

**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**

## Request For Supply Arrangement - Demande pour un arrangement en matière d'approvisionnement

Offer to: Department of Public Works and Government Services

We hereby offer to provide to Canada, as represented by the Minister of Public Works and Government Services, in accordance with the terms and conditions set out herein or attached hereto, the goods, services, and construction detailed herein and on any attached sheets.

Offre au: Ministère des Travaux publics et des Services  
gouvernementaux

Nous offrons par la présente de fournir au Canada, représenté par le ministre des Travaux publics et des Services gouvernementaux, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici et sur toute feuille ci-annexée.

## 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

<b>Title - Sujet</b> Communication Marketing Management	
<b>Solicitation No. - N° de l'invitation</b> EN578-190375/F	<b>Date</b> 2021-09-10
<b>Client Reference No. - N° de référence du client</b> EN578-19-0375	<b>GETS Ref. No. - N° de réf. de SEAG</b> PW-\$\$CX-001-80356
<b>File No. - N° de dossier</b> cx001.EN578-190375	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> Eastern Daylight Saving Time EDT <b>on - le 2021-11-05</b> Heure Avancée de l'Est HAE	
<b>Delivery Required - Livraison exigée</b> See Herein – Voir ci-inclus	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Wehbe(CX), Amal	<b>Buyer Id - Id de l'acheteur</b> cx001
<b>Telephone No. - N° de téléphone</b> (613)991-1475 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	
<b>Security - Sécurité</b> This request for a Supply Arrangement does not include provisions for security. Cette Demande pour un arrangement ne comprend pas des dispositions en matière de sécurité.	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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



Item Article	Description	Dest. Code Dest.	Inv. Code Fact.	Qty Qté	U. of I. U. de D.	Unit Price/Prix unitaire FOB/FAM		Delivery Req. Livraison Req.	Del. Offered Liv. offerte
						Destination	Plant/Usine		
4	Communication Marketing Management	EN578	EN578	1	Each	\$	\$	See Herein – Voir ci-inclus	
5	Communications Marketing Managemen t	EN578	EN578	1	Each	\$	\$	See Herein – Voir ci-inclus	

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## PART 1 - GENERAL INFORMATION

### 1.1 Introduction

The Request for Supply Arrangements (RFSA) is divided into six (6) parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Supplier Instructions: provides the instructions applicable to the clauses and conditions of the RFSA;
- Part 3 Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare the arrangement to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement, the security requirement, and the basis of selection;
- Part 5 Certifications: includes the certifications and additional information to be provided; and
- Part 6 6A, Supply Arrangement, 6B, Bid Solicitation, and 6C, Resulting Contract Clauses:
  - 6A, includes the Supply Arrangement (SA) with the applicable clauses and conditions;
  - 6B, includes the instructions for the bid solicitation process within the scope of the SA;
  - 6C, includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, the Basis of Payment and any other annexes.

### 1.2 Summary

- 1.2.1** The Government of Canada requires the provision of a full range of marketing services, which could encompass strategic services in the development, execution of subsequent measuring of success of marketing strategies/plans for a variety of initiatives ranging from departmental strategies to specific services or programs on an "as and when requested basis". The scope of the services covered by the Supply Arrangement is detailed in Annex A - Statement of Work.

These services will be provided to identified users as follows;

1. to Government of Canada departments, agencies or Crown corporations listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11
2. Any other identified users added to the Supply Arrangement through amendment. This may include Provinces, Territorial Governments.

Individual contracts awarded under the Supply Arrangement cannot be under **\$25,000.00 nor can they exceed \$2,000,000.00, including applicable taxes**. For requirements valued at more than \$2,000,000.00 including applicable taxes, the Request for Proposal will be posted on [buyandsell.gc.ca](http://buyandsell.gc.ca).

The period for awarding contracts under the Supply Arrangements is from issuance to December 31st, 2021. If the Supply Arrangement is authorized for use beyond the initial period, the Supplier

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offers to extend its arrangement for two (2) additional one (1) year periods. A Notice will be posted once a year on [buyandsell.gc.ca](http://buyandsell.gc.ca) to allow new suppliers to become qualified.

Existing qualified suppliers, who have been issued a Supply Arrangement, will not be required to submit a new arrangement.

The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).

The requirement covered by the bid solicitation of any resulting supply arrangement will be limited to Canadian goods and/or services.

The Request for Supply Arrangements (RFSA) is to establish supply arrangements for the delivery of the requirement detailed in the RFSA to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries to locations within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside of the resulting supply arrangements.

This RFSA allows suppliers to use the epost Connect service provided by Canada Post Corporation to transmit their arrangement electronically. Suppliers must refer to Part 2 of the RFSA entitled Supplier Instructions and Part 3 of the RFSA entitled Arrangement Preparation Instructions for further information on using this method.

### 1.3 Security Requirements

There are no security requirements related to this RFSA.

### 1.4 Canadian Content

The goods and/or services covered by the Supply Arrangement may be limited to Canadian goods and/or services as defined in clause [A3050T](#).

SACC Manual clause [A3050T](#) (2014-11-27) Canadian Content Definition

### 1.5 Aboriginal and Non-Aboriginal Suppliers

A portion of this procurement is set aside under the federal government's Procurement Strategy for Aboriginal Business (PSAB). Further to Article 800 of the CFTA, CFTA does not apply to the set aside portion of this procurement. CFTA does apply to the portion of the procurement not set aside under PSAB.

PWGSC anticipates authorizing Supply Arrangements with all qualified suppliers and all qualified Aboriginal suppliers. Two (2) lists of qualified suppliers one (1) for Non-Aboriginal and Aboriginal firms, and one (1) solely for Aboriginal firms) will be established for the provision of marketing management services.

If the Supplier is either a joint venture consisting of two (2) or more Aboriginal businesses or a joint venture between an Aboriginal business and a non-Aboriginal business, the Supplier will only be considered for both lists if the Supplier meets all of the conditions of the Set Aside Program for Aboriginal Business **and** none of the firms in the joint venture have also submitted an arrangement as a single entity.

### 1.6 Debriefings

Suppliers may request a debriefing on the results of the request for supply arrangements process. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of the results of the request for supply arrangements process. The debriefing may be in writing, by telephone or in person.

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### **1.7 Use of an e-Procurement Solution (EPS)**

Canada is currently developing an online EPS for faster and more convenient ordering of goods and services. In support of the anticipated transition to this system and how it may impact any resulting Supply Arrangement that is issued under this solicitation, refer to 6.12 Transition to an e-Procurement Solution (EPS).

The Government of Canada's press release provides additional information.

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## **PART 2 - SUPPLIER INSTRUCTIONS**

### **2.1 Standard Instructions, Clauses and Conditions**

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The [2008](#) (2018-05-22) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

Subsection 5.4 of [2008](#), Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

Delete: 60 days  
Insert: 120 days

### **2.2 Basis for Canada's Ownership of Intellectual Property**

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

### **2.3 Submission of Arrangements**

Arrangements must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated in the RFSA.

Note: Bids will not be accepted if emailed directly to the Contracting Authority. In order to be environmentally sensitive, no paper bids will be accepted.

Due to the nature of the Request for Supply Arrangements, transmission of arrangements by facsimile or paper to ~~PWGSC~~ will not be accepted.

### **2.4 Former Public Servant - Notification**

Service contracts awarded to former public servants in receipt of a pension or a lump sum payment must bear the closest public scrutiny and reflect fairness in the spending of public funds. Therefore, the bid solicitation will require that you provide information that, were you to be the successful bidder, your status with respect to being a former public servant in receipt of a pension or a lump sum payment, will be required to report this information on the departmental websites as part of the published proactive disclosure reports generated in accordance with Treasury Board policies and directives on contracts with former public servants, [Contracting Policy Notice 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

### **2.5 Federal Contractors Program for Employment Equity - Notification**

The Federal Contractors Program (FCP) for employment equity requires that some contractors make a formal commitment to Employment and Social Development Canada (ESDC) - Labour to implement employment equity. In the event that this Supply Arrangement would lead to a contract subject to the



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Federal Contractors Program (FCP) for employment equity, the bid solicitation and resulting contract templates would include such specific requirements. Further information on the Federal Contractors Program (FCP) for employment equity can be found on [Employment and Social Development Canada \(ESDC\) - Labour's](#) website.

## **2.6 Enquiries - Request for Supply Arrangements**

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than five (5) calendar days before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered.

Suppliers should reference as accurately as possible the numbered item of the RFSA to which the enquiry relates. Care should be taken by Suppliers to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that Suppliers do so, so that the proprietary nature of the question(s) is eliminated, and the enquiry can be answered to all Suppliers. Enquiries not submitted in a form that can be distributed to all Suppliers may not be answered by Canada.

## **2.7 Applicable Laws**

The Supply Arrangement (SA) and any contract awarded under the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Suppliers may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of the arrangement, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Suppliers.

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## **PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS**

### **3.1 Arrangement Preparation Instructions**

When the Supplier submit its arrangement electronically, Canada requests that the Supplier submits its arrangement in accordance with section 08 of the 2008 standard instructions included in Part 2 - Supplier Instructions, Article 2.1 Standard Instructions, Clauses and Conditions. Suppliers are required to provide their arrangement in a single transmission. The epost Connect system has a limit of 1GB per single message posted and a limit of 20GB per conversation. The arrangement must be gathered per section and separated as follows:

- Section I: Technical Arrangement
- Section II: Certifications
- Section III: Additional Information

Due to the nature of the RFSA, arrangements transmitted by facsimile or paper will not be accepted.

Canada requests that suppliers follow the format instructions described below in the preparation of their arrangement:

- a) uses a numbering system that corresponds to the RFSA
- b) prepare documents using Microsoft office suite

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process Policy on Green Procurement (<https://buyandsell.gc.ca/policy-and-guidelines/supply-manual/section/1/60/1>). To assist Canada in reaching its objectives, suppliers should:

- 1) Use an environmentally friendly format
- 2) The office environment uses supplies sourced as sustainable or environmentally friendly (for example such as paper with a recycled content and refillable ink cartridges).

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## **PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

### **4.1 Evaluation Procedures**

(a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical evaluation criteria.

(b) An evaluation team composed of representatives of Canada will evaluate the arrangements.

#### **4.1.1. Technical Evaluation**

##### **4.1.1.1 Mandatory Technical Criteria**

### **M.1 EXPERIENCE OF THE FIRM**

The Bidder must have:

- a. Must have specialized for a minimum of three (3) years in the provision of marketing services; and
- b. A registered Canadian business.

The Bidder must provide:

- a. The number of years the Bidder's firm has specialized in the provision of marketing services; and
- b. The firm's Procurement Business Number (PBN).

### **M.2 MARKETING PROJECTS**

The Bidder must provide at least three (3) completed marketing projects. A maximum of five (5) marketing projects will be accepted. The proposed marketing projects will also be evaluated in the rated technical criteria R.1, R.2 and R.3.

Marketing projects submitted will be rated in R1 for the total number of types of marketing services provided in any of the provided projects.

Each of the proposed marketing projects must demonstrate the following experience:

- The project start date must have been after September 1, 2013; and
- The firm's assigned portion of the overall budget must have been at least \$40,000 (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);

At a minimum, two (2) of the following types of marketing services, as defined in Annex A Statement of Work, must have been provided in any of the proposed marketing projects:

- marketing of programs, goods or services;
- social marketing;
- engagement marketing;
- experiential marketing; or
- recruitment marketing.

A proposed marketing project can be used to demonstrate one or more of the five (5) types of marketing services listed above, provided the services provided meet the definitions listed in Section 1 Background of Annex A Statement of Work.

To demonstrate the Bidder's experience, the Bidder must provide the following information for each of the marketing projects submitted:

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- a) Name of the project;
- b) Client (Department/firm, municipal, provincial or federal government department or agency, etc.);
- c) Description of the marketing project and objectives;
- d) Project start date; (Day, Month, Year);
- e) Bidder's assigned portion of the overall budget (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);
- f) List of marketing services provided, and a description how these services met the objectives of the project and how they were measured.

### M.3 LANGUAGE

The Supplier must confirm that its firm is capable of providing services in both Canadian official languages (English and French). As such, the Supplier must include a duly signed and dated copy of the following Certification in the Technical Proposal portion of the Arrangement submission.

**Language Certification:**

The Supplier hereby certifies that its firm is capable of providing full services (written and spoken) in both Canadian official languages (English and French).

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**ARRANGEMENTS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION**

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#### 4.1.1.2 Point Rated Technical Criteria

##### R.1 PROVISION OF MARKETING SERVICES

Bidders should, demonstrate that they have provided more than the two (2) minimum types of marketing services as defined in Section 1. Background of Annex A Statement of Work in any of the proposed marketing projects provided in response to M.2 MARKETING PROJECTS.

The five evaluated types of marketing services are as follows: 1) marketing of programs, goods or services; 2) social marketing; 3) engagement marketing; 4) experiential marketing or 5) recruitment marketing.

Points will be awarded on the following basis:

Number of types of marketing services provided	Number of points
Two types of marketing services	0 points
Three types of marketing services	150 point
Four types of marketing services	200 points
Five types of marketing services.	250 points

Maximum number of points for this criteria: 250 points

##### R.2 PARTNERSHIP SERVICES

Bidders should demonstrate in their bid that they have offered partnership services as described in Section 2.1 Required Services of Annex A Statement of Work in any of the proposed marketing projects provided in response to M.2 MARKETING PROJECTS.

Points will be awarded on the following basis:

Provision of partnership services	Number of points
No marketing projects involved the provision of partnership services	0 points
At least one marketing project involved the provision of partnership services	50 points

Maximum number of points for this criteria: 50 points

##### R.3 PUBLIC SECTOR EXPERIENCE OF THE FIRM

Bidders should demonstrate in their bid that they have provided marketing services to a municipal, provincial or federal government department or agency in any of the proposed marketing projects provided in response to M.2 MARKETING PROJECTS.

Points will be awarded on the following basis:

Number of municipal, provincial or federal clients	Number of points
No municipal, provincial or federal clients	0 points
At least one municipal, provincial or federal client	100 points

Maximum number of points for this criteria: 100 points

##### R.4 ENVIRONMENTAL CONSIDERATIONS

As part of their bid, the Bidder should provide the following a company-wide environmental mission statement (including environmental measures undertaken in office operations)

The mission statement should include:

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- ☐ A plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Bidder's premises is owned);
  - ☐ A plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy); and
  - ☐ A plan for reducing the carbon footprint (minimization of travel, use of green hotels, etc.).
- Points will be attributed on the following basis:

Environmental statement, plans and list of attributes	Number of points
Statement and plans are not provided	0 points
A company-wide environmental statement is provided	25 points
A plan for energy sourcing is provided	25 points
A plan for materials/equipment sourcing is provided	25 points
A plan for carbon footprint reduction is provided	25 points

Maximum number of points for this criteria: 100 points

#### 4.2. Basis of Selection - Supply Arrangement

An Arrangement must comply with the requirement of the Request for Supply Arrangements and meet all mandatory technical evaluation criteria to be declared responsive.

All fully responsive bidders that meet the minimum point-rated score of two hundred and fifty (250) points will be recommended for Supply Arrangement authorization.

Two (2) lists of qualified Bidders, one (1) for Non-Aboriginal and Aboriginal firms, and one (1) solely for Aboriginal firms will be established for the provision of marketing services.

A separate list will be created for Aboriginal Bidders under the Set-Aside Program for Aboriginal Business.

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## PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Suppliers must provide the required certifications and additional information to be issued a supply arrangement (SA).

The certifications provided by Suppliers to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare an arrangement non-responsive, or will declare a contractor in default if any certification made by the Supplier is found to be untrue whether made knowingly or unknowingly during the arrangement evaluation period, or during the period of any supply arrangement arising from this RFSA and any resulting contracts.

The Supply Arrangement Authority will have the right to ask for additional information to verify the Supplier's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Supply Arrangement Authority will render the arrangement non-responsive, or constitute a default under the Contract.

### 5.1 Certifications Required with the Arrangement

Suppliers must submit the following duly completed certifications as part of their arrangement.

#### 5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the Integrity Provisions of the Standard Instructions, all suppliers must provide with their arrangement, **if applicable**, the declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

#### 5.1.2 Additional Certifications Required with the Arrangement

##### Canadian Content Certification

SACC Manual clause A3050T (2014-11-27) Canadian Content Definition.

This procurement is limited to Canadian services.

The Supplier certifies that:

( ) the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

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### 5.2.2 Requirements for the Set-Aside for Aboriginal Business

The Supplier certifies that it:

- Wishes to be considered **only** under the Set-Aside Program for Aboriginal Business. (Suppliers wishing to be considered must complete the additional certifications below.)
- Wishes to be considered **both** under the Set-Aside Program for Aboriginal Business **and** as a Non-Aboriginal supplier. (Suppliers wishing to be considered must complete the additional certifications below.)
- Does not wish to be considered under the Set-Aside Program for Aboriginal Business.

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

### 5.2.3 Set-aside Program for Aboriginal Business

1. A portion of this procurement is set aside under the federal government Procurement Strategy for Aboriginal Business. For more information on Aboriginal business requirements of the Set-aside Program for Aboriginal Business see [Annex 9.4](#), of the *Supply Manual*.
2. The Supplier:
  - i. certifies that it meets, and will continue to meet throughout the duration of the Arrangement, the requirements described in the above-mentioned annex.
  - ii. agrees that any subcontractor it engages under the Arrangement must satisfy the requirements described in the above-mentioned annex.
  - iii. agrees to provide to Canada, immediately upon request, evidence supporting any subcontractor's compliance with the requirements described in the above-mentioned annex.
3. The Supplier must check one applicable box below:  
( ) The Supplier is an Aboriginal business that is a sole proprietorship, band, limited company, co-operative, partnership or not-for-profit organization.  
( ) The Supplier is either a joint venture consisting of two or more Aboriginal businesses or a joint venture between an Aboriginal business and a non-Aboriginal business.
4. The Supplier must check one applicable box below:  
( ) The Aboriginal business has fewer than six full-time employees.  
( ) The Aboriginal business has six or more full-time employees.
5. The Supplier must, upon request by Canada, provide all information and evidence supporting this certification. The Supplier must ensure that this evidence will be available for audit during normal business hours by a representative of Canada, who may make copies and take extracts from the evidence. The Supplier must provide all reasonably required facilities for any audits.
6. By submitting an arrangement, the Supplier certifies that the information submitted by the Supplier in response to the above requirements is accurate and complete.



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#### 5.2.4 Owner/Employee Certification - Set-aside for Aboriginal Business

If requested by the Supply Arrangement Authority, the Supplier must provide the following certification for each owner and employee who is Aboriginal:

1. I am \_\_\_\_\_ (*insert "an owner" and/or "a full-time employee"*) of \_\_\_\_\_ (*insert name of business*), and an Aboriginal person, as defined in Annex 9.4 of the *Supply Manual*, entitled "Requirements for the Set-aside Program for Aboriginal Business".

2. I certify that the above statement is true and consent to its verification upon request by Canada.

\_\_\_\_\_  
**Printed name of owner and/or employee**

\_\_\_\_\_  
**Signature of owner and/or employee**

\_\_\_\_\_  
**Date**

#### 5.2.5 Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? Yes ( ) No ( )

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a) name of former public servant;
- b) date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

#### 5.2.6 Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes** ( ) **No** ( )

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

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### **ACQUISITION FEE**

This Supply Arrangement is managed by the Communication Procurement Directorate (CPD) of Public Works and Government Services Canada (Public Services and Procurement Canada). CPD is mandated by Treasury Board to charge all identified users a 3% acquisition fee based on the value of any resulting contract (including positive value amendments) plus GST/HST, if applicable. The identified user must remit a copy of any awarded contract to CPD on a quarterly basis for billing of the acquisition fee.

## **PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES**

### **A. SUPPLY ARRANGEMENT**

#### **6.1 Arrangement**

The Supply Arrangement covers the Work described in Statement of Work at Annex A.

#### **6.2 Security Requirements**

**6.2.1** There is no security requirement applicable to the Supply Arrangement.

#### **6.3 Standard Clauses and Conditions**

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

##### **6.3.1 General Conditions**

2020 (2017-09-21) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

##### **6.3.2 Supply Arrangement Reporting**

[4007 \(2010-08-16\)](#) Canada to Own Intellectual Property Rights in Foreground Information

##### **6.3.3 Supply Arrangement Reporting**

The Supplier must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Supply Arrangement. This data must include all purchases, including those paid for by a Government of Canada Acquisition Card.

The Supplier must provide this data in accordance with the reporting requirements detailed in Annex C. If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the Supplier must still provide a "NIL" report.

The data must be submitted on a quarterly basis to the Supply Arrangement Authority.

The quarterly reporting periods are defined as follows:

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1st quarter: April 1 to June 30;  
2nd quarter: July 1 to September 30;  
3rd quarter: October 1 to December 31;  
4th quarter: January 1 to March 31.

The data must be submitted to the PWGSC - CPD Supply Arrangement Authority no later than 15 calendar days after the end of the reporting period.

#### **6.4 Term of Supply Arrangement**

The period for awarding contracts under the Supply Arrangement is from issuance to December 31, 2021.

##### **6.4.1 Extension of Supply Arrangement**

If the Supply Arrangement is authorized for use beyond the initial period, the Supplier offers to extend its arrangement for two (2) additional one year periods, under the same conditions and at the ceiling rates or prices specified in the Supply Arrangement, or at the rates or prices calculated in accordance with the formula specified in the Supply Arrangement.

The Supplier will be advised of the decision to authorize the use of the Supply Arrangement for an extended period by the Supply Arrangement Authority 30 days before the expiry date of the Supply Arrangement. A revision to the Supply Arrangement will be issued by the Supply Arrangement Authority.

##### **6.4.2 Comprehensive Land Claims Agreements (CLCAs)**

The Supply Arrangement (SA) is for the delivery of the requirement detailed in the SA to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries to locations within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside of the supply arrangement.

##### **6.4.3 Delivery Points**

Delivery of the requirement will be made to delivery point(s) specified at Annex "X" of the Supply Arrangement.

#### **6.5 Authorities**

##### **6.5.1 Supply Arrangement Authority**

The Supply Arrangement Authority is:

Name: Marc Roussel or CPD delegate  
Title: Supply Specialist  
Public Works and Government Services Canada  
Acquisitions Branch  
Directorate: Communications Procurement Directorate  
Address: 360 Albert Street, Ottawa, Ontario K1R 7X7

Telephone: 613-793-5579

E-mail address: [TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca](mailto:TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca)

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

##### **6.5.2 Supplier's Representative**

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This information will be included at the time of issuance of individual supply arrangements.

## 6.6 Identified Users

- a) The Identified Users include any government department, agency or Crown Corporation listed in Schedules I, I.1, II, III, of the [Financial Administration Act](#), R.S.C., 1985, c. F-11.
- b) Any other identified users added to the Supply Arrangement through amendment. This may include Provinces, Territorial Governments.

## 6.7 On-going Opportunity for Qualification

A Notice will be posted once a year on the Government Electronic Tendering Service (GETS) to allow new Suppliers to become qualified. Existing qualified Suppliers, who have been issued a supply arrangement, will not be required to submit a new arrangement.

## 6.8 Limitation of Contracts Awarded Under Supply Arrangement

An RFP Under the Supply Arrangements is used for requirements valued at more than **\$25,000.00** but less than **\$2,000,000.00** including applicable taxes. All Supply Arrangement Holders will be invited to submit a proposal for this solicitation process.

Overall, individual contracts under the Supply Arrangements must not exceed **\$2,000,000.00** (including applicable taxes).

## 6.9 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- a) the articles of the Supply Arrangement;
- b) the general conditions [2020](#) (2017-09-21), General Conditions - Supply Arrangement - Goods or Services
- c) the supplemental general conditions 4007 (2010-08-16) Canada to Own Intellectual Property Rights in Foreground Information;
- d) Annex A, Statement of Work;
- e) Annex B, Security Requirements Check List (RFSA);
- f) Annex D, Supply Arrangement Reporting Requirements;
- g) Annex F, Documents processed for Requests for Proposal Issued Under the Supply Arrangements and;
- h) the Supplier's arrangement dated \_\_\_\_\_.

## 6.10 Certifications and Additional Information

### 6.10.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Supplier in its arrangement or precedent to issuance of the Supply Arrangement (SA), and the ongoing cooperation in providing additional information are conditions of issuance of the SA and failure to comply will constitute the Supplier in default. Certifications are subject to verification by Canada during the entire period of the SA and of any resulting contract that would continue beyond the period of the SA.

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### **6.10.2 SACC Manual Clauses**

SACC Manual clause A3000C (2014-11-27) Aboriginal Business Certification (if applicable)

### **6.11 Applicable Laws**

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

### **6.12 Insurance - No Specific Requirement**

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

### **6.13 Basis of Canada's Ownership of Intellectual Property**

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

### **6.14 Transition to an e-Procurement Solution (EPS)**

During the period of the Supply Arrangement, Canada may transition to an EPS for more efficient processing and management of individual contracts for any or all of the SA's applicable goods and services. Canada reserves the right, at its sole discretion, to make the use of the new e-procurement solution mandatory.

Canada agrees to provide the Supplier with at least a three-month notice to allow for any measures necessary for the integration of the Supply Arrangement into the EPS. The notice will include a detailed information package indicating the requirements, as well as any applicable guidance and support. If the Supplier chooses not to provide the supply arrangement of their goods or services through the e-procurement solution, the Supply Arrangement may be set aside by Canada.

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## B. BID SOLICITATION

### 1. Bid Solicitation Documents

Canada will use the following bid solicitation templates based on the estimated dollar value and complexity of the requirement:

- Medium Complexity (MC) for medium complexity requirements;
- High Complexity (HC) for more complex requirements.

A copy of the standard procurement template(s) can be requested by suppliers from the Supply Arrangement Authority or the Contracting Authority, as applicable.

The bid solicitation will contain as a minimum the following:

- a) security requirement (if applicable);
- b) Insurance requirement;
- c) Canadian Content certification;
- d) Intellectual property clause;
- e) a complete description of the Work to be performed; (see attached ANNEX G for sample)
- f) 2003 (2015-07-03) Standard Instructions - Goods or Services - Competitive Requirements;

Subsection 3.a) of Section 01, Integrity Provisions - Bid of the Standard Instructions 2003 incorporated by reference above is deleted in its entirety and replaced with the following:

- a. at the time of submitting an arrangement under the Request for Supply Arrangements (RFSA), the Bidder has already provided a list of names, as requested under the Ineligibility and Suspension Policy. During this procurement process, the Bidder must immediately inform Canada in writing of any changes affecting the list of directors.
- g) bid preparation instructions;
- h) instructions for the submission of bids (address for submission of bids, bid closing date and time);
- i) evaluation procedures and basis of selection;
- j) certifications;
- k) conditions of the resulting contract; and
- l) the information identified in **Annex F Detailed Process for Requests for Proposals Issued Under the Supply Arrangement**.

### 2. Bid Solicitation Process

**2.1** Bids will be solicited for specific requirements within the scope of the Supply Arrangements (SA) from suppliers who have been issued an SA.

**2.2** The bid solicitation will be sent directly to suppliers by the Identified User of the SA.

**2.3** The following forms must be used for the first page of the bid solicitation document and the first page of the resulting contract document. These forms are available on the [Electronic Forms Catalogue](http://publiservice-app.tpsgc-pwgsc.gc.ca/forms/text/search_for_forms-e.html) ([http://publiservice-app.tpsgc-pwgsc.gc.ca/forms/text/search\\_for\\_forms-e.html](http://publiservice-app.tpsgc-pwgsc.gc.ca/forms/text/search_for_forms-e.html)) website.

PWGSC-TPSGC 9400-3, Bid Solicitation  
PWGSC-TPSGC 9400-4, Contract

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## **C.     *RESULTING CONTRACT CLAUSES***

### **1.     General**

The conditions of any contract awarded under the Supply Arrangements will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

For any contract to be awarded using the template:

- a.   MC** (for medium complexity requirements), [2010B](#) (2018-06-21) - General Conditions - Professional Services will apply to the resulting contract;
- b.   HC** (for higher complexity requirements), [2035](#) (2018-06-21) - General Conditions - High Complexity - Services will apply to the resulting contract.

A copy of the template(s) can be provided upon request by contacting the Strategic Policy Integration Division by sending a query to [TPSGC.Outilsdapprovisionnement-ProcurementTools.PWGSC@tpsgc-pwgsc.gc.ca](mailto:TPSGC.Outilsdapprovisionnement-ProcurementTools.PWGSC@tpsgc-pwgsc.gc.ca).

Alternatively, the [above templates are available in Section 2 – Templates of the \*Standard Acquisition Clauses and Conditions Manual\*](#) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-sacc-manual/standard-procurement-templates>) issued by Public Works and Government Services Canada.

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## ANNEX A

### STATEMENT OF WORK (RFSA)

#### 1. Background

The Government of Canada (GC) has identified a need to establish a Supply Arrangement for marketing services. Broadly defined, Marketing Services consist of the development of a marketing strategy aiming to enable the promotion of goods and services to a targeted audience to achieve a greater level of awareness or to get the audience to take action to achieve measurable objectives. There are however many differences between private sector marketing and public sector marketing. There are five types of marketing approaches that the GC could undertake:

- Marketing of programs, products or services: to better inform and engage the audience, to help drive results in uptake and impact;
- Social marketing: to change attitudes and behaviours;
- Engagement marketing: to promote engagements with stakeholders, consultations, events, etc.;
- Experiential marketing: to market a product or a service through experiences that directly engage the audience; and
- Recruitment marketing: to find, attract and engage job seekers.

Paid advertising, public opinion research, audio visual production and professional services are excluded from this tool.

*For greater clarity, Government of Canada advertising is defined as any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium. The procurement of advertising services is excluded from any resulting supply arrangement as this commodity is subject to government policies that mandate their provision via alternate means.*

*Audio-visual production services are defined as including the production of film, video and/or animation clips combining raw footage, motion graphics, still images and/or narrated voice-over from various sources for use through any medium or delivery method. The procurement of audio-visual production services is excluded from any resulting supply arrangement as this commodity is subject to government policies that mandate their provision via alternate means.*

*In the Government of Canada context, procurement of professional services refers to contracts for the services of one or more given individuals; this can involve consultancy, temporary help, task-based or solution-based services, which are typically offered on an hourly, daily or weekly basis. The marketing services described in this document differ from professional services in that they entail the procurement of services from a marketing firm to develop a strategy, rather than specified individuals such as a marketing consultant, social media manager or other related professional.*

Supply Arrangement holders may be required to work closely with suppliers providing advertising, public opinion research and audio visual production services in the course of undertaking marketing assignments.

It is important to note that all GC communications are undertaken in both official languages of Canada, and that these communications may be required in other languages including Indigenous or foreign languages, as the target audience will dictate.

#### 2. Overview

As the communications environment becomes more complex (e.g. instant and constantly "on"), the GC becomes more open and transparent, and citizens become more demanding of immediate responses from



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their governments, the importance of marketing is increasing to expand and extend the impact of communications activities.

The GC is looking for integrated solutions for maximum return of investment. The Marketing Supplier should have the ability to forecast trends alongside research and data points to gather insights that create more effective experiences and deliver the greatest return. The Marketing Supplier must also be able to produce work in both of Canada's official languages. The GC requires innovative and interactive approaches that go beyond traditional business logic and marketing tactics – approaches that provide relevant concepts and tangible solutions that meet real audience needs. With the understanding that the nature of interactions varies between online, social, print, live events, broadcast, media trips and word-of-mouth marketing, the GC needs Marketing Suppliers who know what is available and which approaches work in the different markets. These Suppliers must also continually review performance data to inform and adapt strategies and plans.

Most requirements competed under the resulting Supply Arrangement will consist of, at a minimum, the development of a marketing strategy or plan. It is expected that resulting contracts would also include options that Canada can exercise for the implementation of this strategy or plan, and also for the subsequent measuring of the effectiveness of the implementation of the marketing strategy. Less frequently, requirements could also be competed exclusively for a single one of these three phases without any options to expand the scope of the services provided.

## 2.1 Required Services

The Statement of Work (SOW) for a Request for Proposal conducted under the Supply Arrangement could encompass strategic services in the development, execution of subsequent measuring of success of marketing strategies/plans for a variety of initiatives ranging from departmental strategies to specific services or programs.

Plans may include details for and support of activities ranging from:

- **Account Management and Coordination Services**
  - Account management
  - Account coordination
- **Strategic services**
  - Strategic planning and development of marketing plan
  - Synthesis of existing research
- **Outreach services\***
  - Planning of outreach activities
  - Implementation of outreach activities
  - Tracking and evaluation of outreach activities
- **Experiential services**
  - Planning of experiential activities
  - Implementation of experiential activities
  - Tracking and evaluation of experiential activities
- **Creative and production services in the context of a marketing strategy (e.g. marketing collaterals [digital or hard copy], Web content, etc.)**
  - Creative direction
  - Graphic design
  - Copy writing and copy editing (English and French)
  - Translation, adaptation and proofreading/quality control for:
    - English or French
    - Indigenous languages
    - Other languages
  - Production management and production services for required marketing materials
  - Preparation and distribution of promotional e-newsletters
- **Social media services**
  - Planning of social media activities

- 
- Implementation of social media activities (excluding paid placement)
  - Tracking and evaluation of social media activities
  - **Partnership services\*\***
    - Identification of potential partners
    - Planning of partnership activities
    - Implementation/execution of partnership activities
    - Tracking and evaluation of partnership activities
  - **Planning and implementation of promotional contests**
    - Drafting rules and regulations
    - Offering turnkey services and administration of the promotional contest

\*Outreach services could entail identifying influencers & stakeholders, developing a social media strategy & the distribution of marketing products to the targeted audience.

\*\*Partnership services would entail recommending a given entity for partnership with the client, and developing a strategy for the undertaking of this partnership to achieve stated marketing objectives. The nature of the partnership itself can vary, and could take the shape of a separate contract, cost-sharing agreement, memorandum of understanding or other agreement depending on the type of entity with which a partnership is being formed. The method for identifying and determining the Client's partner could include a call for proposal or other competitive process.

It is understood that in some instances, firms will have to subcontract portions of the work related to these services. It is also expected that few, if any individual requirements would consist of the provision of all of the services above.

## 2.2 Approval Process

While it is acknowledged that the development of sound marketing approaches demands time to analyze the environment, evaluate research and establish clear objectives to create a solid foundation, the GC approval process can be lengthy and multi-level, which can impact the timely delivery of campaigns. The Marketing Supplier may therefore be working under very short timeframes as some of the requests are on an urgent or time-limited basis.

## 2.3 Nature of Work/Timelines

The process of developing and implementing a GC marketing campaign consists of:

- Liaising with the client, discussing the requirement in depth, developing the strategy;
- Consideration and analysis of existing research and information to create a marketing strategy/plan;
- Based on strategy approval and further development of marketing tactics;
- Implementing marketing strategies and plans;
- Measuring the effectiveness of the marketing activities (based on metrics proposed in the strategy).

## 3. Project Management Overview

As part of its normal service delivery, the Marketing Supplier will be responsible to adhere to the following project management principles.

### 3.1 Commitment and Resources

- Commit to providing the best value for services to the GC from concept to execution of marketing services.
- Fairly represent the supplier's knowledge and capabilities to meet the assignment objectives.
- Ensure availability of agency resources and that qualified personnel is allocated to meet the objectives, deadlines, quality standards and budget, as outlined by the Project Authority (PA) in the SOW for a specific marketing requirement.
- Demonstrate a high level of responsiveness and the ability to react quickly.
- Exhibit financial reliability and administrative control through documented processes for all transactions on behalf of government business.

### 3.2 Confidentiality and Conflict

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- Acknowledge the responsibility to treat information and strategies from the GC as strictly confidential, and only make available to employees and outsourced suppliers on an as-and-when-needed basis.
- Make a disclosure if the Supplier is coincidentally contracted with another client that has marketing and communication needs that are counter to the interests of the specific objectives to the Supply Arrangement in question.

### **3.3 Financial Control and Verification**

#### **3.3.1 Information Management**

- Document the internal processes that are used by the Marketing Supplier to track projects.
- Document internal processes for financial controls in managing the budget and monitoring labour costs for the work outlined in the SOW for the marketing requirement and per the standard clauses and conditions included in the resulting RFP.

#### **3.3.2 Budget Control**

- Implement a budget control procedure in a manner agreed to by the PA at the outset of the assignment. The budget control must record released funds and must contain detailed planned, actual and adjusted costs. The marketing budget control system must ensure that all funds and expenditures in the client's account are properly recorded and verifiable per the standard clauses and conditions included in the resulting RFP.

### **4. Work Constraints**

Marketing Suppliers should be aware of the following constraints that will affect how work under any resulting contract must be effected:

#### **4.1 Policies, Acts and Standards**

To ensure the integrity and efficacy of GC marketing activities, the Marketing Supplier must provide services and produce materials in compliance with the administrative policies of the GC issued by the Treasury Board (TBS), including, but not exclusive to, the following:

- The GC's *Policy on Communications and Federal Identity* (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>) and its directives, mandatory procedures and style guides to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs of the public, and to ensure that advertising design and presentation conform to the requirements;
- The GC's *Contracting Policy* (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>) to ensure the quality and value of the work they contract out;
- The *Official Languages Act* (<http://laws.justice.gc.ca/eng/acts/O-3.01/>) (Sections 11 and 30) to ensure compliance in all marketing material and activities.
- The *Privacy Act* (<http://laws-lois.justice.gc.ca/eng/acts/P-21/>) to ensure proper privacy practices are incorporated and respected in the handling of personal information; and
- The *Standard on Web Accessibility* (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601>) to ensure conformance with *Web Content Accessibility Guidelines* (WCAG) 2.0.

Other relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>.

#### **4.2 Approval Process Constraints**

The Marketing Supplier will be receiving requests on behalf of various institutions. The PA identified within each contract will be responsible for providing written approval of all the Marketing Supplier's work, seeking all necessary approvals, providing written approvals of all work, receiving all final deliverable materials, and verifying that value for money has been obtained.

The Marketing Supplier will work with the PA to set a timeline for delivery and presentation of work including marketing briefs, marketing strategies, all marketing tactics flowing from the marketing brief, and evaluation reports.

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The PA will work with the Marketing Supplier to define and refine the marketing requirements prior to getting approval from internal program colleagues and senior management. Final approval to proceed will be communicated to the Marketing Supplier by the PA. It is the PA's responsibility to seek all required approvals. The Marketing Supplier may be asked to provide presentation materials and/or to make presentations for this purpose.

The development of marketing strategies and related materials requires significant internal communications. Specific Program Authorities as well as Deputy Ministers' and Minister's Offices and the Privy Council Office (PCO) may be involved throughout this process. In addition, there are significant stakeholder groups that will be informed of the approach being taken. These additional levels of approval may result in longer timeframes for approval prior to proceeding with specific projects. Marketing Suppliers should anticipate delays for client approvals on each major milestone/deliverable in the process of any awarded Contract as a result of an RFP conducted under this SA. Individual SoWs would include details related to these approvals and any extraordinary requirements would be highlighted therein.


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## ANNEX B

### SECURITY REQUIREMENTS CHECK LIST

 Government of Canada / Gouvernement du Canada		Contract Number / Numéro du contrat Marketing Services Security Classification / Classification de sécurité None	
SECURITY REQUIREMENTS CHECK LIST (SRCL) LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)			
<b>PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE</b>			
1. Originating Government Department or Organization Ministère ou organisme gouvernemental d'origine Public Services and Procurement Canada		2. Branch or Directorate / Direction générale ou Direction Acquisitions Branch	
3. a) Subcontract Number / Numéro du contrat de sous-traitance N/A		3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant N/A	
4. Brief Description of Work - Brève description du travail The National Master Supply Arrangement for Marketing Services will be used by client departments and agencies to procure marketing services.			
5. a) Will the supplier require access to Controlled Goods? Le fournisseur aura-t-il accès à des marchandises contrôlées? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Non Oui			
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Non Oui			
6. Indicate the type of access required - Indiquer le type d'accès requis			
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c) <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Non Oui			
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. Le fournisseur et ses employés (p.ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé. <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Non Oui			
6. c) Is this a commercial courier or delivery requirement with no overnight storage? S'agit-il d'un contrat de messagerie ou de livraison commerciales sans entreposage de nuit? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Non Oui			
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès			
Canada <input checked="" type="checkbox"/>		NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion			
No release restrictions Aucune restriction relative à la diffusion <input checked="" type="checkbox"/> Not releasable À ne pas diffuser <input type="checkbox"/> Restricted to: / Limité à: <input type="checkbox"/> Specify country(ies): / Préciser le(s) pays:		All NATO countries Tous les pays de l'OTAN <input type="checkbox"/>  Restricted to: / Limité à: <input type="checkbox"/> Specify country(ies): / Préciser le(s) pays:	
		No release restrictions Aucune restriction relative à la diffusion <input type="checkbox"/>  Restricted to: / Limité à: <input type="checkbox"/> Specify country(ies): / Préciser le(s) pays:	
7. c) Level of information / Niveau d'information			
PROTECTED A PROTÉGÉ A <input type="checkbox"/>		NATO UNCLASSIFIED NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A PROTÉGÉ A <input type="checkbox"/>
PROTECTED B PROTÉGÉ B <input type="checkbox"/>		NATO RESTRICTED NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B PROTÉGÉ B <input type="checkbox"/>
PROTECTED C PROTÉGÉ C <input type="checkbox"/>		NATO CONFIDENTIAL NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C PROTÉGÉ C <input type="checkbox"/>
CONFIDENTIAL CONFIDENTIEL <input type="checkbox"/>		NATO SECRET NATO SECRET <input type="checkbox"/>	CONFIDENTIAL CONFIDENTIEL <input type="checkbox"/>
SECRET SECRET <input type="checkbox"/>		COSMIC TOP SECRET COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET SECRET <input type="checkbox"/>
TOP SECRET TRÈS SECRET <input type="checkbox"/>			TOP SECRET TRÈS SECRET <input type="checkbox"/>
TOP SECRET (SIGINT) TRÈS SECRET (SIGINT) <input type="checkbox"/>			TOP SECRET (SIGINT) TRÈS SECRET (SIGINT) <input type="checkbox"/>

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Security Classification / Classification de sécurité  
None

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<b>PART A (continued) / PARTIE A (suite)</b>	
8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets? Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? If Yes, indicate the level of sensitivity. Dans l'affirmative, indiquer le niveau de sensibilité :	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui
9. Will the supplier require access to extremely sensitive INFOSEC information or assets: Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? Short Title(s) of material / Titre(s) abrégé(s) du matériel : Document Number / Numéro du document :	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui
<b>PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)</b>	
10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis	
<input type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL
<input type="checkbox"/> TOP SECRET - SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS	<input type="checkbox"/> SECRET SECRET
	<input type="checkbox"/> NATO SECRET NATO SECRET
	<input type="checkbox"/> TOP SECRET TRÈS SECRET
	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
Special comments: Commentaires spéciaux : _____	
NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided. REMARQUE : Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.	
10. b) May unscreened personnel be used for portions of the work? Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? If Yes, will unscreened personnel be escorted: Dans l'affirmative, le personnel en question sera-t-il escorté?	<input type="checkbox"/> No Non <input checked="" type="checkbox"/> Yes Oui
<b>PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)</b>	
<b>INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS</b>	
11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises? Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS?	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui
11. b) Will the supplier be required to safeguard COMSEC information or assets? Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC?	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui
<b>PRODUCTION</b>	
11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises? Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ?	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui
<b>INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)</b>	
11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data? Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS?	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui
11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency? Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale?	<input checked="" type="checkbox"/> No Non <input type="checkbox"/> Yes Oui

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**PART C (continued) / PARTIE C (suite)**

For users completing the form **manually** use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.  
Les utilisateurs qui remplissent le formulaire **manuellement** doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form online (via the Internet), the summary chart is automatically populated by your responses to previous questions.  
Dans le cas des utilisateurs qui remplissent le formulaire en ligne (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

**SUMMARY CHART / TABLEAU RÉCAPITULATIF**

Category Catégorie	PROTECTED PROTÉGÉ			CLASSIFIED CLASSIFIÉ			NATO				COMSEC					
	A	B	C	Confidential Confidentiel	Secret	Top Secret Très Secret	NATO Restricted NATO Diffusion Restreinte	NATO Confidential	NATO Secret	COSMIC Top Secret COSMIC Très Secret	Protected Protégé			Confidential Confidentiel	Secret	Top Secret Très Secret
											A	B	C			
Information / Assets Renseignements / Biens																
Production																
IT Media Support TI																
IT Link Lien électronique																

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?  
La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? ☒ No ☐ Yes  
Non Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".  
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée.

12. b) Will the document attached to this SRCL be PROTECTED and/or CLASSIFIED?  
La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? ☒ No ☐ Yes  
Non Oui

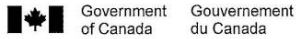
If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).  
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquer qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

Security Classification / Classification de sécurité None
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PART D - AUTHORIZATION / PARTIE D - AUTORISATION			
13. Organization Project Authority / Chargé de projet de l'organisme Name (print) - Nom (en lettres moulées) Jenny Lamoureux		Title - Titre Supply Team Leader	Signature 
Telephone no. - N° de téléphone (613) 993-9355	Facsimile - Télécopieur (613) 991-5870	E-mail address - Adresse courriel jenny.lamoureux@pwgsc.gc.ca	Date 2018-04-10
14. Organization Security Authority / Responsable de la sécurité de l'organisme Name (print) - Nom (en lettres moulées)		Title - Titre	Signature
Telephone no. - N° de téléphone ( ) - -	Facsimile - Télécopieur ( ) - -	E-mail address - Adresse courriel	Date
15. Are there additional instructions (e.g. Security Guide, Security Classification Guide) attached? Des instructions supplémentaires (p. ex. Guide de sécurité, Guide de classification de la sécurité) sont-elles jointes?			<input type="checkbox"/> No <input type="checkbox"/> Yes
16. Procurement Officer / Agent d'approvisionnement Name (print) - Nom (en lettres moulées) Leblanc, MarcAndre		Title - Titre Digitally signed by Leblanc, MarcAndre Date 2018.10.26 09:21:58 -04'00'	Signature
Telephone no. - N° de téléphone ( ) - -	Facsimile - Télécopieur ( ) - -	E-mail address - Adresse courriel	Date
17. Contracting Security Authority / Autorisé contractante en matière de sécurité Name (print) - Nom (en lettres moulées)		Title - Titre	Signature
Telephone no. - N° de téléphone ( ) - -	Facsimile - Télécopieur ( ) - -	E-mail address - Adresse courriel	Date





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**ANNEX D**  
**EVALUATION GRID FOR REQUEST FOR SUPPLY ARRANGEMENT (RFSA)**

<b>EVALUATION SUMMARY FOR RFSA FOR MARKETING SERVICES</b>		
<b>MANDATORY REQUIREMENTS:</b> <input type="checkbox"/> <b>MET</b> <input type="checkbox"/> <b>NOT MET</b>		
<b>Mandatories Checked by:</b>	<b>Date:</b>	
<b>MANDATORY TECHNICAL REQUIREMENTS</b>	<b>MET</b>	<b>NOT MET</b>
<b>M.1 EXPERIENCE OF THE FIRM</b>		
<b>M.2 MARKETING PROJECTS</b>		
<b>M.3 LANGUAGE</b>		
<b>OVERALL TOTAL</b>		
<b>Overall Comments:</b>		

## 1.1 TECHNICAL EVALUATION

### 1.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
The bid is signed and bid submission requirements of Standard Instructions 2008 are met.		
The certifications in Part 5 - Subsection 1 - Certifications Required with the Arrangement have been completed and signed.		
The certifications in Part 5 - Subsection 2 - Certifications Precedent to the Issuance of a Supply Arrangement and Additional Information have been completed and signed.		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.1 EXPERIENCE OF THE FIRM</b>		
<p>The Supplier must have:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Must have specialized for a minimum of three (3) years in the provision of marketing services; and</li> <li><input type="checkbox"/> A registered Canadian business.</li> </ul> <p>The Supplier must provide:</p> <ul style="list-style-type: none"> <li>a. The number of years the Bidder's firm has specialized in the provision of marketing services; and</li> <li>b. The firm's Procurement Business Number (PBN).</li> </ul>		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.2 MARKETING PROJECTS</b>		

<p>The Bidder must provide at least three (3) completed marketing projects. A maximum of five (5) marketing projects will be accepted. The proposed marketing projects will also be evaluated in the rated technical criteria R.1, R.2 and R.3.</p> <p>Marketing projects submitted will be rated in R1 for the total number of types of marketing services provided in any of the provided projects.</p> <p>Each of the proposed marketing projects must demonstrate the following experience:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The project start date must have been after September 1, 2013; and</li> <li><input type="checkbox"/> The firm's assigned portion of the overall budget must have been at least \$40,000 (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);</li> </ul> <p>At a minimum, two (2) of the following types of marketing services, as defined in Annex A Statement of Work, must have been provided in any of the proposed marketing projects:</p> <ul style="list-style-type: none"> <li>• marketing of programs, goods or services;</li> <li>• social marketing;</li> <li>• engagement marketing;</li> <li>• experiential marketing; or</li> <li>• recruitment marketing.</li> </ul> <p>A proposed marketing project can be used to demonstrate one or more of the five (5) types of marketing services listed above, provided the services provided meet the definitions listed in Section 1 Background of Annex A Statement of Work.</p> <p>To demonstrate the Bidder's experience, the Bidder must provide the following information for each of the marketing projects submitted:</p> <ul style="list-style-type: none"> <li>a) Name of the project;</li> <li>b) Client (Department/firm, municipal, provincial or federal government department or agency, etc.);</li> <li>c) Description of the marketing project and objectives;</li> <li>d) Project start date; (Day, Month, Year);</li> <li>e) Bidder's assigned portion of the overall budget (including professional fees, direct expenses (including those related to the development of marketing materials), sub-contracted expenses, travel and living expenses, and any other project-related revenues, as applicable, but excluding applicable taxes);</li> <li>f) List of marketing services provided, and a description how these services met the objectives of the project and how they were measured.</li> </ul>		
<p><b>Comments:</b></p>		

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Evaluation Criteria	Met	Not met
<b>M.3 LANGUAGE</b>		
The Supplier must confirm that its firm is capable of providing services in both Canadian official languages (English and French). As such, the Supplier must include a duly signed and dated copy of the following Certification in the Technical Proposal portion of the Arrangement submission.		
<b>Comments:</b>		

**ARRANGEMENTS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION**

## POINT-RATED TECHNICAL EVALUATION CRITERIA

Evaluation Criteria			
<b>R1 PROVISION OF MARKETING SERVICES</b>			
<p>Bidders should, demonstrate that they have provided more than the two (2) minimum types of marketing services as defined in Section 1. Background of Annex A Statement of Work in any of the proposed marketing projects provided in response to M.2 MARKETING PROJECTS.</p> <p>The five evaluated types of marketing services are as follows: 1) marketing of programs, goods or services; 2) social marketing; 3) engagement marketing; 4) experiential marketing or 5) recruitment marketing.</p> <p><input type="checkbox"/> Two types of marketing services</p> <p><input type="checkbox"/> Three types of marketing services</p> <p><input type="checkbox"/> Four types of marketing services</p> <p><input type="checkbox"/> Five types of marketing services</p>	<b>Maximum points</b>	<b>Points</b>	
	0		
	150		
	200		
	250		
<b>Total points</b>		250	
<b>Comments:</b>			

Evaluation Criteria			
<b>R2 PARTNERSHIP SERVICES</b>			
<p>Bidders should demonstrate in their bid that they have offered partnership services as described in Section 2.1 Required Services of Annex A Statement of Work in any of the proposed marketing projects provided in response to M.2 MARKETING PROJECTS.</p> <p><input type="checkbox"/> No marketing projects involved the provision of partnership services</p> <p><input type="checkbox"/> At least one marketing project involved the provision of partnership services</p>	<b>Maximum points</b>	<b>Points</b>	
	0		
	50		

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<b>Total points</b>	50	
<b>Comments:</b>		

Evaluation Criteria			
R3 PUBLIC SECTOR EXPERIENCE OF THE FIRM			
		Maximum points	Points
Bidders should demonstrate in their bid that they have provided marketing services to a municipal, provincial or federal government department or agency in any of the proposed marketing projects provided in response to M.2 MARKETING PROJECTS.			
<input type="checkbox"/> No municipal, provincial or federal clients		0	
<input type="checkbox"/> A plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy); and		100	
Total points		100	
Comments:			

Evaluation Criteria			
<b>R4 ENVIRONMENTAL CONSIDERATIONS</b>			
	<b>Maximum points</b>	<b>Points</b>	
As part of their bid, the Bidder should provide the following a company-wide environmental mission statement (including environmental measures undertaken in office operations).			
The mission statement should include:			
<input type="checkbox"/> A company-wide environmental statement is provided;	25		
<input type="checkbox"/> A plan for energy sourcing is provided;	25		

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<input type="checkbox"/> A plan for materials/equipment sourcing is provided; and	25	
<input type="checkbox"/> A plan for carbon footprint reduction is provided.	25	
<b>Total points</b>	100	
<b>Comments:</b>		



## **ANNEX E**

### **PROCESS FOR REQUEST FOR PROPOSALS ISSUED UNDER THE SUPPLY ARRANGEMENTS**

The following procedures will apply for all Requests for Proposals issued under the Supply Arrangements.

1. The Identified Users authorized to award Contracts under the Supply Arrangements include; to Government of Canada departments, agencies or Crown corporations listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11
2. Any other identified users added to the Supply Arrangement through amendment. This may include Provinces, Territorial Governments

**IMPORTANT NOTE:** The procedures contained herein are not to be used for requirements valued at less than \$25,000, including GST/HST, or requirements valued at more than \$2,000,000, including GST/HST.

#### **RFPs under the Supply Arrangements**

An RFP under the Supply Arrangements is used for requirements valued at more than \$25,000 but less than \$2,000,000, including applicable taxes.

All Supply Arrangement Holders will be invited to submit a proposal for this solicitation process.

#### **1. Statement of Work (SOW) - Defining the Requirement**

The first step is to determine the requirement and prepare a SOW the information in the SOW should be in sufficient detail to enable the SA Holders to provide accurate estimates of cost/price, required level of effort, other direct and indirect costs, schedules for milestones and deliverables with completion dates and the total price. SOWs for professional services will, to the extent possible, indicate the required resource categories along with the estimated number of hours required for each resource. The SOW should clearly define the specific requirements being procured.

#### **2. Evaluation Criteria**

The evaluation criteria will be delineated in the Request for Proposals (RFP). Evaluation criteria will be categorized either as mandatory or as rated evaluation criteria. Associated weighting factors with regard to rated requirements will be identified. Evaluation criteria can be subject to both a mandatory and a point rated evaluation system.

#### **3. Mandatory Evaluation Criteria**

Mandatory evaluation criteria identify at the outset the minimum requirements for bids to be considered. Mandatory evaluation criteria are evaluated on a simple pass/fail basis. When mandatory evaluation criteria are used, the RFP will clearly indicate that failure to meet any of the mandatory criteria will render the bid non-compliant and that it will be given no further consideration.

The Bidder will be required to provide costing information strictly in accordance with the Basis of Payment as outlined in the Supply Arrangement in the Request for Proposals.

#### **Language (if required):**

One or more of the proposed resources may need to be capable of providing services in both official Canadian languages (English or French).

#### **Security:**

Bidders must demonstrate that they continue to meet the required security level as defined in the individual requirement.

#### **4. Point Rated Evaluation Criteria**

The RFP will clearly state all evaluation factors and their relative importance. Point rated evaluation criteria will be used to establish the minimum requirements (by setting a passing mark) that a bid must meet to be considered a valid and responsive proposal. The evaluation can be set to include an overall pass mark for proposals or pass mark for each individual evaluation criterion, and/or a group of criteria.

Point rated criteria identify those elements that can be evaluated on a variety of characteristics to determine the relative technical merit of each proposal.

The Bidder should provide an approach, methodology, and risk mitigation plan outlining the execution of the marketing project described in the Statement of Work.

Bidders should submit a detailed work plan that includes the following:

- a) All of the tasks to be performed. For each individual task, the proposed resource(s) and the level of effort (in hours) to be expended by each resource should be identified;
- b) Scheduling (timelines), critical points, and key milestones; and
- c) All anticipated expenses (by expense name only, no dollar amounts are to be included), categorized as follows - 'Direct Expenses', 'Subcontracting', 'Travel and Living (Bidder)' as per the definitions in Annex "B" BASIS OF PAYMENT (for RFPs issued under supply arrangement).

#### **5. Basis of Selection - Lowest Bid Evaluation Value (BEV)all**

A bid must comply with the requirements of the solicitation and meet all mandatory technical evaluation criteria to be declared responsive. The responsive offer with the lowest Bid Evaluation Value (BEV) will be recommended for issuance of a contract.

#### **6. Basis of Payment**

A Limitation of Expenditure contract will be used. Varying types of invoice payments will be permitted.

#### **7. Steps in the RFP process for competitive requirements**

The RFP as issued by the identified user specified in Part 6 A Supply Arrangement will include a Basis of Payment, a bid closing date, a Statement of Work, evaluation criteria and the Basis of Selection.

An RFP under the Supply Arrangements is used for requirements valued at more than \$25,000 but less than \$2,000,000, including applicable taxes. All Supply Arrangement Holders will be invited to submit a proposal for this solicitation process.

As indicated in the RFP, the SA Holder will be required to submit a proposal within the specified time frame. The time frame will be determined based on the complexity of the requirement but will not be less than 10 working days.

As requested, the SA Holder will submit a proposal to an identified user specified in Part 6 A Supply Arrangement by the date and time indicated in the RFP. The Bidder's proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the Bidder proposes to satisfy the requirement, along with the proposed prices for doing so.

Bidders may request written clarification of RFP requirements. Such requests for clarification will be sent to an identified user specified in Part 6 A Supply Arrangement through electronic means or through written correspondence by the date indicated in the RFP and within the parameters stated in the RFP.

An identified user specified in Part 6 A Supply Arrangement will answer clarification requests to all bidders. As a result of clarification requests, an identified user specified in Part 6 A Supply Arrangement will determine if any revisions to SOW requirements or evaluation criteria is required, and if necessary, issue an amendment to the RFP.

#### **8. Steps in the RFP process for sole source / directed requirements (this process will only be used in exceptional circumstances and must be justified by contract regulations)**

As requested by the Contracting Authority or the Project Authority, the SA Holder will submit a proposal to an identified user specified in Part 6 A Supply Arrangement by the date indicated. The Bidder's proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the Bidder proposes to satisfy the requirement, along with the proposed prices for doing so. Price/rate support must be submitted by the SA Holder in conjunction with the proposal. Acceptable price/rate support is one or more of the following:

Current published price list indicating the percentage discount available to the Government; or  
Paid invoices or previous contracts for like items (like quality and quantity) sold to other customers; or  
Price breakdown showing, if applicable, the cost of direct labour, general and administrative overhead, transportation, profit, etc.

#### **9. Evaluation of Proposals in Competitive requirements**

The proposal will be evaluated consistent with the evaluation factors identified in the RFP.

#### **10. Contract Award**

Contracts awarded under the SAs will clearly specify the work to be performed for the full period of performance. The Identified User - Contracting Authority will award Contracts in accordance with Part 6 C Resulting Contract Clauses of this SA, and incorporate the Statement of Work and the final proposal by reference. The Contract authorizes the SA Holder to proceed based upon the agreed technical requirements, milestone and deliverable schedule, including start and end dates for each milestone or deliverable. The SA Holder will not commence work until an approved Contract has been received from an identified user specified in Part 6 A Supply Arrangement, at the beginning of the period. The SA Holder acknowledges that any and all work performed in the absence of the aforementioned Contract will be done at the SA Holder's own risk, and Canada will not be liable for payment therefor, unless or until a Contract is provided by an identified user specified in Part 6 A Supply Arrangement.

#### **11. Debriefs**

At contract award, an identified user specified in Part 6 A Supply Arrangement will notify all bidders as to which SA Holder is being awarded the contract.

If a Bidder has questions as to why their proposal was not selected, the Bidder may direct written or verbal questions to an identified user specified in Part 6 A Supply Arrangement within a reasonable period of time after contract award. An identified user specified in Part 6 A Supply Arrangement will debrief the Bidder in writing as to why it was not selected.

The debriefing should be provided within 14 working days after the time after award.

#### **12. Contract Amendments**

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The estimated total cost authorized for each Contract is not to be exceeded until it is authorized by a formal Contract amendment. No amendment of a Contract will be binding upon the Contractor or Canada unless a formal Contract amendment has been issued by an identified user specified in Part 6 A Supply Arrangement. Likewise, Canada will not be liable for any adjustment to the price or change of a contract unless the change is authorized in writing by an identified user specified in Part 6 A Supply Arrangement

### **13. Identified Users**

The Identified Users include;

- Government of Canada departments, agencies or Crown corporations listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11
- Any other identified users added to the Supply Arrangement through amendment. This may include Provinces, Territorial Governments