



Canadian Museum of Immigration at Pier 21
Musée canadien de l'immigration du Quai 21

Request for Proposals 2019/20 Digital Media Buy

Date of Solicitation: February 1, 2019

Proponent Conference Call: February 26, 2019 at 3 p.m. ADT

Closing: March 19, 2019 at 3 p.m. ADT

The Canadian Museum of Immigration at Pier 21 is committed to purchasing goods and services to ensure the best overall value to the Museum. Procurement is conducted with due regard to applicable laws, regulations, trade agreements, internal policies, environmental considerations and competitive processes. Ensure that you have read all procurement documents carefully and that your response includes all of the information requested.

Canada

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1. Scope of Work

1.1 Background

The Canadian Museum of Immigration at Pier 21 (hereinafter “CMI”) is seeking proposals from agencies with experience providing media planning and media buying services in the local marketplace with tourism clients.

Who We Are

CMI collects, shares and pays tribute to the Canadian immigration story.

CMI is situated in Halifax, Nova Scotia at Pier 21, the National Historic Site that served as the gateway to Canada for one million immigrants between 1928 and 1971. During the Second World War 368,000 Canadian military personnel departed from Pier 21 for service overseas.

Today, CMI shares the stories and experiences of all immigrants to Canada, past to present day. CMI enhances public understanding of the experiences of immigrants to Canada, highlights the vital role immigration has played in the building of our country and the contributions of immigrants to Canada’s culture, economy and way of life. It is Canada’s sixth national museum and only one of two located outside of the National Capital Region.

We are a museum of stories and continue to actively collect stories and oral histories representing the diversity of experience found in Canada for both visitors and future generations.

In addition to our two permanent exhibits, CMI will host a temporary exhibit from March to November 2019 titled ***Family Bonds and Belonging***. This exhibit honours and interprets the many ideas of family. Through four themes --belonging, growth and change, gatherings and generations -- the exhibition celebrates Canadian identity by exploring families and family history, linking past to present and province to nation.

1.2 The Services

CMI is seeking proposals from agencies to perform digital media buying services. The main objective of this campaign is to increase website and onsite visitation over the 2019 summer/fall tourism season, local visitation during the winter season, and provide year-round paid search campaign, with a secondary objective of increasing awareness of and attendance to CMI’s new temporary exhibit ***Family Bonds and Belonging***. Due to the size of the budget, we expect the buy to be limited to within province/region.

The primary audience for this campaign is in-market English & French locals and visiting tourists, which we would be defined loosely as empty nesters, museum-goers, affluent, well-educated, with a household income of \$75K+. With the new temporary exhibit CMI hopes to encourage visitations of a newer audience of established millennials (ages 25-34) and families.

Please note that most creative services are outside the scope of this RFP. Bilingual creative for standard digital display as well as broadcast quality video (15/30) for pre-roll will be available. The Contractor shall support CMI with copy for AdWords and the creation of animated display (if used) may be required. CMI will provide translation services for all copy used.

Measures of success for this campaign will be 5% increase of website traffic and on site visitation from the previous year.

1.3 Schedule

Date	Item
February 5, 2019	RFP Issued
February 26, 2019	Proponent Conference Call
March 19, 2019	RFP Closes
Week of March 25, 2019	Interviews
Week of April 8, 2019	Kick-off Meeting

1.4 Project Budget

The budget for the media buy and fees is a maximum of \$120,000 CAD (exclusive of HST and inclusive of all fees and commissions).

Out of Scope

Print, Out of Home and Broadcast media placements are exclusive of this contract. Any translation requirements will be managed by CMI and are not in scope for this contract.

1.5 Reporting and Communication

The Agency will be required to report to and communicate with CMI as follows for all work performed under the Contract:

Primary Contact:

Dominique Bujold, Marketing and Brand Specialist
dbujold@pier21.ca | 902.425.7770 ext. 228

3. Contract Terms and Conditions

3.1 Definitions

In the Contract, unless the context otherwise requires:

"Applicable Taxes" means the Harmonized Sales Tax (HST), and any other tax, by law, payable by CMI;

"Articles of Agreement" means the clauses and conditions incorporated in full text or incorporated by reference from the Standard Acquisition Clauses and Conditions Manual to form the body of the Contract; it does not include these general conditions, any supplemental general conditions, annexes, the Contractor's bid or any other document;

"CMI" and "Museum" means the Canadian Museum of Immigration at Pier 21, a federal crown corporation.

"Contract" means the Articles of Agreement, these general conditions, any supplemental general conditions, annexes and any other document specified or referred to as forming part of the Contract, all as amended by agreement of the Parties from time to time;

"Contractor" means the person(s), entity or entities named in the Contract to supply goods, services or both to CMI;

"Contract Price" means the amount stated in the Contract to be payable to the Contractor for the Work, exclusive of Applicable Taxes;

"Government Property" means anything supplied to the Contractor by or on behalf of CMI for the purposes of performing the Contract and anything acquired by the Contractor in any manner in connection with the Work, the cost of which is paid by CMI under the Contract;

"Party" means CMI, the Contractor, or any other signatory to the Contract and "Parties" means all of them;

"Project" and "Services" means the services and work related to the redesigned Contributions Zone as described in the *Request for Proposals 2019/20 Media Digital Media Buy*;

"Proponent" and "Agency" means the person(s), entity or entities submitting a proposal;

"Work" means all the activities, services, goods, equipment, matters and things required to be done, delivered or performed by the Contractor under the Contract.

3.2 Period of Contract

The Contract shall start April 2019 and end March 2020. CMI may extend the term of the contract up to two years pending satisfactory review of the deliverables from year 1.

3.3 Terms of Payment

- 3.3.1 The Services shall commence upon the Contractor's receipt of the Letter of Intent from CMI.
- 3.3.2 Payment for the Services shall commence upon the Contractor's signing of the Supplier Information Form (T1204).
- 3.3.3 Invoices for the Services shall be billed to CMI by the Contractor on a monthly basis.
- 3.3.4 By submitting an invoice, the Contractor certifies that the invoice is consistent with the Work delivered and is in accordance with the Contract.
- 3.3.5 CMI's standard payment period is 30 days. The payment period is measured from the date an invoice in acceptable form and content is received in accordance with the Contract or the date the Work is delivered in acceptable condition as required in the Contract, whichever is later.
- 3.3.6 If the content of the invoice and its substantiating documentation are not in accordance with the Contract or the Work is not in acceptable condition, CMI will notify the Contractor within 15 days of receipt. The 30-day payment period begins upon receipt of the revised invoice or the replacement or corrected Work.
- 3.3.7 The fees payable by CMI shall constitute the Contractor's only remuneration under this Agreement. Neither the Contractor nor its personnel shall accept any trade commission, discount, allowance or indirect payment of other consideration in relation to the Services.

3.4 Conduct of the Work

- 3.4.1 The Contractor represents and warrants that:
- a) it is competent to perform the Work;
 - b) it has everything necessary to perform the Work, including the resources, facilities, labour, technology, equipment, and materials; and
 - c) it has the necessary qualifications, including knowledge, skill, know-how and experience, and the ability to use them effectively to perform the Work.
- 3.4.2 The Contractor must:
- a) perform the Work diligently and efficiently;

- b) except for Government Property, supply everything necessary to perform the Work;
- c) use, as a minimum, quality assurance procedures, inspections and controls generally used and recognized by the industry to ensure the degree of quality required by the Contract;
- d) select and employ a sufficient number of qualified people;
- e) perform the Work in accordance with standards of quality acceptable to Canada and in full conformity with the specifications and all the requirements of the Contract;
- f) provide effective and efficient supervision to ensure that the quality of workmanship meets the requirements of the Contract; and
- g) be a company in good standing with the Workers' Compensation Board of Nova Scotia or equivalent.

3.4.3 The Work must not be performed by any person who, in the opinion of CMI, is incompetent, unsuitable or has conducted himself/herself improperly.

3.5 Inspection and Acceptance of the Work

All the Work is subject to inspection and acceptance by CMI. Inspection and acceptance of the Work by CMI do not relieve the Contractor of its responsibility for defects or other failures to meet the requirements of the Contract. CMI will have the right to reject any work that is not in accordance with the requirements of the Contract and require its correction or replacement at the Contractor's expense.

3.6 Changes, Alterations and Amendments

The Parties shall not make changes to the Contract without prior written approval of the Parties. The party requesting a change will submit a Change Request to the other party for service requirements in writing. If the change request is reasonable and to the benefit of the Contract, the Contractor's signing authority and CMI's signing authority shall sign a Change Order. A Change Order is a written amendment to the Contract and binding to the Parties.

3.7 Copyright

All products and services produced in relation to the Contract are property of CMI.

3.8 Confidentiality

Information pertaining to CMI obtained by the Contractor as result of participation in the Services is confidential and must not be disclosed without a written consent from CMI.

3.9 Access to Information

The Contractor acknowledges and understands that CMI is subject to the *Privacy Act* and *Access to Information Act*, and it may, as a result of specific request made under the Act, be required to release information as it is related to the contract.

3.10 Legislative Requirements

- 3.10.1 The Contractor must comply with all laws applicable to the performance of the Contract. The Contractor must provide evidence of compliance with such laws to CMI at such times as CMI may reasonably request.
- 3.10.2 The Contractor must obtain and maintain at its own cost all permits, licenses, regulatory approvals, insurance, and certificates required to perform the Work. If requested by CMI, the Contractor must provide a copy of any required permit, license, regulatory approvals or certificate to CMI.
- 3.10.3 The working language of CMI is English. In the event of any conflict between languages of the meaning or interpretation of a word, phrase or clause in this Agreement, the English language version shall prevail.

3.11 Default by the Contract

- 3.11.1 If the Contractor is in default in carrying out any of its obligations under the Contract, CMI may, by giving written notice to the Contractor, terminate for default the Contract or part of the Contract. The termination will take effect immediately or at the expiration of a cure period specified in the notice, if the Contractor has not cured the default to the satisfaction of CMI within that cure period.
- 3.11.2 If the Contractor becomes bankrupt or insolvent, makes an assignment for the benefit of creditors, or takes the benefit of any statute relating to bankrupt or insolvent debtors, or if a receiver is appointed under a debt instrument or a receiving order is made against the Contractor, or an order is made or a resolution passed for the winding-up of the Contractor, CMI may, to the extent permitted by the laws of Canada, by giving written notice to the Contractor, immediately terminate for default the Contract or part of the Contract.
- 3.11.3 If CMI gives notice under subsection 3.11.1 or 3.11.2, the Contractor will have no claim for further payment except as provided in this section. The Contractor will be liable to CMI for all losses and damages suffered by CMI because of the default or occurrence upon which the notice was based, including any increase in the cost incurred by CMI in procuring the Work from another source. The Contractor agrees to repay immediately to CMI the portion of any advance payment that is unliquidated at the date of the termination.

3.12 Termination for Convenience

- 3.12.1 At any time before the completion of the Work, CMI may, by giving notice in writing to the Contractor, terminate for convenience the Contract or part of the Contract. Once such a notice of termination for convenience is given, the Contractor must comply with the requirements of the termination notice. If the Contract is terminated in part only, the Contractor must proceed to complete any part of the Work that is not affected by the termination notice. The termination will take effect immediately or, as the case may be, at the time specified in the termination notice.
- 3.12.2 If a termination notice is given pursuant to subsection 3.12.1, the Contractor will be entitled to be paid, for costs that have been reasonably and properly incurred to perform the Contract to the extent that the Contractor has not already been paid or reimbursed by CMI. The Contractor agrees that it will only be paid the following amounts:
- a) on the basis of the Contract Price, for any part of the Work completed that is inspected and accepted in accordance with the Contract, whether completed before, or after the termination in accordance with the instructions contained in the termination notice;
 - b) the Cost incurred by the Contractor plus a fair and reasonable profit thereon as determined by Canada in accordance with the profit provisions found in PWGSC Supply Manual section 10.65 Calculation of profit on negotiated contracts, for any part of the Work commenced, but not completed, prior to the date of the termination notice. The Contractor agrees that it is not entitled to any anticipated profit on any part of the Contract terminated; and
 - c) all costs incidental to the termination of the Work incurred by the Contractor but not including the cost of severance payments or damages to employees whose services are no longer required, except wages that the Contractor is obligated by statute to pay.
- 3.12.3 CMI may reduce the payment in respect of any part of the Work, if upon inspection, it does not meet the requirements of the Contract.
- 3.12.4 The total of the amounts, to which the Contractor is entitled to be paid under this section, together with any amounts paid, due or becoming due to the Contractor must not exceed the Contract Price. The Contractor will have no claim for damages, compensation, loss of profit, allowance arising out of any termination notice given by CMI under this section except to the extent that this section expressly provides. The Contractor agrees to repay immediately to CMI the portion of any advance payment that is unliquidated at the date of the termination.

3.15 No bribe or conflict

- 3.15.1 The Contractor declares that no bribe, gift, benefit, or other inducement has been or will be paid, given, promised or offered directly or indirectly to any official or employee of CMI or to a member of the family of such a person, with a view to influencing the entry into the Contract or the administration of the Contract.

- 3.15.2 The Contractor must not influence, seek to influence or otherwise take part in a decision of CMI knowing that the decision might further its private interest. The Contractor must have no financial interest in the business of a third party that causes or would appear to cause a conflict of interest in connection with the performance of its obligations under the Contract. If such a financial interest is acquired during the period of the Contract, the Contractor must immediately declare it to CMI.
- 3.15.3 The Contractor warrants that, to the best of its knowledge after making diligent inquiry, no conflict exists or is likely to arise in the performance of the Contract. In the event the Contractor becomes aware of any matter that causes or is likely to cause a conflict in relation to the Contractor's performance under the Contract, the Contractor must immediately disclose such matter to CMI in writing.
- 3.15.4 If CMI is of the opinion that a conflict exists as a result of the Contractor's disclosure or as a result of any other information brought to CMI's attention, CMI may require the Contractor to take steps to resolve or otherwise deal with the conflict or, at its entire discretion, terminate the Contract for default. Conflict means any matter, circumstance, interest, or activity affecting the Contractor, its personnel or subcontractors, which may or may appear to impair the ability of the Contractor to perform the Work diligently and independently.

3.16 Indemnity

The Contractor covenants to indemnify and save harmless CMI, its directors, officers, employees and agents from and against any and all liabilities, losses, claims, demands, building damage, costs and expenses (including lawyer's fees and litigation expenses on a solicitor and client basis) whatsoever to which CMI, its directors, officers, employees and agents may become subject to as a result of the breach of any covenant, agreement, term or condition of this Agreement or as a result of or in connection with the use and occupation of the Premises, by the Contractor or its servants, agents, employees, contractors, invitees or others for whom it is in law responsible or arising out of or resulting from the negligence or wilful misconduct of the Contractor or its servants, agents, employees, contractors, invitees or others for whom it is in law responsible except where caused by the negligence or wilful misconduct of the CMI or those for whom it is in law responsible.

3.17 Insurance

Any and all insurance necessary for the Contractor to carry out the Services will be determined and provided by the Contractor. CMI provides no insurance and accepts no liability.

3.18 Notices

Any notices required or permitted to be given by the Contractor or CMI shall be deemed to have been properly and effectively given if delivered personally, sent by facsimile, sent by e-mail or sent by registered prepaid mail to the party whom the notice is to be given.

3.19 No Promotion of Relationship

Any publicity or publication related to the contract shall be at the sole discretion of CMI. Without limiting the foregoing, the Contractor shall not make use of its association with CMI, directly or indirectly communicate with the media in relation to the contract, the subject matter, or undertake any communication with CMI that in the opinion of CMI is unsolicited promotional communication relating to the contract, without prior written consent of CMI.

3.20 Assignment

No right of interest in the Contract shall be assigned by either party without the written consent of the other and no delegation owed, or the performance of any obligation by either CMI or the Contractor shall be made without the written consent of the other party.

3.21 Gender

In the Contract, unless the context otherwise requires, words importing gender include all genders.

3.22 Force Majeure

The Contractor is not liable for failure to perform the obligations as set out in the contract as a result of acts of God (including fire, flood, earthquake, storm, hurricane or other natural disasters), war, invasion, act of foreign enemies, labour dispute, strike or lockout. If the Contractor asserts Force Majeure as an excuse for failure to perform their obligations, they must prove that reasonable steps were taken to minimize delay or damages caused by foreseeable events, that the Contractor substantially fulfilled all non-excused obligations and CMI was timely notified of the likelihood or actual occurrence of the event which invoked the Force Majeure.

4. Proposal Submission Instructions

4.1 Form of Submission

The Proponent must submit Section 6 (Proposal Submittal Documentation).

If a consortium or team submits a proposal a clear “lead” must be identified that will be legally responsible for the contract. CMI will enter into contract with only one Agency or Joint Venture organization. Only a complete team or consortium deemed to be able to complete all aspects of the Services shall be considered for award.

4.2 Proposal Submission Instructions

4.2.1 Location, Date and Time for Proposal Submission.

Proposals shall be delivered **ONLY** to the address specified below.

Ashley MacPherson, Procurement and Administration Manager
2nd Floor, 1099 Marginal Road
Halifax, Nova Scotia B3H 4P7

4.2.2 The proposals must be submitted and received at this address by **March 19, 2019 at 3 p.m. ADT**. Faxes and/or emails of proposals **will not be accepted**. Timely receipt and correct direction of the proposals shall be the sole responsibility of the Proponent.

4.3 Bidder’s Conference and Enquiries

4.3.1 Enquires During the Solicitation Process

All enquiries regarding the proposal solicitation shall be submitted in writing or by email. Answers to questions will be provided on ongoing basis and will be issued as addenda. Direct enquiries to:

Ashley MacPherson, Procurement and Administration Manager
Email: amacpherson@pier21.ca

To ensure consistency and quality of information provided to Proponents, the Procurement and Administration Manager will provide, simultaneously to all, any information in respect to enquiries/questions received and the replies to such enquiries/questions without revealing the sources of enquiries.

Proponents are only permitted to communicate with the Procurement and Administration Manager. Non-compliance with this condition during the solicitation period may (for that reason alone) result in disqualification of the Proponent's proposal.

- 4.3.2 A Bidder's Conference will be held on **February 26, 2019 at 3:00 p.m. Atlantic Time (ADT)** by teleconference. Proponents who have questions in regards to this RFP are encouraged to register for the Bidder's Conference with the Procurement and Administration Manager. Those who have registered will be sent a teleconference code for the Conference. Questions and answers discussed during the Bidder's Conference will be posted as an addendum.

To receive a Bidder's Conference code, contact Ashley MacPherson at amacpherson@pier21.ca

- 4.3.3 Proponents shall promptly examine all documents and addenda comprising this RFP and shall report any errors, and seek clarification of apparent errors, ambiguities, or other problems as soon as identified. It is the Proponent's responsibility to avail themselves of all the necessary information to prepare a compliant proposal in response to this RFP. The Evaluation Committee is under no obligation to seek clarification of a Proponent's proposal.

4.4 Amendments, Withdrawal and Disqualification

- 4.4.1 After the closing date and time, amendments to the Proponent's proposal will not be accepted.
- 4.4.2 In the event that a Proponent wishes to withdraw its Proposal, the Proponent shall immediately notify the Procurement and Administration Manager in writing or by email, before the RFP closing date. Should a proposal be withdrawn, it will be returned to the Proponent after the closing date, and no further consideration will be given to it.

4.5 Costs Related to Solicitation Process

All costs and expenses incurred by the Proponent related to the preparation of the proposal shall be borne by the Proponent. CMI is not liable to pay such costs and expenses or to reimburse or to compensate Proponents under any circumstance.

CMI shall not be responsible for any costs related to any delays in the RFP, in awarding the contract, or costs associated with any review or the approval process, or with obtaining any government approvals.

4.6 Conflict of Interest

Proponents must fully disclose in writing to the Procurement and Administration Manager, on or before the closing date of the RFP, any circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Proponent were to become a

contracting party pursuant to the RFP. The Evaluation Committee shall review any submissions by Proponents under this provision and may reject any Proposals where, in the opinion of the Committee, the Proponent could be in conflict of interest or could be perceived to be in a possible conflict of interest position if the Proponent were to become a contracting party pursuant to this RFP.

It will be a condition of the final contract that no former public office holder who is not in compliance with the post-employment provision of the Conflict of Interest and Post Employment Code of the Public Office Holders shall derive a direct benefit from this Contract.

4.7 RFP/Offer

This RFP does not constitute an offer of any nature or kind whatsoever by the Canadian Museum of Immigration at Pier 21 to any Proponent. CMI reserves the right to reject all proposals, in whole or in part, and/or to enter into negotiations with any party to provide such products and/or services to CMI.

5. Evaluation and Award

Proponents are hereby advised that failure to provide all of the information and documentation to the degree specified in the RFP and in the format indicated may result in their proposal being assessed as non-compliant, or in the case of rated requirements no points or lesser points will be assigned to the criteria.

Based on the best overall value to CMI, proposals will be assessed using the criteria specified herein.

There shall be no public opening of the proposals received in response to this RFP.

The criteria specified in this RFP, as possibly amended by Solicitation Amendments, are the **sole criteria** which will be used in the evaluation of proposals.

5.1 Evaluation Criteria and Process

5.1.1 Criteria and Scoring

Proposals will be evaluated and scored in accordance with the following criteria.

Review 1	
Criteria	Points
Demonstrated understanding of requirements of CMI	20
Demonstrated experience and understanding of Nova Scotia Marketplace (both tourist and local markets)	20

Team identified for this project	10
Schedule	15
Proposed breakdown of budget	20
Plan for monitoring, reporting and evaluation	15
Total Points	100

Review 2	
Criteria	Points
Interviews	20
Reference Call	10
Total Points	30

5.1.2 Process

An Evaluation Committee shall evaluate the Proposals. Decisions as to the degree to which a proposal meets the requirements of this RFP are within the exclusive judgment of the Evaluation Committee.

The Evaluation Committee will:

- Evaluate the proposals independently and as a team to determine scores. Decisions as to the degree to which a proposal meets the requirements of this RFP are within the exclusive judgment of the Evaluation Committee.
- Scores shall be calculated by adding all criteria scores together for a total score out of 100 points. Proponents must achieve a minimum pass mark of 75% to qualify for consideration of Review 2.
- The top two Proponents shall be invited to an interview by teleconference or videoconference. Where there is a three-way tie, the top three Proponents shall be invited to be interviewed.
- References for the top Proponents may be contacted.
- It is the intent of CMI that the Proponent with the highest score overall shall be recommended for Contract award.

5.2 CMI's Rights

CMI reserves the right to:

- Ask any Proponent to provide proof that they have the necessary management structure, skilled personnel, experience, programs/software to perform competently the work identified in this RFP.
- Cancel and/or reissue this RFP at any time; CMI will not assume liability for any response preparation costs whatsoever.
- Request clarification or supporting data for any point in a Proponent's proposal.

- Negotiate with Proponents subject to the constraints of the mandatory requirements of this RFP.
- Make changes to this RFP, including substantial changes provided that those changes are issued by way of a Solicitation Amendment in writing, and is issued prior to the RFP closing date. CMI may do so without incurring any liability whatsoever to any of the Proponents.
- Maintain sole ownership of the proposals. All materials submitted by a Proponent in response to any part of this RFP shall become the sole property of CMI without payment or liability for payment.

5.3 Notification, Award and Debriefing

Once the successful Proponent and CMI have executed a Contract, CMI will communicate the name of the successful Proponent to all Proponents who have submitted a proposal.

CMI will provide a debriefing of a Proponent's proposal, if requested in writing, within ten (10) days of notification that they have been unsuccessful. Requests **must** be submitted to the Procurement and Administration Manager.

6. Proposal Submittal Documentation

6.1 Company Information

Request for Proposal to: Canadian Museum of Immigration at Pier 21. Please submit information as per this table.

Lead Legal Agency Name:	
Legal Agency Name (if required):	
Full Address:	
Telephone:	Facsimile:
Email Address:	
Name and title of person authorized to sign on behalf of the Agency (Type or Print)	
Lead Signature:	
Name and title of Project Contact (Type or Print)	
Telephone:	Email:

6.2 Addenda

Addenda will be issued by CMI regarding any changes and answers to questions that may arise during the solicitation period. Completion of this section will ensure that you have received and factored this information into your proposal. Failure to identify addenda issued by CMI may result in the disqualification of your proposal.

Number	Date Issued

6.3 Demonstrated Understanding of CMI and Project Goals

Provide 1-2 pages of your demonstrated understanding of the project goals for CMI. Demonstrate your insights and thinking for project success.

6.4 Marketplace Experience

Provide up to three relevant clients or case studies of similar marketplace experience.

6.5 Project Team

Provide the names and CVs or resumes (no more of 1 page each) of the project team who will be working with CMI.

6.6 Schedule

CMI will evaluate Proponents planning, in-market reporting/evaluation and start-up time. Please submit a Schedule for CMI to review. You may submit your schedule on this form or on your own form. If a Proponent chooses to submit their own form, please identify this Section.

6.7 Budget

Provide a budget break down of how you would allocate this budget between media buys by creative, monitoring/reporting and account management fees.

Item	Detail	Budget
Media Buys		

Monitoring / Reporting		
Account Management Fees		
TOTAL		\$120,000 CAD (MAX) exclusive of 15% HST

Proponents may use this form or submit their own form. If a Proponent chooses to submit their own form, please identify this Section.

6.8 Monitoring, Reporting and Evaluation

Provide your approach to monitoring, reporting and evaluation for this project.

6.9 Supplier Statement

WE: _____ (Supplier Name)

6.9.1 DO HEREBY OFFER to the Canadian Museum of Immigration at Pier 21 to diligently and faithfully provide the services in accordance with the terms and conditions of the RFP.

6.9.2 AND WE HEREBY AFFIRM AND CERTIFY that we:

- i. Have examined to our satisfaction all conditions affecting the Scope of Work.
- ii. Have carefully studied the RFP, including all addenda.
- iii. Have not relied on any information or documents provided by or on behalf of the Museum other than the RFP.
- iv. Have included the information that was required to be submitted, which information forms an integral part of the Submittal Documentation.

6.9.3 AND WE HEREBY DECLARE, REPRESENT, WARRANT AND AGREE THAT:

- i. The Proposal has been executed with full authority and is irrevocable, valid and open to acceptance by CMI for a period of ninety (90) full days from the Closing Date irrespective of the acceptance of any other Proposal or the issue of a notice or acceptance of another Proposal.
- ii. This Proposal is made by the undersigned without any connection, knowledge, and comparison of figures or arrangements with any other person who might submit a Proposal for the same Work and is in all respects fair and without collusion or fraud.
- iii. Proposed sub-Supplier (if any) have been given the opportunity to study the RFP.