



Request for Proposal

For: Production Services of Virtual Events

Date: January 30, 2021

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Introduction

Since 1954, Muscular Dystrophy Canada (MDC) has been the leading voice of the neuromuscular community in Canada. Thanks to our generous donors, we support individuals impacted by neuromuscular disorders, by investing in research, delivering critical programs and services, and challenging public policy.

Funded by Canadians from coast to coast, our investment in the research community is advancing the development of important new treatments. Our programs and services play a critical role in informing and supporting members of the neuromuscular community by funding equipment to improve daily life; hosting family and caregiver retreats; providing emotional and educational support; and with providing access to vital resources and support systems. Our advocacy efforts focus on enhancing public policy at all levels of government to bring about positive change. We are currently working to bring new treatments and trials to Canada. Advances in medicine have resulted in individuals with neuromuscular disorders living longer but not necessarily living better. As their disorder progresses and changes, so do their needs and financial strains.

Our desire is to provide support through all stages of disease progression by providing the tools, resources and support individuals need to live a full and rich life. MDC relies on fundraising dollars to achieve our key strategic priorities. Traditionally, MDC has raised millions of dollars by fundraising through in person events. COVID 19 has forced MDC to pivot to consider and bring the community together to raise critical funds through a meaningful virtual experience.

Section 1 – Proposal Submission Instructions

MDC is looking for an experienced production company to support various virtual fundraising events. As our organization advances its short, mid and long-term focus for fundraising, marketing and community engagement, we would benefit from the expertise of an external partner to guide, as well as, provide direct support for the delivery of impactful virtual events that ensures a positive experience for all attendees, excellent engagement/participation and enables MDC to achieve its fundraising targets.

Please send proposals to Heather Rice @ Heather.Rice@muscle.ca by Friday, February 19, 2021.

All inquiries regarding the RFP must be submitted in writing to Heather Rice as early as possible within the bidding period. Inquiries must be received **no less than five (5) business days** before the bid closing date to allow sufficient time to provide a response. Inquiries received after that time may not be answered prior to the bid closing date.

For information about MDC, please visit our website at www.muscle.ca.

Section 2 – Scope of Work

Service Requirements

Four events:

1. Walk for Muscular Dystrophy (Walk4MD) – June 19, 2021 (Tentative)
2. Walk4MD – CMT – Sept 18, 2021 (Tentative)
3. Defi Gratte Ciel - September 25, 2021 (Tentative)
4. Gala – Late October (TBD)

Walk4MD, Walk4MD-CMT and Defi will require:

- Plan, coordinate and produce a 30-45 minute live virtual production
- Devise run of show based on previous year and best practice
- Compile and/or film segments for show
- Video editing services
- Work with individuals airing live to ensure they are equipped to participate
- Host a minimum of 2 trial runs before air date
- Provide graphic design services for components required for the production such as (Name Keys, intro/extro slides, sponsor recognition etc.)
- Help secure free or assist in the purchasing of audio files if required
- Must be a bilingual production – live interpreter required
- A live chat feature is required for the show
- Our muscle.ca website should be used as main viewing/livestream location of the show with possible secondary location on social media (ie. Facebook live)
- Graphic design support for the promotion of the event
- A clean recorded copy of the show

Virtual Gala will require *(all of the items noted above with the exception of an interpreter):*

- Plan, coordinate and produce a 30-45 minute live virtual production
- Devise run of show based on previous year and best practice
- Compile and/or film segments for show
- Video editing services
- Work with individuals airing live to ensure they are equipped to participate
- Host a minimum of 2 trial runs before air date
- Provide graphic design services for components required for the production such as ((Name Keys, intro/extro slides, sponsor recognition, graphics, presentations etc.)
- Help secure free or assist in the purchasing of audio files if required
- A live chat feature is required for the show
- Our muscle.ca website should be used as viewing/livestream location of the show
- English only production
- Graphic design support for the promotion of the event
- A clean recorded copy of the show

Section 3 – Proponent Submission Information

3.1 Cover Letter and Introduction

The production company shall provide a cover letter that introduces the firm and or consultant; and summarizes the proposal deliverables and costs. This should allow MDC's Evaluation Team to quickly gain an overall perspective of the proposal, prior to reviewing in detail. The cover letter must be signed by an authorized signing officer of the organization.

3.2 Qualifications/Experience

This section includes a brief description of the firm and or consultant including qualifications and experience relevant to the above re: scope of work.

The bidder is asked to provide:

1. Brief overview of organization, strength and structure
2. Clearly identify the team that will be assigned to the MDC account
3. The firm's and or consultant's current and largest public sector clients, indicate the type(s) of services performed and the number of years served for each client
4. Evidence of experience, including a list of previous projects, mandates or other work similar to the types of services required hereunder with similar timelines

3.3 Lead Personnel

Experience and Roles of Key Team Members. Please provide information as follows:

1. Case studies/examples showcasing related project experience
2. Experience of the key team lead and the key team members

3.4 Methodology and Approach

The bidder is asked to provide:

1. Approach to managing complex assignments such as this
2. Turnaround times

3.5 Price Proposal (see Appendix "A" below)

Proponent shall provide a Price Proposal for services.

3.6 References

Provide three references for any work done by your firm in the past three years that is similar in nature to the requirements defined in this RFP. Select clients that are similar to MDC and provide a contact name, along with his/her phone number, fax number and email address.

The reference information provided should identify the size of the engagements conducted for them as well as demonstrate the extent of your previous experience, the clients' overall satisfaction with your services and the results achieved, including your adherence to interim and final deadlines.

3.7 Presentation

MDC may request Proponent(s) to present their proposal to the evaluation team. If so, the objectives, requirements and evaluation criteria for the presentation will be provided when the invitation to present is extended.

The presentation should provide an overview of the firm's and or consultant's proposal with emphasis on the following:

- a) Understanding of the assignment
- b) Approach and plan
- c) Projected outcomes

Section 4 – Proposal Evaluation

4.1 Evaluation Process

- An evaluation committee will be formed by MDC
- The criteria against which proposals will be evaluated is identified below
- MDC may request clarification from any Respondent when evaluating a proposal

4.2 Evaluation Criteria

For proposals to be evaluated, the Respondent must demonstrate experience and qualifications, and disclose any actual or perceived conflict of interest by providing a written statement.

Proposals will be evaluated based on the following criteria:

MANDATORY REQUIREMENTS	MET
1. The firm shall provide a cover letter that introduces the firm and summarizes the proposal approach and costs.	Y/N
2. The cover letter must be signed by an authorized signing officer of the organization.	Y/N
RATED REQUIREMENTS	%
Understanding of requirements	10%
Qualifications/Experience	10%
Lead Personnel	10%
Methodology and Approach	10%
Price Proposal	30%
References	5%
Presentation	25%
TOTAL	100%

4.3 Basis of Selection

1. To be considered responsive, a bid must:
 - a) Meet all the mandatory requirements of this solicitation; and
 - b) Obtain the required minimum of 70 per cent of the points for the criteria which are subject to point rating.
2. Bids not meeting (a) or (b) above will be given no further consideration.
3. The responsive bid that scores the highest number of rated points will be recommended for award of a contract.

SIGNATURE OF AUTHORIZED OFFICERS

PROPOSERS CERTIFICATION AND ASSURANCES

This form must be attached to and form part of the Supplier's proposal for:

1. I/We make the following certification and assurances as a required element of the RFP that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions that apply to this RFP or the Agreement entered into pursuant to this RFP.
2. I/We certify that this bid is made without any connection, knowledge, comparison of figures or arrangement with any other company, firm or person making a bid for the same work and is in all respects fair and without collusion for fraud.
3. I/We agree to comply with all of the terms, conditions and provisions as outlined herein, understanding that such conditions and provisions apply to this RFP of the Agreement entered into pursuant to this RFP.

Authorized Signature

Print/Type Name

Position

Date

Company's Registered Name

Mailing Address of Vendor:

Street _____ City _____

Province _____ Postal Code _____ Telephone Number _____

Email Address _____ Website _____

APPENDIX “A” – PRICE PROPOSAL

Proposed Resource(s)	Total Hours	Hourly Rate	Extended Cost
		\$	\$
		\$	\$
		\$	\$
OTHER COSTS (such as travel, living) without mark-up			\$
TOTAL EXTENDED COST			\$
HST			\$
GRAND TOTAL			\$

Please Note:

- All costs shall be quoted in Canadian dollars (CAD): HST excluded;
- Proposals shall be irrevocable for a period of ninety (90) days following the RFP closing date;
- All costs shall remain firm for the period of the resultant contract;
- The hourly rate shall be all-inclusive and cover all wages, overhead and profit; and
- All expenses, travel and mileage, meals, and other disbursements to be charged at cost without mark-up.