

# **Kootenay Association for Science & Technology**

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## **Request for Proposal**

### **“MIDAS Marketing Package Design”**

**RFP No:** 1617-01-MIDAS-MK

**Issue Date:** May 6, 2016

#### **Closing Date for Submission:**

Proposals will be accepted until **May 20<sup>th</sup> 5:00 p.m.**. Couriered or emailed submissions are acceptable.

The submissions should be marked '**RFP No:** 1617-01-MIDAS-MK (MIDAS Marketing Package Design)', and sent to the Advertised Contact:

#### **Organization Advertised Contact :**

Name: Amber Hayes

Address: Box 119

Rossland, BC V0G 1Y0

Tel: 250 368 7618

e-mail: [midas@kast.com](mailto:midas@kast.com)

Any questions regarding the scope of work or other technical specifications should be directed to:

#### **Organization Project Director:**

Name: Amber Hayes

Address: Box 119

Rossland, BC V0G 1Y0

Tel: 250 368 7618

e-mail: [midas@kast.com](mailto:midas@kast.com)

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## **1. INSTRUCTIONS TO BIDDERS**

### **1.1 ADDITIONAL INFORMATION**

If any questions or responses to this request for proposals require revisions to this document, such revisions will be by formal amendment only. To determine whether an amendment has been issued, contact Amber Hayes, MIDAS Project Director (hereafter referred to as the Advertised Contact) at 250 368-7618.

### **1.2 BIDDER CERTIFICATION**

Submission of a signed Bid Form is certification that the bidder will accept any award made to it as a result of the submission.

### **1.3 EXPENSES INCURRED IN PREPARING BID**

The Kootenay Association for Science & Technology (hereafter referred to as Organization) accepts no responsibility for any expense incurred by the bidder in the preparation and presentation of a bid, such expenses to be borne exclusively by the bidder.

### **1.4 BID COST INCLUSION**

The proposal shall be inclusive of all costs, except GST.

### **1.5 QUALIFICATION OF BIDDERS**

Each bidder may be required, before the award of contract, to show to the complete satisfaction of the evaluation team that it has the necessary facilities, ability, and financial resources to furnish the service or material specified herein in a satisfactory manner. The bidder may also be required to show past history and references that will enable the evaluation team to be satisfied as to the bidder's qualifications. Failure to qualify according to the foregoing requirements will justify bid rejection by the Organization.

### **1.6 SIGNED PROPOSALS**

The proposal must be signed by the person(s) authorized on behalf of the bidder or company and binds the bidder to the statements made in the RFP response.

### **1.7 IRREVOCABILITY OF PROPOSALS**

At the appointed closing time, all proposals become irrevocable. By submission of a proposal, the bidder agrees that should its proposal be selected, the bidder will enter into a contract with the Organization.

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## **1.8 CHANGES TO THE PROPOSAL WORDING AND CONTENT**

The bidder is entitled to amend its proposal at any time before the deadline for submission of proposals. After the closing date and time, the bidder will not change the wording or content of its proposal and no words will be added to the proposal, including changing the intent or content of the presentation of the proposal, unless requested by the Organization.

## **1.9 ACCEPTANCE OF PROPOSALS**

The Organization is not bound to accept the lowest priced or any of the submitted proposals.

## **1.10 ALTERNATIVE SOLUTIONS**

Please submit any alternative option as a separate proposal. If any other type of alternative option is proposed, bidders are also requested to submit the alternative or option as a separate proposal.

## **1.11 LIABILITY FOR ERRORS**

The information contained in this Request for Proposal is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be accurate by the Organization, nor is it necessarily comprehensive.

## **1.12 CONFIDENTIALITY OF PROPOSALS**

The Organization is subject to the Freedom of Information and Protection of Privacy Act. That Act creates a right of access to records in the custody or under the control of the Organization, subject to the specific exceptions in that right set out in the Act. The Organization will receive all proposals submitted in response to this RFP in confidence. Because of the right of access to information created by that Act, the Organization does not guarantee that information contained in any proposals will remain confidential if a request for access in respect of any proposal is made under the Act. Bidders are required to keep their proposals confidential and must not disclose their proposals, or information contained in them, to anyone else without the prior written consent of the Organization.

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## **2. TERMS & CONDITIONS**

### **2.1 CONTRACT CONTENT**

The content of the awarded contract shall consist of the following documents:

- Contents of the Organization Request for Proposal: **RFP No: 1617-01-MIDAS-MK**
- Any written amendments to the Organization Request for Proposal:  
**RFP No: 1617-01-MIDAS-MK Amend XXX**
- The bidder's proposal for the Organization Request for Proposal

### **2.2 EXECUTION OF CONTRACT**

The successful bidder (hereafter referred to as the Consultant) must begin the required work as agreed to in consultation with the Organization Project Director. All required work must be completed by **June 25<sup>th</sup>, 2016**. The failure of the Consultant to execute the work as agreed to with the Project Director shall constitute a default, and the Organization may award the contract to the next highest rated and responsible bidder or solicit new bids.

### **2.3 AGREEMENT WITH TERMS**

The Consultant, through the submission of a proposal, agrees to all terms and conditions of this RFP.

### **2.4 CONFIDENTIALITY OF INFORMATION**

Information pertaining to the Organization obtained by the Consultant as a result of participation in this project is confidential and must not be disclosed without written permission from the Organization.

### **2.5 PAYMENT**

The Consultant's invoices for this contract will be payable upon submission of monthly progress invoices, subject to holdback provisions as specified in the Contract document, payment net 30 days from date of invoice. The Consultant's invoices must be submitted in a manner acceptable to the Organization. The Consultant is responsible for their own source deductions and income taxes that may become payable as a result of this contract. The Consultant is responsible for their own WCB coverage as applicable.

### **2.6 RESPONSIBILITY**

The Consultant shall not transfer responsibility to meet the obligations of this contract to a third party without the consent, in writing, of the Organization Project Director.

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## **3. CONSULTANT SAFETY**

### **3.1 GENERAL**

The Consultant shall observe and abide by all applicable laws, regulations, ordinances and other rules of the Organization, the municipalities, the Federal Government, the Province of British Columbia, and other applicable regulatory bodies. Without restricting the generality of the foregoing, the Consultant shall abide by all provisions of the Workers Compensation Act of British Columbia.

### **3.2 RESPONSIBILITIES**

- The Consultant is responsible for taking reasonable and practicable steps to ensure that work undertaken by the Consultant does not endanger people, property, data security or data.
- The Consultant shall promptly notify the Organization Project Director of any incident which resulted or could have resulted in an injury, property damage or data security breach, and will assist the Organization in the resulting incident investigation.

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## **4. PROJECT OBJECTIVES**

Leverage early work on the MIDAS Marketing Plan and MIDAS brand to develop an introductory package of marketing material for the MIDAS (Metallurgical Industrial Development Acceleration and Studies) facility, which will serve to:

- i) inform selected audience of the MIDAS facility's existence, value and opportunities;
- ii) promote membership in the MIDAS FabLab at the general public and commercial levels.

### **4.1 SCOPE OF WORK**

Consultant services will include, but are not limited to:

- i. Review the MIDAS Marketing Plan to understand the target market(s);
- ii. Update and polish the MIDAS Marketing Plan in conjunction with the MIDAS Project Director and team;
- iii. Provide 1 page Recommendation Summary advising on further development of the MIDAS brand;
- iv. Review and upgrade search engine optimization (SEO) of MIDAS and KAST websites;
- v. Proof and pretty up development version of MIDAS Member portal;
- vi. Facilitate a Marketing Package design meeting with the MIDAS Project Director and team;
- vii. Design:
  - Print-ready MIDAS general brochure and membership brochure;
  - Print ready MIDAS poster and billboard;
  - Facility Signage;
  - Social Media Campaign to March 31, 2017;
  - Print Media Campaign to March 31, 2017;
  - Earned Media Campaign to March 31, 2017.

Note: MIDAS logo, business cards and website already developed: See [www.midaslab.ca](http://www.midaslab.ca).

### **4.2.1 DETAILED BUDGET**

To be submitted as part of proposal: a detailed budget breakdown. The full MIDAS Marketing budget to March 31, 2017 is \$25,000 including all purchased advertising and printing.

### **4.2.2 PROJECT SPECIFICATIONS**

Proposals should also include a detailed response to the following:

- Deliverables: document the deliverables you/your organization will provide to meet the RFP requirements;
- Methodology: describe how you will execute the proposal if selected (timelines , milestones & schedule);
- Output formats;
- Expertise: demonstrated understanding of the services being sought under the RFP including project team CVs and company website(s). Proponents must demonstrate technical expertise in marketing and online marketing. Collaborative bids are welcome.
- A detailed description of ability to carry out the required work in a safe and proficient manner;
- Two references from clients with similar project scope and/or requirements.

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## 4.2.3 OPERATIONAL SPECIFICATIONS

None.

## 4.3 WORK RESTRICTIONS

Work may be carried out via remote communications.

## 4.4 OTHER REQUIREMENTS

- a) Provide at the Consultant's expense all labour, equipment, materials, supplies and transportation to do the work.
- b) Maintain for the duration of the contract, insurance in accordance within the following limits:
  - Comprehensive general liability insurance, providing coverage of a minimum of **One Million (\$1,000,000.00) Dollars** inclusive, per claim, for bodily injury, death, property (including intellectual property) damage or loss, including coverage of independent Consultants, contractual liability, and replacement for any of the Organization assets utilized by the Consultant and cross liability.
  - (If applicable) Standard automobile policy providing liability coverage of not less than **Two Million (\$2,000,000.00) Dollars** per incident for bodily injury, death, and property damage arising from the performance of this contract, including passenger liability and medical and accident benefits.
  - Proof of such insurance shall be provided to the Organization prior to the commencement of work.
  - The Consultant shall obtain and maintain any required licenses and for the full term of the contract work.

## 5. EVALUATION OF BIDS

Bids will be evaluated and awarded points on the basis of cost, expected value for money, quality of methodology proposed, and demonstration of capability to perform the required work.

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## BID FORM

RFP No: 1617-01-MIDAS-MK

### “MIDAS Marketing Package Design”

All firms or individuals interested MUST provide the following requested information and return with any supplementary materials requested above. Late responses will not be accepted.

The undersigned, on behalf of the bidder, certifies that: (1) this information is made without previous understanding, agreement or connection with any person, firm, or corporation providing a response to the same document; (2) is in all respects fair and without collusion or fraud; (3) the person whose signature appears below is legally empowered to bind the firm in whose name the response is entered; (4) they have read the complete Request for Proposal and understand all provisions; (5) if officially proposed in response to any Request for Proposal -accepted by the Organization - that the capabilities identified are guaranteed as written and will be implemented as stated; and (6) mistakes in writing of the submitted response will be their responsibility.

FIRM/INDIVIDUAL NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

SIGNATURE/TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/PROVINCE/POSTAL CODE \_\_\_\_\_

PHONE /EMAIL \_\_\_\_\_

## FEE STRUCTURE

SPECIFIED WORK PROJECT FEE: \$\_\_\_\_\_ (All-Inclusive Maximum Fee not including GST)

## OTHER INFORMATION REQUIRED

- Provide proof of holding a current WorkSafeBC account in good standing.
- Provide proof of holding a valid certificate of general liability insurance for the values requested or the ability to obtain the required insurance.
- Provide a detailed description of your ability to carry out the required work in a safe and proficient manner.