

Request for Proposal

BRAND STRATEGY

2021 Canada Summer Games – Niagara

The 2021 Canada Games Host Society, Inc., a non-profit organization, requests proposals for a marketing firm that will create, design and deliver a unique brand strategy with compelling narrative, vibrant aesthetics and emotion engagement in conjunction with a comprehensive marketing strategy for the Niagara 2021 Summer Games.

Proposals to be completed and submitted by 12pm on Thursday, January 31st, 2019 with notice of intention to submit a proposal by 12pm on Friday, January 25th, 2019.

Electronic submissions of the proposal are preferred and should be submitted to vwikston@2021canadagames.ca with "Proposal for Marketing Agency of Record" in the subject line. If submitting a hardcopy proposal, 2 copies must be delivered by the proposal deadline to: Vittoria Wikston, Manager, Partnership & Events, 2021 Canada Games Host Society, Inc. c/o 50 Church Street, P.O. Box 3012, St. Catharines, ON, L2R 7C2.

Introduction

April 2017, the Niagara Region was awarded the 2021 Canada Summer Games scheduled for August 2021. The opportunity to host the Canada Games in 2021 has truly captured the imagination and spirit of Niagara. The Games will be a powerful catalyst to help provide critical legacy in Niagara, and represents a tremendous opportunity for incredible growth. Niagara's vision for the Games is based on four pillars of growth:

- For the Games' participants;
- For Niagara, Ontario and Canadian sport development;
- For all of Niagara; and
- For the Canada Games.

The Niagara 2021 Canada Summer Games is scheduled over a period of two weeks in August 2021 welcoming over 5000 participants (athletes, coaches, officials, etc.) involving 17 sporting disciplines. This high-profile sporting event will also be certain to attract government officials, media, professional sport scouts, participant family & friends and of course the Niagara Region at large.

The vision of the Games is to Inspire, Transform and Unify the entire Niagara Region, comprised of 12 municipalities. The Niagara 2021 event platform is a celebration gathering of sport; as well as, a celebration gathering of arts and culture. Both equally important to our brand strategy.

About the Canada Games 2021 Host Society (2021 CSG)

In preparation for the games, a Host Society has been established and lead by a Board of Directors that is comprised of passionate, experienced and accomplished sport and community leaders. Chairman of the board is Mr. Doug Hamilton – lawyer and Olympic medalist/World Champion rower.

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; and
- 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.

Scope of Work:

We seek a partner with a proven track record for creative excellence in brand development to assist with the 2021 Niagara Games to:

- Develop a brand identity and platform for the 2021 CSG including positioning, personality, promise, differentiation, and value proposition.
- Develop a comprehensive brand strategy (including brand architecture) for a multi-faceted brand that addresses relationships with all target audiences and expresses the Niagara Region narrative.
- Asset delivery including logo design, brand identity standards/guidelines/systems.

Proposal Requirements

- Provide a brief description of your firm's structure and capabilities.
- Describe in detail your approach and process for brand development to achieving the project scope addressed above.
- Provide case studies of your firm providing similar services to firms of our scope. These case studies should include a brief description of the brand identity services provided and a discussion of the outcome.
- Submit a detailed schedule with your proposal for the project with includes critical milestones, assuming a start date of March 4th, 2019.
- Provide a detailed fee proposal with outlines the specific activities that would be performed during the brand process.
- References: Supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.
- Where applicable deliverables must be AODA compliant.

Anticipated Schedule

- RFP issued January 18th
- Notice of Intent to Submit due to 2021 CSG January 25th
- Proposals due to 2021 GSG January 31st
- Invitation to present issued by 2021 GSG Week of February 4th
- Decision February 15th – March 1st
- Start Date Week of March 4th

It is to be noted that the 2021 Niagara Team will be attending and participating in the Canada Winter Games in Red Deer, Alberta scheduled February 15th – March 3rd, 2019.

Target Audiences

- Niagara Region Event Stakeholders | Residents & Business Community
- Event Participants | Event Spectators
- Event Partners | Venues | Sponsors
- Media | Event Employees | Volunteers
- Canada at Large

Budget

2021 CSG is not merely looking for a vendor with a fee for service approach. Instead it is our belief that all vendors associated with the 2021 CSG become strategic event partners offering both fee for service; as well as, Value In-Kind (VIK) opportunities and are agreeable to become an active participate in the marketing communications committee working group.

Contact

Questions regarding this RFP can be directed to:
 Vittoria Wikston, Manager, Partnerships & Events
 Email: vwikston@2021canadagames.ca | Telephone: 905.321.5979

Thank you.

Background on the Canada Games Brand

For an insight into the Canada Games corporate identity please refer to their published directive at:

[Canada Games Corporate Identity | Brand Manual](#)

<https://canadagames.ca/> is the official event site hosting and managed by the Canada Games Organization.

Hyperlink to the current landing page for 2021 CSG is as follows:

[2021 Canada Summer Games | Niagara Region](#)