



Request for Proposal (RFP)

2021 CANADA GAMES MASCOT DESIGN, FABRICATION & MAINTENANCE

2021 Canada Summer Games – Niagara

The 2021 Canada Games Host Society, Inc., a non-profit organization, requests proposals for a mascot vendor that will design*, fabricate and service a unique mascot with vibrant aesthetics and emotional engagement for the 2021 Canada Summer Games in Niagara.

*Final designs must be flexible enough to enable the inclusion of creative elements from the winning submissions of the “mascot name and design contest” that will happen across the 4 Niagara Region school boards (with students between 5th and 12th grades) as part of the “Catch the Spirit” Educational Program, a key component of our Community Development pillar.

Proposals to be completed and submitted by 12pm on Friday, May 10th, 2019 with notice of intention to submit a proposal by 12pm on Friday, April 26th, 2019.

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 from August 6th, 2021 – August 21st, 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 2021 Canada Games 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.

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](#)

(Note: Official Niagara 2021 brand is currently under development with anticipated completion by April 30th, 2019)

<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](#)

About the Mascot Program

The 2021 Host Society envisions a mascot program that will not only be a wonderful opportunity to engage the community, but also an important medium for the communication of key messages for the Games. In this regard, research undertaken by the 2021 Host Society has identified a mascot that is a perfect fit for a Canada Summer Games in Niagara - a turtle. Indeed, there is a remarkable confluence of many factors supporting the choice of a turtle as our mascot. These factors include:

- The extremely strong connection between turtles and Niagara's Indigenous community;
- The obvious connection between turtles and a Summer Games with many water sports;



- The abundance of turtles and turtle species in Niagara and southern Ontario;
- The potential to connect the environmental sustainability plan for the Games with a mascot that is at risk;
- The connection of turtles with a key geographical landmark in Niagara - the Niagara Escarpment has been referred to as the heart or backbone of Turtle Island;
- The connection between turtles and plans for the Games. Most turtles have 13 large sections on their shell - this aligns with our 13 for 13 program which envisions programs to connect each of Niagara's 13 municipalities with Canada's 13 provinces and territories. It is also important to note that many turtles have 28 smaller sections around the 13 large sections on their shell - the 2021 Canada Games will be the 28th Canada Games; and
- The popularity and appeal of turtles to children and youth.
- And, just for kicks, back in the 1930's, Sonny the turtle and his owner took a ride over the Horseshoe Falls. Sonny made it!

These connections provide an important opportunity to leverage the mascot program to also enhance other programs for the Games - programs such as the educational program, the environmental sustainability program and the '13 for 13' cultural program.

The 2021 Host Society plans to launch this program through a contest to name and design our turtle mascot. This contest will be launched in schools across Niagara on May 23, 2019 – World Turtle Day.

Target Audiences

- Schools and Children/Youth
- Indigenous and other Communities
- Niagara Event Stakeholders
- Niagara Residents & Business Community
- Event Participants & Spectators
- Event Partners | Venues | Sponsors
- Media
- Event Employees | Volunteers
- Canada at Large

The 2021 Canada Summer Games Mascot will not only be a wonderful opportunity to engage the community, but also an important medium for the communication of key messages for the Games to all important stakeholders.

Anticipated Schedule

- | | |
|-------------------------------------|-----------------------------------|
| • RFP issued | April 15 th , 2019 |
| • Emailed Notice of Intent | April 26 th , 2019 |
| • Proposal and Supporting Documents | May 10 th , 2019 |
| • Decision | May 30 th , 2019 |
| • Project Start Date | June 1 st , 2019 |
| • Final Delivery | September 16 th , 2019 |

Budget

The 2021 Niagara 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 2021 Canada Summer Games 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).

Project Budget is estimated at a maximum \$20,000 (plus HST).

This does not include monthly cleaning and maintenance fees, which if applicable should be clearly indicated in the proposal submissions.

Scope of Work:

We seek a partner with a proven track record for the design, fabrication and servicing of the actual professional mascot uniform worthy of a regional, provincial, and national platform. The 2021 CSG Mascot creation program will have 4 phases:

Phase 1 (Discovery & Design – June – July 2019)

- Meetings and consultations with 2021 Niagara Host Society team on mascot movement, limitations/advantages of different mascot styles and constructions.
- Meetings and consultations with 2021 Niagara Host Society team on mascot design and integration with the 2021 Canada Summer Games brand
- Provide initial character drawings including possible colour schemes and scalability of uniform, as well as incorporation of creative elements from the "Catch the Spirit" Educational Program.
- Provide critical path to completion, including ongoing consultation and approvals of mock ups and base construction.

Phase 2 (Fabrication & Training – July 2019 to September 2019)

- Fabricate mascot with 2021 Host Society approval.
- Test mascot usability including mobility, ease of dress, cooling systems, etc.
- Training on use and care of the mascot suit.

Phase 3 (Maintenance & Cleaning – October 2019 to October 2021)

- Ongoing maintenance of mascot suit.
- Regular cleaning of the mascot suit.
- Creation and delivery of any additional mascot costuming that may be required.

Proposal Requirements

- Provide a brief description of your firm's structure and capabilities; as well as, identifying who will be involved on Company Project Team, including their relevant experience and credentials.
- List all services provided in-house as well as services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role and capabilities.
- Briefly describe your approach and process for mascot development and characterization to achieving the project scope addressed above.
- Provide case studies of your firm providing similar services to firms of our scope.
- In advance of design contest submissions, provide suggested character images (drawings or existing photos)
- Sustainability is a key component to delivering the 2021 CSG narrative.
 - Provide case studies of your firm that promote best sustainable business practices through previous projects and related policy standards
 - Describe in detail your approach to ensure your firm's business practices reduce and/or eliminate negative environmental impacts
- Submit a detailed schedule with your proposal for the project with includes critical milestones, assuming a start date of June 1st, 2019
- Provide a detailed fee proposal that outlines the specific activities that would be performed during each one of the phases. Be certain to identify VIK sponsorship considerations identifying separately what would be considered budget relief verses 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 a contact phone number.
- Where applicable deliverables must be AODA compliant.

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

Proposal Conditions

- In its sole and absolute discretion, and without limiting the generality of the Host Society's discretion under this RFP, the Host Society:
 - May modify or amend this RFP including the schedule, the RFP requirements, the scope of services, or any other terms, whether material or not, and may cancel or suspend this RFP.
 - Need not necessarily accept the lowest price, the highest ranked, or any proposal, and may reject or accept any or all proposals.
 - May reject a proposal which fails to meet the requirements of this RFP
 - Assess any proposal on the basis of any one or more of the evaluation criteria set forth in this RFP, which criteria are not intended to be exhaustive, and/or any other criterion or factor considered appropriate by the Host Society, and select any proposal which the Host Society considers to offer the best value and to be in its best interests.

- Accept any proposal which in any manner, whether substantially or not, fails to comply with any of the requirements of this RFP, whether or not such requirements are expressed in mandatory terms or such noncompliance is substantial.
- Negotiate one or more of the highest ranked proposals with respect to fee, the scope of services or any other component of such proposal(s).
- The Host Society shall have no liability as a result of issuance of this RFP. No vendor shall have any claim against the Host Society for any compensation of any kind whatsoever as a result of participating in this RFP process, including without limitation any claim for costs of proposal preparation or participation in negotiations, or for loss of anticipated profits, whether based in contract including fundamental breach, tort, breach of any duty, or any other cause of action whatsoever.
- This RFP does not commit to pay any costs incurred in the preparation of a Proposal or to procure or contract 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.

Proposal Evaluation

Proposals are due to 2021CSG by 12pm, Friday, May 30th, 2019. Selection criteria are outlined below and will be used to evaluate proposals. 2021 CSG will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, 2021 CSG would intend to then negotiate with the next most qualified vendor, until reaching a satisfactory contractual arrangement. This RFP does not commit 2021 CSG to award a contract or pay any costs incurred in the preparations or submission of proposals. 2021 CSG reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed in be in the best interest of the 2021 CSG.

Selection of the successful proposal will be made by 2021 CSG based upon the bidder's:

- Responsiveness to work scope and program needs - (35%)
- Demonstrated experience and expertise in similar projects - (30%)
- Value In-Kind opportunities (project enhancement) – (10%)
- Cost effectiveness, including budget reliving VIK - (25%)

Please note special consideration will be noted for Niagara Region based vendors.

Submission Requirements

- Proposals should be submitted, **along with Proposal Form “A” to Procurement@2021CanadaGames.ca** . If submitting a hardcopy proposal, 2 copies must be delivered by the proposal deadline to: Procurement Department - 2021 Canada Games Host Society, Inc. c/o 25 Corporate Park Drive; 3rd Floor, St. Catharines, ON, L2S 3W2.
- Proposals must be received before 12:00PM on the closing date.



- If a vendor is of the view that there are discrepancies or omissions in the RFP documents, or that any clarification is required, the vendor should contact Vittoria Wikston at vwikston@2021canadagames.ca and she shall respond in writing or, if in agreement that there is a requirement for amendment or clarification, will issue an addendum. The Host Society may, at any time prior to the closing date and time, issue additional information, clarifications or modifications to the RFP by written addendum issued by the Procurement Coordinator or their designate only. It is the Vendor's sole responsibility to ensure they have received all addendums prior to submitting their proposal. It is the vendor's responsibility to monitor the Host Society's website and download addendums posted. All addendums become part of the proposal documents and receipt of addendums shall be acknowledged by the vendor on Proposal Form "A", Section 4.
- Technical proposals and financial proposals must be in separate files / attachments, which have been clearly marked. If financial information is included in the technical proposal, it is grounds for rejection.

Additional Terms

The proposed contract period for services is through the end of October 2021.

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



PROPOSAL FORM “A”

2021 Canada Games Host Society RFP - Mascot, Design, Fabrication and Maintenance

1. I/We hereby submit a Proposal for **Mascot, Design, Fabrication and Maintenance** in accordance with the requirements of this RFP.
2. I/We have carefully examined all of the contents of this RFP, including the RFP terms and conditions.
3. In the event of our proposal being accepted, I/we agree to enter into a contract with the 2021 Canada Games Host Society.
4. I/We acknowledge receipt of, and have taken into consideration, the following addendums issued during this Request for Proposals: # _____ # _____ # _____
5. Proposal Closing Time: **Friday, May 10, 2019**
6. I/We acknowledge the proposal scores will be finalized based on the results of all the factors outlined in the proposal package, and that the Host Society will select a proposal which provides the Host Society with the best value and which the Host Society determines is in its best interests.

Name:

Proponent's Business Address:

Printed Name(s):

Title(s):

Signature(s):
