



Request for Quote

Marketing Promotional Sizzle Video Reel

The 2021 Canada Games Host Society Inc., a non-profit organization, requests a proposal for a third-party contractor to create a Marketing Sizzle Reel. This promotional video will combine music, graphics, visuals and other effects to create an attention-grabbing way of educating and exciting the general public about the Niagara 2021 Canada Summer Games.

Email Intent to submit by Friday, March 6th, 2020 - 4:00pm

Proposals to be completed and submitted by Monday, March 9th, 2020 - Noon

Introduction

At the peak of Niagara's boldest summer yet, more than 5,000 young athletes and their coaches will gather to compete for the podium in Canada's largest multi-sport event. On its road to glory, this shining generation of hopefuls will leave its mark on our community and on the country – transforming, inspiring, and unifying us all through the power of sport.

As ambassadors of Niagara's unrivaled warmth and compassion, thousands of volunteers will play host to the nation. The Niagara 2021 Canada Summer Games will celebrate the wonder of sport alongside arts and culture. The Games will honour our indigenous communities, and showcase a remarkable heritage of hard work and innovation in one of the world's most awe-inspiring destinations.

With world-renowned hospitality, the people of Niagara will welcome visitors from across the country. Spirited events, spectacular entertainment, and the theatre of elite competition will spark new energy in the region as our streets, skies, and waterways shimmer with ceremony and celebration that is befitting of Canada's best young athletes.

From August 6th to 21st, 2021, Niagara will surge stronger than ever on the national stage. The Games will give rise to a new legacy of ambition, confidence, and compassion that will inspire generations to come.

About the 2021 Canada Games Host Society (2021 CSG)

In preparation for the games, a Host Society has been established and led by a Board of Directors that is comprised of passionate, experienced and accomplished sport and community leaders.



The goals of the Host Society are to:

- Provide a phenomenal experience for the athletes and other participants at the 2021 CSG — an experience that will propel their development, allow them to perform their best and inspire them to dream big
- Provide a legacy of sport infrastructure and programs that are vital for Niagara, Ontario, and Canadian sport development
- Provide a legacy of infrastructure, community programs and unify a spirit that will be transformative for Niagara
- Provide an unmatched podium and partnership for the Canada Games Council to build upon the success of previous Canada Games and strengthen the Canada Games property

Project Scope

About the Marketing Sizzle Reel

The 2021 Host Society sees this promotional video as a necessary tool to get people from the Niagara Region and across the country excited about this unique, nation-building event. This sizzle reel will also help build anticipation and educate audiences about the significance of this competition, while also serving as a mechanism to inspire communities and stakeholders in Niagara to get involved in this once-in-a-lifetime opportunity to create a legacy that will last for generations after the Games.

Goals of this Marketing Sizzle Reel include:

- Increase general awareness about the Niagara 2021 CSG
- Generate excitement and buzz around the Niagara 2021 CSG
- Increase volunteer interest
- Increase sponsorship and VIK interest from outside parties
- Increase ticket and merchandise sales (closer to Games time)

Target Audiences

- Residents of Niagara
- Canada at Large
- Niagara Event Stakeholders | Business Community
- Canada Games Stakeholders
- Prospective Volunteers
- Potential 2021 Athletes & Coaches
- Schools and Children/Youth
- Event Spectators | Partners | Venues | Sponsors



Anticipated Schedule

- | | |
|------------------------------------|----------------------------------|
| ● RFP issued | Tuesday, March 3rd, 2020 |
| ● Emailed Notice of Intent | Friday, March 6th, 2020 - 4:00pm |
| ● Proposals & Supporting Documents | Monday, March 9th, 2020 - Noon |
| ● Decision | End of March |
| ● Start Date | April 2020 |
| ● Delivery Date | May - June 2020 |

Scope of the work

The 2021 Host Society will seek a third-party contractor with a proven ability of developing and creating high-quality video content. This partner will be responsible for creating a storyboard that aligns with the 2021 Host Society's vision, supplying the crew and equipment, shooting all required footage and in charge of any post-production steps including editing all visual and audio materials.

Budget

Our decision process will be to secure a partner who's services best delivers the goals of the Niagara 2021 Canada Summer Games, while also being cost effective.

The Niagara 2021 Canada Summer Games Host Society is not merely looking for a vendor with a fee for service approach. Instead it is our belief that all vendors associated with the Niagara 2021 become strategic event partners offering both fee for service; as well as, Value In-Kind (VIK) opportunities. We encourage vendors to include budget relieving VIK (a reduction in cost to the requirements outlined in the Scope of Work), as well as enhanced VIK (additional services or features, not specifically outlined in the Scope of Work).

Proposal Requirements

- Provide a portfolio of your previous video production work
- Provide a brief description and storyboard behind your creative idea for Niagara 2021's Marketing Sizzle Reel along with project delivery timelines
- Briefly describe your approach and process for filming, editing and packaging digital videos
- List all services provided in-house as well as the services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of their role and capabilities
- Provide a detailed fee proposal. Be certain to identify VIK sponsorship considerations identifying separately what would be considered budget relief versus project enhancement



- References: supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and phone number

Scorecard

Vision & Creativity Storyboard	35%
Timelines	15%
Budget Cash	20%
Budget VIK Consideration	10%
Professional Experience	20%

Contract Terms

All material produced, data collected, and reports generated by the subcontractor on behalf of 2021 CSG are confidential and become exclusive property of 2021 CSG. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by 2021 CSG to do so.

This RFP does not commit to pay any costs incurred in the preparation of a proposal or to procure or contract for services. 2021 CSG reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP, in part or in its entirety at its sole discretion.

Additional Information or Clarification

All questions and requests for clarification should be submitted contact listed below. Question and answers will be documented and distributed to all bidders. If necessary, an addendum will be issued.

Please be certain to include the name and contact details of the persons to be approached for clarification of the proposal if needed.

Proposals are to be sent to:

Vittoria Wikston, Senior Manager | Marketing & Communications

2021 Canada Summer Games Host Society Inc.

wwikston@2021canadagames.ca