



**RETURN BIDS TO:**

[IRCC.BidsReceiving-Receptiondessoumissions.IRCC@cic.gc.ca](mailto:IRCC.BidsReceiving-Receptiondessoumissions.IRCC@cic.gc.ca)

**Attn: Manon Delorme**

**FOR ELECTRONIC BIDS:**

The electronic mailbox is equipped to send an automatic reply to all messages received. If you do not receive an automatic response, please contact the Contracting Authority to ensure your bid was received. Please note that it is the bidder's sole responsibility to ensure that all bids submitted are received in their entirety by Citizenship and Immigration Canada by the closing date and time indicated in this RFP.

**IMPORTANT NOTICE TO SUPPLIERS**

The Government Electronic Tendering Service on [buyandsell.gc.ca/tenders](http://buyandsell.gc.ca/tenders) will be the sole authoritative source for Government of Canada tenders that are subject to trade agreements or subject to departmental policies that require public advertising of tenders.

**REQUEST FOR PROPOSAL**

**Proposal To: Citizenship and Immigration Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out thereof.

**Instructions : See Herein**

**Instructions: Voir aux présentes**

**Issuing Office – Bureau de distribution  
Citizenship and Immigration Canada  
Procurement and Contracting Services  
70 Crémazie  
Gatineau, Québec K1A 1L1**

<b>Title – Sujet</b>	
International Experience Canada Experiential Marketing Campaign	
<b>Solicitation No. – N° de l'invitation</b>	<b>Date</b>
CIC-157511	March 6 <sup>th</sup> , 2024
<b>Solicitation Closes – L'invitation prend fin at – à</b>	<b>Time Zone</b>
2:00 PM	Fuseau horaire
<b>on – April 2<sup>nd</sup>, 2024</b>	UTC-5 (Eastern Time)
F.O.B. - F.A.B.	
Plant-Usine: <input type="checkbox"/>	Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>
<b>Address Inquiries to: - Adresser toutes questions à :</b>	
<a href="mailto:IRCC.BidsReceiving-Receptiondessoumissions.IRCC@cic.gc.ca">IRCC.BidsReceiving-Receptiondessoumissions.IRCC@cic.gc.ca</a>	
<b>Telephone No. – N° de téléphone :</b>	
<b>Destination – of Goods, Services, and Construction:</b>	
<b>Destination – des biens, services et construction :</b>	
See Herein	
<b>Delivery required - Livraison exigée</b>	
<i>See Herein</i>	
<b>Vendor/firm Name and address</b>	
<b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Facsimile No. – N° de télécopieur</b>	
<b>Telephone No. – N° de téléphone</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/firm</b>	
<b>Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur</b>	
_____ (type or print)/ (taper ou écrire en caractères d'imprimerie)	
_____ <b>Signature</b>	_____ <b>Date</b>



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## PART 1 - GENERAL INFORMATION

### 1.1 Introduction

**The bid solicitation is divided into seven parts plus attachments as follows:**

Part 1 General Information: provides a general description of the requirement;

Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;

Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;

Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;

Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;

Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and

Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

### 1.2 Summary

**1.2.1** Immigration, Refugees and Citizenship Canada (IRCC) Communications Branch requires the services of a Contractor to develop and implement an experiential marketing approach for International Experience Canada (IEC). The aim is to create interactive experiences that engage with both outbound (Canadian) and inbound (foreign international) target audiences.

#### 1.2.2 Single Contract

Canada is seeking to establish a contract to develop and implement an experiential marketing campaign for IEC as defined in Appendix "D", Statement of Work, from contract award to March 31<sup>st</sup>, 2025 with one (1) option of one (1) year to the contract.

### 1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within fifteen (15) working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone, or in person.

If you have any concerns relating to the procurement process, please refer to the [Bid Challenge and Recourse Mechanisms](#) page on the Buyandsell.gc.ca website. Please note that there are



strict deadlines for filing complaints with the Canadian International Trade Tribunal (CITT) or the Office of the Procurement Ombudsman (OPO).

#### **1.4 Mandatory Requirements**

Where the words “must”, “shall” or “will” appear in this RFP, the clause is to be considered as a mandatory requirement.



## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

All Citizenship and Immigration Canada (CIC) instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out on the [CIC Website](#).

All SACC manual clauses for specific instructions not covered by the standard instructions identified in the bid solicitation by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](#) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The [CIC-SI-001 \(2016-05-26\)](#) Standard Instructions – Goods or Services Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

### 2.2 Submission of Bids

Bids must be submitted only to Citizenship and Immigration Canada by the date, time and place indicated on page 1 of the bid solicitation.

**Due to the nature of the bid solicitation, bids transmitted by facsimile will not be accepted.**

### 2.3 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than two (2) business days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders 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 questions or may request that the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

### 2.4 Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, 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 Bidders.



## 2.5 Basis for Canada's Ownership of Intellectual Property

Citizenship and Immigration Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#):

- the main purpose of the Contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination;

## 2.6 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

### Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the [Financial Administration Act](#), R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the [Public Service Superannuation Act](#) (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the [Supplementary Retirement Benefits Act](#), R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the [Canadian Forces Superannuation Act](#), R.S., 1985, c. C-17, the [Defence Services Pension Continuation Act](#), 1970, c. D-3, the [Royal Canadian Mounted Police Pension Continuation Act](#), 1970, c. R-10, and the [Royal Canadian Mounted Police Superannuation Act](#), R.S., 1985, c. R-11, the [Members of Parliament Retiring Allowances Act](#), R.S. 1985, c. M-5, and that portion of pension payable to the [Canada Pension Plan Act](#), R.S., 1985, c. C-8.



### **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](#).

### **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.





## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 Bid Preparation Instructions

Canada requests that bidders provide their bid in separately bound sections as follows:

Section I:      Technical Bid one (1) soft/electronic copy via email in .pdf format

Section II:     Financial Bid one (1) soft/electronic copy via email in .pdf format

Section III:    Certifications one (1) soft/electronic copy via email in .pdf format

**Canada requests that respondents submit their response in unprotected (i.e. no password) PDF format by email. Complete size of emails containing a response must not exceed 10MB. Emails exceeding 10MB will not be received. Should the size of email(s) exceed 10MB, respondents must contact the Contracting Authority at least 48 hours prior to the closing date to discuss alternatives.**

**Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.**

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use a numbering system that corresponds to the bid solicitation; and
- (b) page numbering must be used on the bottom right of each page of the proposal

In accordance with the [Treasury Board Contracting Policy](#) and the *Accessible Canada Act*, federal departments and agencies must consider accessibility criteria and features when procuring goods or services. Therefore, bidders are encouraged to highlight all the accessibility features and components of their proposal for this Statement of Work (SOW) and must:

- (i) demonstrate how the bidder's proposed goods and/or services meet the accessibility requirement at delivery; or
- (ii) describe how the bidder would deliver its goods and/or services under any resulting contract in a way that satisfies the mandatory requirement.

#### **Section I:      Technical Bid**

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their



bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

## **Section II: Financial Bid**

Bidders must submit their financial bid in accordance with Appendix “E”, Basis of Payment. The total amount of applicable taxes must be shown separately, if applicable.

Bidders should include the following information in their financial bid by completing Appendix “I”, Vendor Information and Authorization and include it with their bid:

1. Their legal name;
2. Their [Business Number](#) (BN); and
3. The name of the contact person (including this person's mailing address, phone and facsimile numbers, and email address) authorized by the Bidder to enter into communications with Canada with regards to:
  - a) their bid; and
  - b) any contract that may result from their bid.

Financial proposals must clearly identify the personnel proposed and the associated category for evaluation purposes only. Proposed per diem rates or firm prices must be in Canadian dollars.

The Bidder's firm price in response to this RFP and resulting contract(s) must include all overhead, general & administrative costs and profit. Included are the following costs that may be incurred in providing the required services: office space, computer hardware and software, word processing, preparation of reports, photocopying, courier services, facsimile services, telephone services, local travel expenses, and administration related to non-local travel expenses. "Local" as used here is defined as where the Work is to be performed in Canada as may be specified in the RFP and the resulting Contract(s).

Bidders must provide in their financial bid a price breakdown as detailed in Appendix “E”, Basis of Payment.

### **3.2 SACC Manual Clauses**

#### **C3011T (2013-11-06) - Exchange Rate Fluctuation**

The requirement does not provide for exchange rate fluctuation protection. Any request for exchange rate fluctuation protection will not be considered and will render the bid non-responsive.

## **Section III: Certifications**

Bidders must submit the required certifications and additional information required under Part 5.



## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

#### 4.1.1 Technical Evaluation

##### 4.1.1.1 Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement.

Mandatory requirements are evaluated on a simple pass or fail basis. Failure by a Bidder to meet any one of the mandatory requirements will render the Bidder's proposal **non-responsive and will not be given further consideration**. The treatment of mandatory requirements in any procurement process is absolute. Each mandatory technical criterion should be addressed separately.

### DEFINITIONS

**National Campaign** – The campaign is to be delivered in at least four (4) regions of Canada. The regions are: British Columbia, Prairies, Ontario, Atlantic, and the Territories.

**Marketing / Outreach Campaign** – The campaign is a mix of at least two different marketing/outreach initiatives (any of the following: Collateral or educational resources, event-based marketing, social media, partnerships, etc.).

**Youth Audience Campaign** – The campaign targeted to **18-35 years of age, all genders**.

**Produced and Completed** – The start date of the campaign, or the submitted portion/phase of an overall campaign, cannot pre-date the allowable date stated in the evaluation criteria. While the campaign can be ongoing, the submitted portion/phase must have been broadcast or published in the appropriate media, and results must be available (for all submitted media types).

**Marketing of programs** - Products or services: to better inform and engage the audience, to help drive results in uptake and impact.

**Experiential marketing** – To market a product or a service through experiences that directly engage the Audience.

For each project summary provided, Bidders are required to provide specific dates (month and year) of experience as well as the total duration of project (number of months). The month(s) of experience listed for a project whose timeframe overlaps that of another referenced project will only be counted once. For example: Project 1 timeframe is July 2001 to December 2001; Project 2 timeframe is October 2001 to January 2002; the total months of experience for these two project references is seven (7) months.



**Mandatory Technical Criteria (MT)**

For the purpose of the mandatory technical criteria specified below, the experience of the Bidder, its affiliates, employees, and sub-contractors will be considered in the evaluation process.

**NOTE TO BIDDER: Beside each criterion, write the relevant page number(s) from your proposal that addresses the identified requirement**

Item		MET / NOT MET	Cross Reference to Proposal (Page#)
MT1	<p><b>Marketing and/or Advertising Projects</b></p> <p>The Bidder MUST submit two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date:</p> <ul style="list-style-type: none"> <li>Two (2) of the campaigns were a national campaign</li> <li>Two (2) of the campaigns were originally produced and completed in both official languages</li> <li>Two (2) of the campaigns are a multi-media campaign</li> <li>Two (2) of the campaigns are a marketing/outreach campaign</li> <li>Two (2) of the campaigns targets a youth audience</li> </ul> <p>Two (2) of the following types of marketing services, as defined in Section B, must have been provided in any of the proposed marketing projects:</p> <ul style="list-style-type: none"> <li>Experiential marketing</li> </ul>		
MT2	<p><b><u>M2. Ability to perform marketing campaign in English and French</u></b></p> <p>The bidder MUST submit one (1) marketing campaign, produced and completed in English AND in French within the last five (5) years of bid closing date to demonstrate it has the capability to provide all services described in the Statement of work (SOW) in both languages.</p>		

No.	Mandatory Financial Criteria	Met	Not Met
MF1	The limitation of expenditure of the initial contract must not exceed <b>\$400,000</b> (all inclusive of any expenditures). Applicable taxes are extra.		
MF2	The limitation of expenditure of the option year must not exceed <b>\$200,000</b> (all inclusive of any expenditures). Applicable taxes are extra.		



## **BIDS NOT MEETING THE ALL THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION**

### **4.1.1.2 Point Rated Technical Criteria**

Each Technical Bid that meets all the Mandatory Requirements specified above will be evaluated and scored in accordance with the following point-rated evaluation criteria table(s). Each point rated technical criterion should be addressed separately.

For each project summary provided, Bidders are required to provide specific dates (month and year) of experience as well as the total duration of project (number of months). The month(s) of experience listed for a project whose timeframe overlaps that of another referenced project will only be counted once. For example: Project 1 timeframe is July 2001 to December 2001; Project 2 timeframe is October 2001 to January 2002; the total months of experience for these two project references is seven (7) months.

The Bidder must provide a detailed written description of the two (2) influencer marketing campaigns, produced and completed within the last five (5) years of bid closing date, that combine to meet the elements outlined in M1 and M2.

Both campaigns will be evaluated against R1, R2, R3, R4, R5 and R6 as outlined below.

Maximum eight (8) pages to respond per campaign example. Additional pages will not be considered.

NOTE: Copies of the actual creatives may be submitted within the written response as support elements to the following Rated Technical Evaluation Criteria. They will count towards the page limits. If creative samples are submitted as separate additional documents or files, they will not be reviewed.

**Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum points for each rated criteria.**

#### **Rating level:**

Points will be allocated as follows for each campaign. To pass, each bidder must attain a combined minimum total score of 34 points across both campaigns, with each criterion requiring a minimum of points for a passing grade.

**0 points:** Insufficient information provided.

**1 point:** An unsatisfactory proportion of the answers were provided, key points sought after were missing.

**2 points:** Information provided demonstrates that the Bidder's approach or experience only partially meets the stated criteria or is only partially relevant to the overall requirement.

**3 points:** Information provided demonstrates that most elements of the Bidder's approach or experience meet the stated criteria and are relevant to the overall requirement.



**4 points:** Information provided demonstrates that all elements of the Bidder’s approach or experience meet the stated criteria and are relevant to the overall requirement.

**5 points:** Information provided demonstrates that all elements of the Bidder’s approach or experience exceed the stated criteria and are highly relevant to the overall requirement.

<b>Point Rated Technical Criteria (RT) - Scores</b>			
<b>NOTE TO BIDDER: Beside each criterion, write the relevant page number(s) from your proposal that addresses the identified requirement. Point rated technical criteria not addressed will be given a score of zero.</b>			
Item		Rating Standards	Cross Reference to Proposal (Page#)
RT1	<p><b>Background</b></p> <p>The Bidder should showcase recent and relevant experience in delivering services related to marketing campaigns. In order to demonstrate experience, the bidder must provide a summary of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date.</p> <p>The summary should include the following information:</p> <ul style="list-style-type: none"> <li>▪ Who was the client and what was the campaign title?</li> <li>▪ Project start date; (Day, Month, Year);</li> <li>▪ What was the agency’s role? What were you hired to do?</li> <li>▪ Were there specific challenges or considerations related to the campaign?</li> <li>▪ What were the campaign objectives?</li> <li>▪ Who was the target audience(s)?</li> <li>▪ In which region(s) and language(s) was the campaign delivered?</li> <li>▪ What were the campaign start and end dates (including month and year for each)? If you’re submitting a portion or phase of an overall campaign, please include the start and end date of that portion/phase.</li> <li>▪ What was the budget for the campaign?</li> <li>▪ What were the services provided and how did they meet the objectives of the project?</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign summary: 5 points</p>	



<b>Max points</b>	<b>10 points</b>		
<b>Min points</b>	<b>6 points</b>	Bidder score	<b>/10</b>
RT2	<p><b>Campaign Strategy Development</b></p> <p>The Bidder should demonstrate recent experience in providing Campaign Strategy Development services. In order to demonstrate experience, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ What was the overall campaign strategy? How did you determine that strategy and why? On what data, information, insights, challenges or considerations were the recommendations based?</li> <li>▪ What were the Virtual and In- person tactics and/or the media mix recommended to support the campaign and why?</li> <li>▪ How did you present the campaign strategy to your client to secure approval, including the rationale that supported your positioning and the arguments that solidified and supported your overall approach or strategy?</li> <li>▪ What was the client feedback to the campaign strategy presentation? How did you secure approval? How was client feedback integrated into the overall campaign strategy?</li> </ul>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	
<b>Max points</b>	<b>10 points</b>		
<b>Min Points</b>	<b>6 points</b>	Bidder score	<b>/10</b>
RT3	<b>Creative Strategy Development</b>	<b>Maximum points: 10 points</b>	



	<p>The Bidder should demonstrate recent experience in Creative Strategy Development. In order to demonstrate experience, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ What was the foundation to support the creative development? How did you determine this approach and why?</li> <li>▪ How did your creative approach and tone support the overall campaign strategy? What was the connection to the objectives, media mix and audiences?</li> <li>▪ How did your creative strategy impact the tactics and/or media mix recommended? Did the creative approach drive media selection or vice versa?</li> <li>▪ What was the client reaction to the creative approach presented? How did you secure approval? How was client feedback integrated into the overall creative approach?</li> <li>▪ What were the challenges during the development and presentation of the creative strategy? How did you overcome those challenges?</li> </ul>	<p>Maximum per campaign description: 5 points</p>	
<b>Max points</b>	<b>10 points</b>		
<b>Min points</b>	<b>6 points</b>	Bidder score	<b>/10</b>
RT4	<p><b>Production Capacity and Execution</b></p> <p>The Bidder should demonstrate Production Capacity. In order to demonstrate capacity, the bidder must provide a detailed written description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing</p>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	





	<p>date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ Describe the approach taken to manage the overall production of creative products including: <ul style="list-style-type: none"> <li>○ Describe the regional or multiple market considerations, audience types, geographic, literacy, or other niche markets.</li> </ul> </li> <li>▪ How did you manage and coordinate the production of all the creative elements to ensure appropriate quality control and delivery under approved timelines? How did you ensure proper budget controls?</li> <li>▪ How did you manage client approval of the creative material? How were comments/feedback integrated?</li> <li>▪ How was the execution of the overall campaign managed? How did you ensure appropriate oversight, coordination and flexibility, including timelines and budget controls? How did you adapt the campaign and the execution to the changing environment as required?</li> <li>▪ How did you manage communication with the client throughout the campaign? How did you seek client input and approval as required?</li> <li>▪ What were the challenges during the creative production process and campaign execution? How did you overcome those challenges?</li> </ul>		
<b>Max points</b>	<b>10 points</b>	Bidder score	<b>/10</b>
<b>Min points</b>	<b>6 points</b>		
RT5	<p><b>Performance and Reporting</b></p> <p>The Bidder should demonstrate their experience monitoring campaign performance and delivering comprehensive reports to clients. In order to demonstrate experience, the bidder must provide a detailed written</p>	<p><b>Maximum points: 10 points</b></p> <p>Maximum per campaign description: 5 points</p>	



	<p>description of two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date. The same marketing campaigns in the previous section may be used.</p> <p>The description should include the following information:</p> <ul style="list-style-type: none"> <li>▪ What were the results of the overall campaign? Did it achieve the intended results? How did it perform against the key performance indicators (KPIs) and objectives? What was the KPIs used to assess the performance of the campaign?</li> <li>▪ What were the results of the creative approach? Did it achieve what was proposed or anticipated? What were the audience reactions and outcomes achieved?</li> <li>▪ How did you monitor campaign and creative performance throughout the campaign for both in person and virtual tactics? Were any modifications or optimizations implemented due to performance factors? If so, please describe. How did you seek client approval for those optimizations and modifications?</li> <li>▪ How did you communicate campaign and creative results to your client throughout the campaign? How were post-campaign evaluations and post-mortems produced and presented?</li> </ul>		
<b>Max points</b>	<b>10 points</b>	Bidder Score	<b>/10</b>
<b>Min points</b>	<b>6 points</b>		
RT6	<p><b>Anti-racism and diversity activities within the Bidder’s organization</b> The Bidder should demonstrate they have promoted anti-racism and diversity through the following corporate activities within the organisation:</p> <p><b>a.</b> The Bidder has internally published policies or commitments on anti-racism and inclusiveness. The Bidder must provide the following with the bid:</p> <p>(i) A description of the policy or commitment; and</p>	<p><b>Maximum 7 points</b> (1 point for each activity, plus 2 additional point)</p> <p><b>Points for each activity:</b> 1 points (for each activity): The bidder has fully described the activity and provided the required</p>	



	<p>(ii) A copy of the policy or the commitment documents including their effective date.</p> <p><b>b.</b> The Bidder's employees are mandated to take mandatory training on anti-racism. The Bidder must provide the following with the bid</p> <ul style="list-style-type: none"> <li>(i) A description of the training;</li> <li>(ii) The name of the training course;</li> <li>(iii) The name of the service provider; and</li> <li>(iv) A copy of the course outline (if developed internally).</li> </ul> <p><b>c.</b> The bidder's employees are mandated to take unconscious bias training. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the training;</li> <li>(ii) The name of the training course;</li> <li>(iii) The name of the service provider; and</li> <li>(iv) A copy of the course outline (if developed internally)</li> </ul> <p><b>d.</b> The bidder has publicly available organizational commitments to a diverse workforce. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the commitment;</li> <li>(ii) A copy of the commitment documents including their effective date.</li> </ul> <p><b>e.</b> The bidder has developed internal staffing and/or recruitment strategy(ies) to increase representation of underrepresented groups in their workforce. The Bidder must provide the following with the bid:</p> <ul style="list-style-type: none"> <li>(i) A description of the strategy(ies);</li> <li>(ii) Copies of job postings or other staffing/recruitment documents demonstrating compliance with the criterion</li> </ul>	<p>supporting documents.</p> <p><b>Additional Points</b> (Max 2 pts): 2 points - Bidder has demonstrated at least 4 of the 5 activities. 1 point – Bidder has demonstrated at least 2 of the 5 activities.</p>	
<b>Max points</b>	<b>7 points</b>	Bidder score	<b>17</b>
<b>Min points</b>	<b>4 points</b>		
<b>Total Points (RT1 + RT2 + RT3 + RT4 + RT5 + RT6)</b>		<b>157</b>	

#### 4.1.2 Financial Evaluation

Only the proposals that are technically responsive will be considered for financial evaluation.



The price of the bid will be evaluated in Canadian dollars, applicable taxes are excluded.

For the purposes of bid evaluation, Basis of Payment, Appendix “E” will be used. The Bidder must provide all inclusive firm price for the work being proposed in accordance with the bid solicitation, for the initial contract period and for the option period.

The “TOTAL EVALUATED PRICE” in Appendix “E”, Basis of Payment will be calculated by adding the initial contract period total (Table “A”) and Option period total (Table “B”). The sum of the two rows will be used to determine the financial evaluation.

## 4.2 Basis of Selection

### 4.2.1 Basis of Selection - Highest Combined Rating of Technical Merit and Price

4.2.1.2 To be declared responsive, a bid must:

- a. comply with all the requirements of the bid solicitation; and
- b. meet all mandatory criteria; and
- c. obtain the required minimum of **34** points overall for the technical evaluation criteria which are subject to point rating.

The rating is performed on a scale of **57** points.

4.2.1.3 Bids not meeting **(a) or (b) or (c)** will be declared non-responsive.

4.2.1.4 The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70 % for the technical merit and 30 % for the price.

4.2.1.5 To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70%.

4.2.1.6 To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30 %.

4.2.1.7 For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.

4.2.1.8 Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

**The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equal’s 135 and the lowest evaluated price is \$45,000 (45).**



**Basis of Selection - Highest Combined Rating of Technical Merit (70%) and Price (30%)**

		Bidder 1	Bidder 2	Bidder 3
<b>Overall Technical Score</b>		<b>115/135</b>	<b>89/135</b>	<b>92/135</b>
<b>Bid Evaluated Price</b>		<b>\$55,000.00</b>	<b>\$50,000.00</b>	<b>\$45,000.00</b>
<b>Calculations</b>	<b>Technical Merit Score</b>	<b>115/135 x 70 = 59.63</b>	<b>89/135 x 70 = 46.15</b>	<b>92/135 x 70 = 47.70</b>
	<b>Pricing Score</b>	<b>45/55 x 30 = 24.55</b>	<b>45/50 x 30 = 27.00</b>	<b>45/45 x 30 = 30.00</b>
<b>Combined rating</b>		<b>84.18</b>	<b>73.15</b>	<b>77.70</b>
<b>Overall rating</b>		<b>1<sup>st</sup></b>	<b>3<sup>rd</sup></b>	<b>2<sup>nd</sup></b>



## **PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION**

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default, if any certification made by the Bidder is found to be untrue whether during the bid evaluation period or during the contract period.

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

### **5.1 Certifications Required with the Bid**

Bidders must submit the following duly completed certifications as part of their bid.

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

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the Integrity declaration form available on the [Forms for the Integrity Regime](#) website, to be given further consideration in the procurement process.

### **5.2 Certifications Precedent to Contract Award and Additional Information**

The certifications and additional information listed below should be submitted with the bid but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame specified will render the bid non-responsive.

#### **5.2.1 Integrity Provisions – Required Documentation**

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of the [Ineligibility and Suspension Policy](#), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

#### **5.2.2 Integrity Provisions – List of Names**

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide a completed List of Names in the Integrity Verification form available on the [Integrity Regime website](#), to be given further consideration in the procurement process.



### **5.2.3 Federal Contractors Program for Employment Equity – Bid Certification**

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the [Federal Contractors Program \(FCP\)](#) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the webpage.

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility" to Bid list at the time of contract award.

#### **Certification**

By submitting a bid, the Bidder certifies that the information submitted by the Bidder in response to the above requirements is accurate and complete.

### **5.2.4 Status and Availability of Resources**

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability.

### **5.2.5 Education and Experience**

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.



## **PART 6 – SECURITY, FINANCIAL AND OTHER REQUIREMENTS**

### **6.1 Security Requirement**

There is no security requirement associated with the requirement.

### **6.2 Insurance Requirements**

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.





## PART 7 - RESULTING CONTRACT CLAUSES

### APPENDIX “A”, GENERAL TERMS AND CONDITIONS

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

#### **A1. Standard Acquisition Clauses and Conditions Manual**

All instructions, general terms, conditions and clauses identified herein by title, number and date are set out in the Standard Acquisition Clauses and Conditions (SACC) Manual issued by Public Works and Government Services Canada (PWGSC) and in the Citizenship and Immigration Canada Terms and Conditions Manual.

**A1.1** An electronic version of the [SACC Manual](#) is available on the Buy and Sell Website.

**A1.2** An electronic version of the Citizenship and Immigration Canada (CIC) Contract Terms and Conditions is available on the [CIC Website](#).

#### **A2. Terms and Conditions of the Contract**

**A2.1** The general terms, conditions and clauses identified herein by title, number and date, are hereby incorporated by reference into and form part of this Contract, as though expressly set out herein, subject to any other express terms and conditions herein contained.

#### **A3. General Conditions**

**A3.1** General Conditions [CIC-GC-001 \(2024-01-10\)](#), Med/High Complexity Goods and Services Contract shall apply to and form part of this Contract.



## APPENDIX “B”, SUPPLEMENTAL TERMS AND CONDITIONS

### B1. Priority of Documents

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

- a) The Articles of Agreement;
- b) Appendix “B” – Supplemental Terms and Conditions;
- c) Appendix “A” – General Terms and Conditions;
- d) Appendix “C” – Terms of Payment;
- e) Appendix “D” – Statement of Work;
- f) Appendix “E” – Basis of Payment
- g) Appendix “F” – Vendor Information and Authorization Form;
- h) the Contractor's proposal dated \_\_\_\_\_(TBD)

### B2. CIC Clauses

The following Citizenship and Immigration Canada Terms and Conditions are incorporated by reference and form part of this Contract:

ID	Date	Title
<a href="#">CIC-SC-002 (2015-02-16), Crown Owns Intellectual Property (IP) Rights in Foreground Information</a>		

### B3. SACC Manual Clauses

The following SACC manual Clauses are incorporated by reference and form part of this Contract:

ID	Date	Title
<a href="#">A9117C</a>	<a href="#">2007-11-30</a>	<a href="#">T1204 - Direct Request by Customer Department</a>
<a href="#">A9116C</a>	<a href="#">2007-11-30</a>	<a href="#">T1204 Information Reporting by Contractor</a>
<a href="#">C0705C</a>	<a href="#">2010-01-11</a>	<a href="#">Discretionary Audit</a>

### B4. Security Requirement

There is no security requirement associated with the requirement.

### B5. Period of Contract

The period of the Contract is from date of contract award to March 31<sup>st</sup>, 2025.

#### B5.1 Option to Extend the Contract

The Contractor grants Canada, the irrevocable right to extend the term of the Contract by up to one additional one year period. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in Appendix “E”, Basis of Payment.



Canada may exercise this option at any time by sending a written notice to the Contractor before the Contract expiry date. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

## **B6. Termination on Thirty (30) Days Notice**

1. Canada reserves the right to terminate the Contract at any time in whole or in part by giving thirty (30) calendar days written notice to the Contractor.
2. In the event of such termination, Canada will only pay for costs incurred for services rendered and accepted by Canada up to the date of the termination. Despite any other provision of the Contract, there will be no other costs that will be paid to the Contractor as a result of the termination.

## **B7. Certifications / Compliance and Additional Information**

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

## **B8. Insurance Requirements**

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.

## **B9. Statement of Work**

The Contractor must perform the Work in accordance with the Statement of Work in Appendix "D".

## **B10. Authorities**

### **B10.1 Contracting Authority**

The Contracting Authority for the Contract is:

**<The Contracting Authority for the Contract is to be identified at Contract award>**

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

### **B10.2 Project Authority**

The Project Authority for the Contract is:



**<The Project Authority for the Contract is to be identified at Contract award>**

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

**B10.3 Technical Authority**

**<The Technical Authority for the Contract is to be identified at Contract award>**

The Technical Authority will be responsible for providing guidance on the technical requirements and deliverables.

**B10.4 Contractor Representative**

**<The Contractor's Representative for the Contract is to be identified at Contract award>**

**B11. Proactive Disclosure of Contract with Former Public Servants *(If applicable)***

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.



## APPENDIX “C”, TERMS OF PAYMENT

### C1. Basis of Payment

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price as specified in Appendix “E” Basis of Payment for a cost of \$ \_\_\_\_\_ (*insert the amount at contract award*). Customs duties are included and applicable taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

### C2. Method of Payment

Canada will pay the Contractor upon completion and delivery of the Work in accordance with the payment provisions of the Contract if:

- a) an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b) all such documents have been verified by Canada;
- c) the Work delivered has been accepted by Canada.

### C3. Applicable Taxes

Applicable taxes are not included in the amounts shown in the Basis of Payment. Applicable taxes, which are estimated at \$ \_\_\_\_\_ (to be determined at contract award), are included in the total contract amount. Applicable taxes are to be shown as separate items on all invoices and claims for progress payments and will be paid by Canada. The Contractor agrees to remit to appropriate tax authorities any amounts of Applicable Taxes paid or due.

### C4. Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed. Each invoice must be supported by:
  - a) a copy of the release document and any other documents as specified in the Contract;
2. Invoices must be distributed as follows:
  - a) The original and one (1) copy must be forwarded to the following address for certification and payment:  
[IRCC.FINInvoices.FacturesFIN.IRCC@cic.gc.ca](mailto:IRCC.FINInvoices.FacturesFIN.IRCC@cic.gc.ca)

### C5. Travel and Living Expenses

“Canada will not accept any travel and living expenses for:

- a) Work performed within the National Capital Region (NCR). The NCR is defined in the [National Capital Act](#), R.S.C. 1985, c. N-4, S.2.;
- b) Any travel between the Contractor’s place of business and the NCR; and



- c) Any relocation of resources required to satisfy the terms of the Contract.

These expenses are included in the firm price for professional fees specified above.”



## APPENDIX “D”, STATEMENT OF WORK

### 1. TITLE

IEC Experiential Marketing campaign

### 2. OBJECTIVE

The objective of this work is to develop and implement an experiential marketing approach for International Experience Canada (IEC). The aim is to create interactive experiences that engage with both outbound (Canadian) and inbound (foreign international) target audiences. The weighting of the focus of this work will be 70% to outbound (i.e. Canadian youth) and 30% to inbound (i.e. foreign youth) audiences. Additionally, the inbound element of this project will be a fully virtual component. The primary goals are to increase awareness, enhance engagement, drive participation in the IEC program, and establish strategic partnerships to amplify the reach and impact of marketing efforts.

### 3. BACKGROUND

IEC is a program of the Government of Canada that manages youth mobility arrangements with over 30 countries and territories. IEC gives youth the opportunity to work and travel abroad—an opportunity that would otherwise not be possible because most countries do not allow foreign youth to work or even stay for an extended period. IEC gives Canadian youth easier access to work permits to work and travel in our partner countries and territories. Young Canadian participants in other countries obtain foreign work experience, which benefits their future careers in the Canadian workplace and also helps build a stronger Canada by fostering increased intercultural understanding and an integrated society.

The objective of the campaign is to increase awareness of the IEC program and promote the benefits of work and travel opportunities in foreign countries. Since the pandemic, there has been a decrease in participation in the program. Canada has faced competition from other countries in attracting foreign youth for working holiday programs, co-ops and internships. Although participation numbers are rebounding, there is rationale to target promotions to specific countries that have / continue to have low participation. In 2022, 20 partner countries did not meet their quotas, 8 of which used less than 50% of their allocated quota. Year over year data shows declining participation rates in these particular countries. As well, the number of Canadian youth going abroad in 2021 has dropped by approximately 70% when compared to 2019 (based on available data ). Therefore, IEC has been placing a greater focus on increasing awareness of the program by finding ways to engage with youth and encourage them to take advantage of the benefits of experiences abroad.

This campaign will supplement an advertising campaign launching in January 2024 and an influencer marketing campaign launching in February 2024.

IEC seeks to expand its marketing efforts through experiential approaches. This will involve creating immersive experiences that effectively communicate the benefits and opportunities that the program offers to youth. The initiative builds on existing in-person and virtual events where IEC has a presence, such as student conferences, job fairs, etc.



#### 4. KEY MESSAGING

- IEC facilitates work and travel opportunities for Canadian youth in more than 30 partner countries and territories, empowering youth to seek experiences that will prepare them for success in a globalized economy.
- IEC is a trusted source for applicants as they prepare to navigate the application process.
- International work and travel helps young Canadians grow personally, broadens their perspectives of the world and their place in it, and increases awareness of and sensitivity to other cultures.
- Start your next adventure with IEC. Explore what the world has to offer.

#### 5. TARGET AUDIENCE

- prospective Canadian participants including people from Indigenous and 2SLGBTQIA+ communities, ages 18 to 35 (16 to 35 via various channels such as schools, academic organizations and youth organizations to engage with youth before eligibility).
- Millennials (24 to 35 years old) are looking to travel again and seek work permits from a trusted government program. IEC gives Canadian youth the opportunity to have authentic immersive experiences—testimonials, social proof and careful attention to messaging are essential.
- GenZers (18 to 24 years old) are open to experimentation. IEC gives them the opportunity to explore, experiment and live their dream.

#### 6. TASKS

The Supplier is required to provide services that may include, but are not limited to

- overseeing the life of the project to ensure the quality of the work and ensure that timelines, budgets, and staff resources are adhered to
- developing a strategy and a creative approach to bolster IEC's presence at virtual and in-person events using experiential marketing techniques
- attending client briefings and meetings, providing status reports detailing budgets and timelines, producing estimates for approval, advising of budget variances and facilitate the production process
- ensuring that all creative elements have the Project Authority's signed approval prior to production
- providing cost reports on a monthly basis including breakdown by personnel, resources, travel and rates
- delivering all requested deliverables as outlined in more detail in the sections below

#### 7. CREATIVE AND PRODUCTION SERVICES

The Supplier is expected to plan and execute a variety of experiential marketing activities, including but not limited to

- experiential marketing production
  - interactive installations
    - designing and building interactive installations, often to engage and captivate the audience
  - event production and management





- virtual reality (VR) experiences
  - creating immersive VR environments, simulations or interactive tours that allow participants to engage with IEC brand and the opportunity it offers in a virtual space
- augmented reality (AR) applications
  - developing AR applications that overlay digital content on the real world, enhancing physical experiences and adding interactive elements tied to IEC
- video production for interactive displays
  - producing videos or multimedia content for interactive displays, digital screens or touchpoints that the target audience can engage with during an event or in a kiosk
- interactive kiosks and touchscreens
  - designing and producing interactive kiosks or touchscreens that showcase IEC and its key messages, allowing the audience to explore and interact with the content
- sensory experience production
  - creating multisensory experiences by incorporating elements like scents, textures, sounds or tastes that would engage IEC target audiences and enhance the overall experience.
- themed environments and sets
  - designing and constructing immersive environments or sets of a specific theme or concept, providing a cohesive and engaging brand experience
- interactive workshops and classes
  - creating and managing interactive or in-person workshops, classes or educational sessions where participants can learn about IEC.
- electronic production\*
  - web graphics, interactive features, banners and buttons
  - social media visuals
  - infographics
  - online video
  - other digital media, if applicable

*\* Note that IRCC has established a cohesive visual identity for IEC products. Creative frameworks and design elements will be shared to provide guidance for any production, ensuring alignment and consistency with the existing design elements.*
- Produce creative concepts in the form of mock-ups, story boards or scripts.
- Write and edit text, including copy, for all drafts through to final materials.
- Provide copy-editing and proofreading services.
- Translate/adapt all text for drafts to the other official language and non-official language(s) through to final materials.

## 8. EVALUATION

The Supplier will assess the effectiveness of the experiential marketing efforts through quantitative and qualitative analysis of KPIs, including the following:



For in-person tactics:

- brand perception: Evaluate the shift in IEC brand perception and associations among the audience, assessing whether the campaign effectively conveyed the desired brand image.
- time spent on experiences: Measure the average time spent by visitors at interactive experiences or activations; this will reflect the level of engagement and interest.
- customer engagement: Track the number of meaningful interactions and engagements with the brand, such as the booth visits, quiz participation, etc.
- in-person engagement: Assess the level of engagement and interest shown by visitors at the experiential marketing campaign, including the number of leads captured and the quality of interactions.

For virtual tactics:

- impressions: Determine the number of times marketing materials were displayed on various platforms; this will provide insight into the overall visibility of the campaign.
- engagement: Assess the level of audience interaction and participation in response to the marketing tactics, such as booth interactions, contest entries and social media engagements.

*Note: The IRCC SM team will provide the data for Reach, which measures the total number of individuals exposed to the marketing campaigns across different channels, including social media platforms, websites and offline events.*

## 9. DELIVERABLES

The Supplier must provide marketing, strategic, creative, production, account management and administrative services to support IRCC's campaigns:

**Initial contract period** – From contract award date to March 31, 2025

**One (1) option year** : April 1, 2025, to March 31, 2026

## 10. KEY IMPLEMENTATION MILESTONES

### Initial contract period :

- Conduct a kickoff meeting to ensure all team members understand their roles and responsibilities, and the campaign's objectives.
- comprehensive research
  - IRCC will provide an overview of IEC program and expand on the kickoff meeting by outlining specific goals, target audiences, and desired outcomes for the experiential marketing campaign.
  - The Contractor will do research and in-depth analysis of the audiences and needs.



### **Proposal, concept development, and budget planning:**

- comprehensive plan with draft concepts: The supplier's primary task is to develop and present a comprehensive plan that includes draft concepts to align with the International Experience Canada program's objectives and resonate with the target audience. The plan should cover all elements of event coordination, such as event sourcing and logistics and the hiring of brand ambassadors.
- The plan should outline the following key responsibilities for brand ambassadors in the experiential marketing campaign:
  - Act as the face and voice of the brand.
  - Interact with consumers in person to provide real-life experiences.
  - Create engaging and interactive moments that convey IEC key messages.
  - Promote the IEC program at various locations.
  - Distribute promotional items and samples if applicable.
- The contractor is expected to specify the required number of brand ambassadors for the campaign, outline the selection criteria employed in their recruitment, and detail the vetting process to ensure its alignment with the values and objectives of the International Experience Canada program.
- collateral materials: Propose collateral materials to support the plan and concepts.
- budget and resource allocation: Within the plan, the Supplier should provide a detailed budget and resource allocation to support the proposed concepts.
- approvals process: During this phase, the supplier will seek approvals for the plan and concepts. A minimum of 3 drafts will be expected, with further drafts as necessary to align with the IRCC approvals process.

### **Execution:**

- collateral material design and execution: Once the plan and concepts are approved, the supplier will proceed with the actual design and execution of collateral materials and experiential marketing efforts.
- interactive prototype development: The Supplier is responsible for developing interactive prototypes or demonstrations. These prototypes will offer a tangible preview of the proposed experiential elements.
- incorporate IRCC's feedback: The supplier will implement modification and refinement based on Project Authority feedback.
- logistic, including equipment and materials transportation to and from event sites
- campaign implementation/execution
- interactive experience deployment
  - logistical support: Transport equipment and materials to and from event sites.
  - setup and testing: Ensure all interactive components and prototypes are set up correctly and undergo rigorous testing to guarantee optimal performance during the campaign.
  - troubleshoot as necessary



- reactive approach to handling technical or experiential issues as they occur
  - focus on identifying and addressing problems in real time to ensure a smooth experience
- live presentation and interaction
  - event conduct: Recruit and hire brand ambassadors to conduct live presentations, participate in interactive sessions, and deliver demonstrations as part of the experiential campaign, effectively engaging participants.
  - audience feedback collection: Take a proactive approach to improve the experience by encouraging participants to provide immediate feedback, allowing for quick adjustments and enhancements based on real-time input.
- post-campaign assessment and evaluation
- data collection and analysis:
  - engagement metrics: Gather comprehensive data on audience engagement, participation rates, and other relevant metrics to evaluate the campaign's success.
  - feedback analysis: Analyze feedback received from participants, IEC, and other stakeholders to identify strengths, weaknesses and areas for improvement.
- post-campaign report
  - performance summary: Prepare a detailed report summarizing the campaign's performance, outlining key metrics, participant feedback and successes achieved.
  - insights and recommendations: Provide actionable insight and recommendations for future campaigns, leveraging lessons learned from this implementation.

**Option year:**

- Continued collaboration and refinement
  - The extra optional year enables the supplier to implement improvements and enhancements based on the concepts, strategies, campaign elements data and feedback collected during the previous year. This offers an opportunity to leverage lessons learned from previous executions, optimizing interactive elements, content strategies and engagement techniques for better results ensuring the campaign remains effective and aligned with IEC's mission.
- Extended reach and visibility
  - An additional year allows for the extension of promotional activities, increasing the reach and visibility of the campaign across various channels and platforms.
  - It provides more time to engage with a broader audience and create a lasting impression, potentially attracting new stakeholders and partners.

**11. WORK AND CONTRACT CONSTRAINT**

Suppliers must be aware of the following constraints, which will affect how the work must be done.

**Policies, acts and standards**

To ensure the integrity and efficacy of the campaigns, the Supplier must provide services and produce materials in compliance with the administrative policies of the GC issued by the



Treasury Board Secretariat (TBS) including, but not exclusive to, the following:

- A. the Policy on Communications and Federal Identity to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs of the public and that the GC is visible and recognizable to the public
- B. the Contracting Policy to ensure the quality and value of the work they contract out
  - 1. The Contractor may subcontract the supply of goods or services that are customarily subcontracted by the Contractor. In any other instance, the Contractor must obtain the prior consent of the Contracting Authority in writing. The Contracting Authority may require the Contractor to provide such particulars of the proposed subcontract as it considers necessary.
  - 2. Subcontracting does not relieve the Contractor from any of its obligations under the Contract or impose any liability upon Canada to a subcontractor.
  - 3. In any subcontract, the Contractor agrees to bind the subcontractor by the same conditions by which the Contractor is bound under the contract, unless the Contracting Authority requires or agrees otherwise, with the exception of requirements under the Federal Contractor's Program for employment equity, which only applies to the Contractor.
- C. the Official Languages Act (sections 11, 30 and 41) and the Policy on Official Languages to ensure compliance in all communications
  - 1. Moreover, institutions must respect the GC's commitment stated in Part VII of the Act to enhance the vitality of official language minority communities.
- D. the Privacy Act to ensure proper privacy practices are incorporated and respected in the handling of personal information
- E. the Standard on Web Accessibility to ensure conformance with Web Content Accessibility Guidelines (WCAG) 2.0.

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

## 12. APPROVALS PROCESS

The Project Authority (PA), representing the IRCC Marketing and Advertising Division team, will serve as the primary liaison between the client and the Supplier. The PA will be responsible for confirming the expected deliverables, overseeing the internal approvals process, and setting project deadlines. The PA's responsibilities also include seeking all necessary approvals, providing written approvals for project deliverables, confirming project expectations, and reviewing final deliverables to ensure alignment with project requirements and quality standards. The PA will verify that the project represents value for money and adheres to the approved budget and resource allocation. In cases where applicable, the PA may be responsible for receiving and reviewing supplier invoices, ensuring they accurately reflect the services provided and align with the contract terms and budget.

The Supplier will work with the PA to set a timeline for the delivery and presentation of work, including campaign briefs, campaign strategies, creative concepts and post-campaign reports.

IRCC will apply an approval process to messaging, draft and final versions of all deliverables. Final approval cannot be obtained until IRCC signs off by email. Once this occurs, the Project Authority will communicate approval to the Supplier. The Project Authority is responsible for seeking approvals from GC central organizations as well as



from relevant groups, both internal and external to IRCC, and senior management within IRCC. The Supplier may be asked to provide presentation materials and/or to make presentations for this purpose.

### **13. REPORTING REQUIREMENTS**

The Supplier will prepare weekly project status reports and provide details of the work done during the previous month. Monthly budget reports outlining the overall budget and how the project is tracking against it will be required.

At the minimum, the work may include

- project status updates to be provided via email
- cost reports on a monthly basis for year one of the contract, including breakdown by personnel, resources, travel and rates
  - The agency will track time separately for separate components of the campaign when presenting monthly costing reports.
  - The Supplier and the Project Authority will develop a process for documenting activities and direct costs. In particular, it must furnish the level of effort (time and resources) it expended to provide the services required by the department.
- virtual or face-to-face meetings as needed, with contact reports provided to IRCC after the conclusion of the meeting via email

### **14. PROJECT MANAGEMENT CONTROL PROCEDURES**

IRCC will assign a dedicated Project Authority to the campaign, and will:

- provide access to the Project Authority, who will be responsible for coordinating the overall project, providing as-required direction and guidance to the Supplier, and accepting and approving the contract deliverables on behalf of IRCC
- screen and review material and work with the Supplier to revise and enhance the material according to the agreed upon processes and timelines
- ensure that the project does not include any public opinion research (POR) by working with IRCC's internal POR team to screen and review survey instruments/questions the supplier intends to use to ensure they don't contain anything that could be considered POR
  - The Project Authority and/or the POR team will work with the supplier to provide alternatives for any such content.
- monitor progress, give required direction and provide timely feedback
- obtain approvals from IRCC management, internal clients and other government departments as required
- provide access to relevant materials (if needed):
  - IEC brand identity such as color, design, logo and all other visual identifiers and design elements
  - research results
  - existing promotional content, in both official languages
  - other background material, as deemed relevant by the Project Authority

### **15. TRAVEL**

All costs related to travel, such as transportation and accommodation, must be included in the



submission. No additional amount will be paid once the contract is in place.

## **16. AVAILABILITY OF PERSONNEL**

The Contractor, its employees and subcontractors must be available to start performing the work from the contract award date and remain available for the duration of the contract.

## **17. DIVERSITY**

IRCC is committed to making our Department more inclusive for everyone and fostering an equitable workplace culture that values diversity and creates an environment that is welcoming and rewarding for all. We encourage the businesses that work with us to reflect these values.

More information can be found at:

<https://www.canada.ca/en/government/publicservice/wellness-inclusion-diversity-public-service/diversity-inclusion-public-service2.html>



### APPENDIX “E”, BASIS OF PAYMENT

During the period of the contract, the Contractor will be paid as specified below, for Work performed in accordance with the Contract.

All deliverables are F.O.B. Destination, and Canadian Customs Duty included and applicable taxes are extra.

For bid evaluation and contractor(s) selection purposes only, the evaluated price of a bid will be determined in accordance with this Basis of Payment, Appendix “E”.

Canada's total liability to the Contractor under the Contract shall **not exceed \$678,000.00 including all options, travel expenses and all applicable taxes.**

**All cost/price proposal exceeding the total indicated above will render the bidder’s cost/price proposal non-responsive, and eliminated from the competition.**

The Bidder must complete this pricing schedule and include it in its financial bid. Other than completing required section(s) in the pricing table below, the bidder must not make any other changes or alternations. By doing so will render the bidder’s response non-compliant and will be eliminated from the competition.

The firm price must be all inclusive of any expenditures required to fulfill the contract as identified in Appendix “D” Statement of work.

Table A - Initial Contract – From contract award to March 31 <sup>st</sup> , 2025		
Services Required	Period of Contract	Firm Price
<b>Marketing Services</b> (As per statement of work section 6, 7, 8, 9 & 10)	From Contract Award to March 31, 2025	<to be completed by the bidder>
<b>Strategic Services</b> (As per statement of work section 6, 7, 8, 9 & 10)	From Contract Award to March 31, 2025	<to be completed by the bidder>
<b>Creative Services</b> (As per statement of work section 6, 7, 8, 9 & 10)	From Contract Award to March 31, 2025	<to be completed by the bidder>
<b>Production Services</b> (As per statement of work section 6, 7, 8, 9 & 10)	From Contract Award to March 31, 2025	<to be completed by the bidder>
<b>Account Management Services</b> (As per statement of work section 6, 7, 8, 9 & 10)	From Contract Award to March 31, 2025	<to be completed by the bidder>
<b>Administrative Services</b> (As per statement of work section 6, 7, 8, 9 & 10)	From Contract Award to March 31, 2025	<to be completed by the bidder>
<b>TOTAL EVALUATED PRICE FOR TABLE A (Excluding taxes)</b>		<to be completed by the bidder>





<b>Table B –Option Period– From April 1<sup>st</sup>, 2025 award to March 31<sup>st</sup>, 2026</b>		
<b>Services Required</b>	<b>Period of the option</b>	<b>Firm Price</b>
<b>Marketing Services (As per statement of work section 6, 7, 8, 9 &amp; 10)</b>	From April 1 <sup>st</sup> , 2025 to March 31, 2026	<to be completed by the bidder>
<b>Strategic Services (As per statement of work section 6, 7, 8, 9 &amp; 10)</b>	From April 1 <sup>st</sup> , 2025 to March 31, 2026	<to be completed by the bidder>
<b>Creative Services (As per statement of work section 6, 7, 8, 9 &amp; 10)</b>	From April 1 <sup>st</sup> , 2025 to March 31, 2026	<to be completed by the bidder>
<b>Production Services (As per statement of work section 6, 7, 8, 9 &amp; 10)</b>	From April 1 <sup>st</sup> , 2025 to March 31, 2026	<to be completed by the bidder>
<b>Account Management Services (As per statement of work section 6, 7, 8, 9 &amp; 10)</b>	From April 1 <sup>st</sup> , 2025 to March 31, 2026	<to be completed by the bidder>
<b>Administrative Services (As per statement of work section 6, 7, 8, 9 &amp; 10)</b>	From April 1 <sup>st</sup> , 2025 to March 31, 2026	<to be completed by the bidder>
<b>TOTAL EVALUATED PRICE FOR TABLE A (Excluding taxes)</b>		<to be completed by the bidder>

**TOTAL EVALUATED PRICE Table:**

<b>TABLE A – TOTAL (excluding taxes)</b>	To be provided by Bidder
<b>TABLE B – TOTAL (excluding taxes)</b>	To be provided by Bidder
<b>TOTAL EVALUATED PRICE = SUM OF TABLE A + TABLE B (excluding taxes)</b>	To be provided by Bidder



APPENDIX "F", VENDOR INFORMATION AND AUTHORIZATION FORM

Vendor Name and Address

Four horizontal lines for entering vendor name and address.

Legal Status (incorporated, registered, etc.)

- Four checkboxes for legal status: Individual (Sole proprietor), Privately owned corporation, Joint Venture or Corporate entity, and Other (specify):

GST or HST Registration Number and Business Number (Revenue Canada)\

One horizontal line for entering GST or HST Registration Number and Business Number.

Name and Title of Person authorized to sign on behalf of Vendor

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Central Point of Contact

The Vendor has designated the following individual as a central point of contact for all matters pertaining to the proposed contract, including the provision of all information that may be requested:

Name and Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Each proposal must include a copy of this page properly completed and signed.