA Process**

The Roster will be utilized as required, at CTC's sole discretion, to meet CTC's needs. CTC does not guarantee business nor make any guarantee of the value or volume of work that may be assigned to any proponent that has qualified for the Roster. See Section H for conditions set out by CTC for using Rosters and SOA's following an RFSQ process.

## **SECTION B – RFSQ EVALUATION CRITERIA AND INSTRUCTIONS**

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### **B.1 Mandatory Criteria Evaluation**

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies (“Rectification Period”). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the RFSQ, and will end within a time period defined by CTC in its sole discretion.

### **B.2 Desirable Criteria Evaluation**

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. CTC’s evaluation committee may be comprised of CTC employees and consultants to CTC who are bound by an agreement of confidentiality with respect to the RFSQ process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to CTC Senior Executive.

All decisions on the degree to which proposals meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of CTC.

#### **B.2.1 Desirable Criteria Questionnaire (Section E) 70%**

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 70% or higher (the “Shortlist”) will be evaluated further based upon, but not limited to Proposed Pricing.

#### **B.2.2 Proposed Pricing (Section F) 30%**

#### **B.2.3 Negotiations**

CTC intends to conduct negotiations with the top ranked proponent(s) as defined in Section G.10 Contract Negotiations.

### **B.3 Proposal Submission, Intentions, and Questions Instructions**

#### **B.3.1 Submissions**

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, February 10, 2017**.

Any proposal received after the Closing Time may not be reviewed by the CTC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.3.4 below. All proposals received as a result of this RFSQ shall become the property of the CTC. The time stamp of CTC's email system shall be the official time for receipt of the proposal.

### B.3.2 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by 14:00 hours PT, January 26, 2017.

### B.3.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 14:00 hours PT, January 26, 2017. Questions submitted after this date and time may not be responded to.

If the CTC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to the CTC explaining why it should not be included with the posted anonymous questions and answers. If CTC concurs with the request, the question will be answered in confidence and will not be posted. If CTC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

### B.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to [procurement@destinationcanada.com](mailto:procurement@destinationcanada.com) and should reference "**RFSQ DC-2017-JW-01 Writing and Editing Services - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding RFSQ section(s) if applicable

There is a maximum of eight megabyte ("MB") file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 8 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

### B.3.5 Existing Contracts

The CTC currently has in place contracts for a number of consulting resources. The CTC reserves the right to honour existing contracts until the expiry date and may be extended based on the terms of each agreement. However, when the contract is complete new resources will be selected based on the processes defined in this RFSQ.

## B.4 RFSQ Form of Response, Format and Depth

### B.4.1 RFSQ Form of Response

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor, if applicable
- Section D – Mandatory Criteria (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

### B.4.2 RFSQ Format and Depth

This Request for Supplier Qualification sets out CTC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a detailed description of their ability to provide the requirements set out in this RFSQ. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by CTC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this RFSQ and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to CTC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that CTC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this RFSQ.

## SECTION C – STATEMENT OF WORK

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### C.1 Background

In collaboration with our tourism industry partners, the Canadian Tourism Commission operating as Destination Canada (“DC”) promotes Canada internationally as a premier four-season tourism destination. Our consumer campaigns are targeted to reflect individual market conditions and traveller interests in the 12 markets where we activate. DC is also a leader in industry knowledge, providing intelligence, tools, and insights to Canadian Tourism Industry partners, equipping them to optimize their business and maximize their impact.

### C.2 Objective

To support DC’s ongoing efforts, there is a requirement for the provision of writing and editing services. This involves the creation of original content for the DC corporate, consumer and business event platforms, in addition to other consumer and industry-facing communication materials.

For examples of where DC may require writing and editing services, please visit:

- DC’s US consumer campaign website: <https://us-keepexploring.canada.travel/>;
- DC’s Corporate website: <https://www.destinationcanada.com/>;
- DC’s Business Events Canada website: [http://us-meetings.canada.travel/?\\_ga=1.262866252.1985425560.1457390254](http://us-meetings.canada.travel/?_ga=1.262866252.1985425560.1457390254); and
- DC’s Canada Media Marketplace website: <http://www.canadamediaprovider.org/ae0/>

The Contractor(s) is a talented writer who can get up to speed with DC projects and the DC brand quickly. They are able to create work that matches the style and tone of DC platforms while appealing to the target audience. The Contractor(s) should:

- Be able to change styles in order to write for a variety of target audiences;
- Write clean copy, devoid of grammatical or factual errors;
- Write persuasively, understanding what makes a good call-to-action;
- Know what makes content succeed on social media; and
- Be open, receptive to edits, and working with editors.

The Contractor(s) should have demonstrated experience authoring compelling and engaging content that inspires the following groups:

- Meeting planners to select a destination to meet and engage in;
- Travellers to choose their next travel destination; and/or
- Travel industry professionals to see value and take part in joint programs and initiatives.

The Contractor(s) is a professional that is flexible and likes to be challenged; not scared off by a tight deadline or a bit of research. The ability to write or edit in multiple languages is an asset.

### **C.3 Scope of Work**

The Contractor(s) may be asked to undertake writing and editing services in English or French (depending on your working language) for projects that include, but are not limited to:

- Creating original content for the DC Corporate website and Business Events Canada website in several formats written in our corporate voice and style;
- Creating original, fact-checked articles for the DC Consumer websites written in our brand voice and style;
- Crafting creative and compelling campaign-specific ad copy, headlines, and content that perform well in a digital environment;
- Developing communications materials for consumer, trade, meetings, conventions, and incentive travel (MC&IT) publications including sales tools and marketing collateral;
- Creating copy for press releases, e-newsletters, speeches, and presentations; and
- Creating copy for event and tradeshow websites and associated event collateral.

In addition to the examples listed above, the Contractor(s) may be asked to:

- Provide substantive and copy editing services;
- Provide localization services;
- Provide or find photography and videos to support original written content; and
- Upload content directly to online platforms.

### **C.4 Approach and Methodology**

DC intends to contact the proponents on an as-and-when needed basis to request writing and editing services. DC will generally use the following steps:

- E-mail the qualified Contractor(s), based on their fit for the particular task, to gauge availability, interest, and to finalize contractual details including timelines, deliverables, budget; and
- Execute a statement of work setting out the required writing and editing services in more detail.

The Contractors shall provide the required services set out in the statement of work by the agreed upon deadline.



## SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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Full compliance with mandatory criteria is required in order for proposals to be further evaluated.

### D.1 Mandatory Requirements

D.1.1 Required at least five (5) years' experience providing professional writing and/or editing services or working in journalism, media relations, or a related field.  
Are you able to comply with this requirement?

Yes

No

D.1.2. Required that the proponent has writing and/or editing experience related to travel and/or the tourism industry.  
Are you able to comply with this requirement?

Yes

No

D.1.3. Required that the proponent provides a resume and writing and/or editing samples as part of their submission.  
Are you able to comply with this requirement?

Yes

No

D.1.4. Required that the proponent complete the table below confirming your interest in the following service categories. Rate your experience on a scale of 1 through 5 (1 being beginner status and 5 being expert status).

<b>Service Category</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Consumer-facing travel articles/blogs					
Copywriting (email, newsletters, technical copy, ad copy, conversion copy)					
Corporate Communications (corporate website content, press releases, newsletters, speeches, presentations, reports, research tools and publications)					
Events (industry and media tradeshow, tourism and hospitality storytelling, experience writing for the MC&IT industry)					
Editing (proofreading, fact-checking, stylistic and grammatical editing)					

## **SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE**

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Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

### **E.1 Business / Technical Requirements**

- E.1.1 For each service category indicated under Section D.1.4, provide a brief summary of your experience (maximum of 100 words per task).  
This question is valued at 10%
- E.1.2 For each service category indicated under Section D.1.4, provide three written work samples that you have completed within the last five years. For each sample, include:
- a) The name of the publication or business the service was provided for;
  - b) The approximate length of time taken to complete the sample;
  - c) A summary of the project brief;
  - d) How the piece delivered on the results the written work was meant to achieve; and
  - e) Whether you sourced photography and/or videos (if applicable).
- This question is valued at 45%
- E.1.3 Explain how you prefer to work and what your ideal working relationship with DC would be. Include how you manage your workload to ensure that your work is delivered on time and exceed your client's expectations. (Maximum 200 words)  
This question is valued at 10%
- E.1.4 The ability to write and/or edit in multiple languages is an asset. If you can write and/or edit in multiple languages or have experience writing or localizing copy to different markets, please provide a summary of those capabilities and attach at least one relevant writing/localization sample.  
This question is valued at 5%

## SECTION F – PRICING

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Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the RFSQ# and name along with company information. CTC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

Proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this RFSQ and as demonstrated through their response.

CTC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

### F.1 Proposed Pricing Detail

Your proposal must include your firm, all-inclusive hourly rate to provide the services as described in this RFSQ document for each applicable component listed in the format provided below.

All prices should be quoted in the **Canadian** dollars, excluding taxes.

Item	Rate (\$ CDN)
Hourly Rate	
Other – if applicable	

### F.2 Payment Discounts

CTC prefers a Net 45 payment term and may consider accelerating payment based on early payment discounts.

F.2.1 Indicate your payment terms, and explain any early payment discounts available to CTC.

### F.3 Pricing Strategies

CTC may be open to other pricing strategies, incentives, volume discounts or other offerings that would benefit CTC. CTC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

Please indicate any other pricing strategies that your company may be willing to discuss with CTC.

## SECTION G – RFSQ PROCESS AND TERMS

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### G.1 RFSQ Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	January 26, 2017, 14:00 hours PT
Intent to Submit (*)	January 26, 2017, 14:00 hours PT
Closing Date and Time	February 10, 2017, 14:00 hours PT
Notification: CTC will endeavour to notify all successful and unsuccessful proponents of its selection by:	February 20, 2017
Timeframe for Negotiations	15 days following notification by CTC

Note: The schedule is subject to change at CTC's sole discretion.

**(\*) Please note the intent to submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.**

### G.2 Interpretation of the RFSQ

If a proponent is in doubt as to the intended meaning of any part of this RFSQ or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by CTC, an amendment to the RFSQ may be issued.

It is the proponent's responsibility to understand all aspects of the RFSQ requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

### G.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the RFSQ cover is authorized by CTC to comment on any portion of this RFSQ or the requirements described in this RFSQ. CTC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated CTC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting CTC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

### G.4 Accuracy of Information

While the information set out, or referred to, in this RFSQ has been prepared and included in good faith, CTC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

## **G.5 Amendments**

Information, instructions, modifications, and/or questions and answers may be incorporated by CTC in an amendment to the RFSQ. If this RFSQ was posted on the Government of Canada BuyandSell.com website (“BuyandSell”), CTC may post amendments to BuyandSell, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent’s responsibility to regularly review BuyandSell for amendments to the RFSQ that CTC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this RFSQ. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the Proponent’s response (see Appendix 3).

## **G.6 Modification and Withdrawal**

Modifications to, or withdrawals of, a submitted RFSQ will be accepted by the CTC by e-mail notice provided that such e-mail is received by CTC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

## **G.7 Period of Validity**

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

## **G.8 Proposal Expenses**

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this RFSQ, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by CTC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this RFSQ, the proponent agrees to absolve the CTC of any responsibility for the same.

## **G.9 Language**

Proposals may be submitted in either French or English. The working language for the RFSQ process and subsequent contract will be English.

## **G.10 Contract Negotiations**

The CTC reserves the right to negotiate contract scope and terms with the proponent whose expertise, experience, vision and reputation are judged to best serve the interests of the CTC, hereafter the “Preferred Proponent”. Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

The CTC will enter into discussions and negotiations with the Preferred Proponent to reach agreement on the final terms of the Agreement. Negotiations may include requests by CTC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by CTC for improved pricing from the proponent.

Concurrent Negotiations: The top ranked proponents, as established under the evaluation, will be invited to enter into contract negotiations with CTC. CTC intends to conduct negotiations within the Timeframe for Negotiations.

At any point in the Timeframe for Negotiations, CTC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more proponents will be determined following CTC's receipt of Best and Final Offers. Final selection will be based upon best overall value to CTC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

#### **G.11 Contract Award**

If a contract is subsequently negotiated and awarded to a proponent as a result of this RFSQ process;

- i. any such agreement will commence upon signature by the duly authorized representatives of the CTC and the successful proponent; and
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5.

#### **G.12 Debriefing**

Upon request, and at CTC's sole discretion, CTC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to the CTC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

#### **G.13 Material Circumstances**

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a CTC employee or Board member of CTC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the RFSQ process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a CTC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the RFSQ process (each a "Material Circumstance").

CTC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and CTC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that CTC considers in its opinion would give rise to unfair advantage in the RFSQ process, or would otherwise prejudice the integrity of the RFSQ process.

#### **G.14 Proponents Not to Promote Their Interest**

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

### **G.15 Confidentiality**

The CTC recognizes the proprietary nature of information that may be contained in response to this RFSQ. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. CTC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this RFSQ or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from the CTC and other information developed for the CTC in connection with this competition. Proponents shall not use CTC's confidential information except as required to develop a proposal and presentation in response to this RFSQ.

Except as required by law, CTC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

### **G.16 Publicity**

Proponents must not refer, expressly or by implication, to the CTC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

### **G.17 No Collusion**

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

### **G.18 Law**

This RFSQ process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

### **G.19 Indemnities**

The proponent shall be responsible for and shall indemnify CTC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this RFSQ process and all costs associated with those claims, loss and damages.

### **G.20 Rights of the Canadian Tourism Commission**

In addition, CTC reserves the right, in its sole and absolute discretion, to:

G.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;

G.20.2 reject any, all or part of any proposal that:

- i. is incomplete, obscure, irregular or unrealistic;
- ii. fails to meet the objective of the RFSQ;
- iii. fails or omits any mandatory information; or
- iv. is non-compliant with any requirement of this request;

- G.20.3 not accept any deviations from the stated terms and conditions;
- G.20.4 terminate the process at any time and/or re-issue this RFSQ at any time;
- G.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this RFSQ process;
- G.20.6 contact references;
- G.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to CTC;
- G.20.8 incorporate all, or any portion of the Statement of Work, the RFSQ, and the successful proponent's proposal into a resulting contract document;
- G.20.9 to make an award in whole or in part, including the right to select and contract with more than the stated maximum number of top-ranked proponents, to meet the requirements of the RFSQ;
- G.20.10 not enter into any contract at all with any proponents responding to this RFSQ.



## **SECTION H – ROSTER AND STANDING OFFER AGREEMENT CONDITIONS**

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The conditions set out in this Section regarding the use of the Roster and SOA's are subject to change from time to time as the CTC may deem necessary, without notice to the Contractors on the Roster.

1. The criteria for selecting a Contractor from the Roster for each project or task will vary, depending upon CTC's requirements.
2. The CTC reserves the right to engage any Contractor in the Roster on an "as, if and when requested" basis and may be contacted directly or asked to compete on opportunities for the provision of services.
3. Any Contractor selected to provide services may be required to execute a statement of work that will be governed by the SOA.
4. If Contractors are asked to compete on opportunities, the CTC may not necessarily select the Contractor offering the lowest price, and may also evaluate qualifications or other criteria required for a specific project.
5. Contractors should, during the period that the SOA is in effect, advise the CTC of any material changes to the information contained in their response.
6. The CTC has no obligation to:
  - a. inquire as to the availability of substitute key personnel when advised by a Contractor that the key personnel named on the SOA is not available for a particular project;
  - b. evaluate or accept any substitute key personnel proposed by a Contractor;
  - c. enter into a statement of work with any one or more Contractor; or
  - d. invite any one or more Contractor to participate in competitive processes for a statement of work.
7. The CTC reserves the right to utilize vendors that are not on the Roster.
8. CTC may, from time to time, conduct pre-qualification evaluations with alternative proponents that did not participate in this competition, and/or with proponents that were not selected in previous pre-qualifications. As a result, CTC may, solely in its discretion, add alternative proponents to the existing Roster and increase the number of proponents at any time during the Roster term. There is no assurance that the CTC will require any future additions to the Roster or will accept any requests for inclusion.
9. CTC expects requirements and future evaluations will stay materially the same as the initial pre-qualification process. However, there may be variations depending on CTC's requirements at that time. The basis for future pre-qualification requirements and evaluations will be at CTC's sole discretion.
10. Contractors who are already included on the Roster may retain their pre-qualification standing and may not be required to re-submit proposals for future pre-qualification processes related to this competition. However, CTC may request a Contractor who is on the Roster to re-submit for pre-qualification under the following conditions:
  - a. where a Contractor has not been selected by CTC to provide goods or services to CTC over the course of the Roster term; or
  - b. where CTC deems a proponent is no longer able to meet the minimum requirements defined in the pre-qualification process; or

- c. any other circumstance that CTC deems may affect the proponent's ability to provide the good(s) and service(s) related to the requirements defined in the pre-qualification process.
- 11. CTC reserves the right to remove a Contractor from the Roster for any reason that the CTC deems to have a material influence on the ability of the Contractor to satisfactorily provide the CTC with the goods or services under the Roster.

## **SECTION I: LIST OF APPENDICES**

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<b>APPENDIX</b>	<b>FILE NAME</b>
1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms

## APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGEMENT FORM

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### 1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name and address:	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the RFSQ (name title, phone number and e-mail):	

- b) References - List three customers with similar requirements to those described in this RFSQ who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that CTC may contact any of these references. It is requested that proponents refrain from using CTC as a reference in their proposal.

#### Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

**Reference #2:**

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

**Reference #3:**

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this RFSQ.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2017

Authorized Signature:

\_\_\_\_\_

Printed Name & Title:

\_\_\_\_\_

Company Name:

\_\_\_\_\_

City:

\_\_\_\_\_

Address:

\_\_\_\_\_

Phone Number:

Fax Number:

\_\_\_\_\_

E-mail Address:

\_\_\_\_\_

## **APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM**

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### MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in G.13) as an attachment to their proposal.

Check ONE:

- No, there are no Material Circumstances to disclose; OR
- Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

### **APPENDIX 3: AMENDMENTS**

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Please confirm that any amendments to this RFSQ issued have been read and included in proponent response. List the Amendments included in the response (if applicable).

Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:
Amendment No.:	Dated:	# of Pages:

**APPENDIX 4: DECLARATION OF SUB-CONTRACTORS**

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- The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement Form.
- Sub-contractors will be used to provide the goods and or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

Fax Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

% of services the Sub-Contractor will be providing: \_\_\_\_\_%



## **APPENDIX 5: GENERAL CONTRACT TERMS**

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The following general terms may be required by the CTC in order to be awarded the Work under this RFSQ. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the RFSQ;
3. The Contractor will designate key personnel assigned to the CTC file who cannot be changed without the approval of the CTC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to CTC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of CTC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of the CTC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies the CTC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to the CTC without markup, including media placements;
12. Confidentiality clauses to be included;
13. CTC shall be entitled to terminate for convenience upon 60 days written notice and upon payment for any work completed or committed to the date of termination. If CTC terminates the contract or a particular work order for breach, then CTC is not required to pay for the work;
14. CTC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.