



RETURN BIDS TO:

RETOURNER LES SOUMISSIONS À:

Bid Receiving - PWGSC / Réception des soumissions -
TPSGC

11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

Core 0B2 / Noyau 0B2

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise
indicated, all other terms and conditions of the Solicitation
remain the same.

Ce document est par la présente révisé; sauf indication contraire,
les modalités de l'invitation demeurent les mêmes.

Comments - Commentaires

Vendor/Firm Name and Address

Raison sociale et adresse du
fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

Title - Sujet Communication Marketing Management	
Solicitation No. - N° de l'invitation C1111-200211/A	Amendment No. - N° modif. 004
Client Reference No. - N° de référence du client C1111-20-0211	Date 2021-07-16
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-011-80124	
File No. - N° de dossier cx011.C1111-200211	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Daylight Saving Time EDT on - le 2021-08-03 Heure Avancée de l'Est HAE	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Leblanc(CX Div.), Marc-Andre	Buyer Id - Id de l'acheteur cx011
Telephone No. - N° de téléphone (873) 354-5948 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

Solicitation No. - N° de sollicitation
C1111-200211/001/CX
Client Ref. No. - N° de réf. du client
C1111-200211

Amd. No. - N° de la modif.
004
File No. - N° du dossier
cx011. C1111-200211

Buyer ID - Id de l'acheteur
Cx011
CCC No./N° CCC - FMS No./N° VME

SOLICITATION AMENDMENT 004

The purpose of this amendment is to answer bidder questions and to extend the closing date of the solicitation to August 3, 2021.

Questions and answers:

Question 3) Do you have a location preference or are you open to an east coast agency to support this work?

Answer 3) Thank you for your interest in Canadian Heritage's Public Education and Awareness Anti-Racism Campaign. There are no obligations concerning location of the agency, the services provided must however meet the definition of Canadian Content.

Question 4) Would you be willing to drop the \$500,000 budget minimum in M1 as that would limit the specifics around the diverse audience based campaigns that is being asked for in M2? We have examples to provide that do not necessarily meet the diverse criteria set in M2 that meet the M1 requirements for the budget and therein the conflict.

Answer 4) The mandatory technical evaluation criteria and the minimum budget of \$500,000 reflected in M1 reflect the national scope of the campaign and the investment of at least \$3.3 million for the overall campaign based on regional and demographic needs that will be informed and developed with impacted communities and Indigenous Peoples. It is anticipated that over \$1 million will be spent on the marketing part of the campaign. The criterion will not be changed.

Question 5) Could you let us know if there is a budget or an annual spend for this contract?

Answer 5) Please see the answer to question 2 in amendment 002.

Question 6) Could we request an extension to the submission deadline?

Answer 6) Thank you for your interest in Canadian Heritage's Public Education and Awareness Anti-Racism Campaign. We would be glad to extend the submission deadline to August 3rd 2021.

ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION UNCHANGED