



REQUEST FOR PROPOSAL (RFP): 2014RFP007

COPYWRITER

ISSUE DATE: APRIL 15<sup>TH</sup>, 2013

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ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA  
RFP for Copywriter



Aboriginal Tourism Association of British  
Columbia  
**REQUEST FOR PROPOSAL (RFP)**  
2014RFP007 – COPYWRITER

THIS COMPLETED FORM MUST BE RECEIVED

BY ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

600 – 100 Park Royal

West Vancouver, BC V7T 1A2

PHONE : (604) 921-1070

FAX : (604) 921-1072

**ISSUE DATE: APRIL 15, 2013**

**CLOSING DATE:**

NOT LATER THAN 2:00 p.m. Pacific Time  
ON THE DUE DATE OF FRIDAY,  
April 26, 2013

Name / Company Name

Address

City

Prov

Postal

E-mail

Phone

Fax

**DELIVERY OF PROPOSALS:**

Proposals must not be sent by facsimile. Proposals are to be submitted to the closing location as follows:

One (1) hard copy of the proposal must be submitted with one unaltered, completed Requests for Proposals cover page by hand or courier along with One (1) electronic copy to:

ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA

Suite 600 – 100 Park Royal

West Vancouver, BC V7T 1A2

Attention: 2014RFP007 – Copywriter

Email electronic copy to [htso@aboriginalbc.com](mailto:htso@aboriginalbc.com)

Proposal envelopes should be clearly marked with the name and address of the Proponent, the Request for Proposals number, and the project or program title.

THE UNDERSIGNED AGREES TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS RFP AND TO SUPPLY THE SERVICE LISTED AT THE PRICES QUOTED IN THE SUBMITTED QUOTATION. IF A SERVICE CONTRACT (GENERAL) IS ISSUED BY ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA TO THE UNDERSIGNED, THE UNDERSIGNED WILL BE BOUND BY AND WILL COMPLY WITH THE QUOTATION AND THE CONTRACT TERMS AND CONDITIONS CONTAINED IN THIS RFP. PRICING WILL BE FIRM FOR 90 DAYS, UNLESS OTHERWISE SPECIFIED BY THE SUPPLIER.

AUTHORIZED OFFICIAL (PLEASE PRINT)\_\_\_\_\_

SIGNATURE\_\_\_\_\_DATE\_\_\_\_\_

## INFORMATION TO PROPONENTS

### 1. SERVICES:

#### **A. Summary:**

##### **Company Overview**

The Aboriginal Tourism Association of British Columbia (AtBC) is an industry association representing Aboriginal-owned tourism businesses within BC. AtBC's primary function is marketing Aboriginal cultural tourism experiences to residents of BC and to visitors from outside the province who are planning a trip to BC. In this capacity, AtBC acts as a Destination Marketing Organization representing ~60 tourism businesses.

##### **Project Overview**

AtBC's 2013 marketing campaign will deliver exciting, fresh and unique content that captures the first-hand visitor experience with individual market-ready Stakeholders. As such AtBC is seeking to engage a copywriter to provide compelling content for its consumer campaign in form of blog stories and ad copy.

##### **Project Goals and Objectives**

The primary goal of AtBC's marketing activities is to inspire visitors to include an Aboriginal experience in their travels. All blog stories are meant to focus on the unique aspects of Aboriginal tourism and AtBC Stakeholders' experiences to inspire visitors to learn more and book an Aboriginal experience.

##### **Objectives of Blogs Stories:**

- Increase visitation to AtBC's website and social media channels
- Increase social media engagement
- Bring Aboriginal tourism to life in form of blog stories and showcase how easy it is to add an Aboriginal experience to an existing itinerary or package

#### **B. Requirements:**

##### **KEY CONTRACT DELIVERABLES:**

##### **Requirements for Services**

- Develop and execute concepts for blog stories that each showcase the unique aspects of an individual AtBC Stakeholder
- Write and edit blog stories and other relevant content for AtBC's Consumer Campaign
- Work with AtBC's Project Manager and delivers each story on schedule
- Attend planning meeting to draft story concepts and project timelines

Note: The qualifying individual may also be considered for writing and editing AtBC's website content.

##### **Overall Requirements**

Supplier must be qualified, by previous experience, to provide the services required. As evidence of such qualification, Supplier should submit a brief history of the extent of experience Supplier has had in providing such services. AtBC reserves the right to request resumes of key personnel who would be providing such services to AtBC or business references of former clients who have knowledge of Supplier's expertise.

- Supplier to review RFP and to submit a concept that outlines the execution steps needed to write blog stories
- Supplier to submit samples of relevant past work
- Must be available to work from June to December 2013

##### **Project Timeline**

May to September: 40 hours per month

October to December: 20 hours per month

### **C. Qualification Criteria:**

#### **General**

AtBC will base its decisions on whether the statement of qualifications submitted by a Proponent (“Statement of Qualifications”) meets the format requirements set out in the Qualification Documents and the evaluation criteria established by the AtBC in its sole discretion, as outlined in Section B – Key Contract Deliverables.

- The successful Proponent will need to generate many types of documents, including requirement specifications, presentations, contracts, schedules, project reports, communication records, design specifications, meeting agendas and status reports.
- The successful Proponent will have to create a structure for project documentation and remain conscientious in using it and ensuring that the rest of the team understands and uses it.
- The successful Proponent is responsible for the projects commitment to quality- also referred to specification level and many need to call on specialists to assist in creating or assessing quality standards.
- The Proponent will comply with and enforce standard policies and procedures and ensure the AtBC brand is protected.

#### **Required Competencies**

- The successful Proponent will be a highly motivated, self-directed professional with at least 5 years experience in operating a successful business and project management role aware of the Aboriginal tourism industry environment.
- The successful Proponent must have exceptional coordinating and communication skills as well as the capacity to work in a dynamic setting that requires rigorous attention to detail and the ability to multi-task in meeting strict time lines and funding agency deliverables.
- The successful Proponent must have the ability to simultaneously and effectively manage the four basic areas of a project: resources, time, money, and scope.
- Preference will be given to Aboriginal proponents.

### **D. Review of Applications:**

AtBC will review the Applications submitted to determine whether, in the AtBC’s opinion, the Proponent has demonstrated that it has the required experience and qualifications to fulfill the obligations of a supplier of the products and/or services identified in Section B – Key Contract Deliverables.

## **2. TERMS AND CONDITIONS FOR PROPOSAL SUBMISSION:**

#### **Ownership Rights**

All materials created by the successful Proponent on AtBC behalf become the sole property of Aboriginal Tourism Association of British Columbia. Likewise, if the successful Proponent utilizes the services of an outside vendor, AtBC reserves all rights and privileges for future promotional (non-commercial uses) of its materials and will not pay commissions or royalties on secondary uses.

## **3. PRICING:**

Provide a detailed description to describe how your company will be compensated. Proposals and quotes must be firm for at least 90 days after the closing date. Prices will be firm for the entire Contract period. AtBC reserves the right to adjust these values based on requirements.

## **4. REFERENCES:**

Aboriginal Tourism Association of British Columbia may conduct reference checks of the successful Proponent. Aboriginal Tourism Association of British Columbia will not enter into a Contract with any Proponent whose references, in the opinion of Aboriginal Tourism Association of British Columbia, do not confirm the information provided in the RFP.

## 5. SUBMISSION INFORMATION:

The Proponent must meet the requirements set out in the RFP and Information to Proponents, and in support, Proponents shall submit the following information with their proposal:

- Sign and return the RFP cover page as written confirmation.
- Executive Summary demonstrating understanding of project, including an outline of your plan to develop AtBC's blog stories.
- Consultant Qualification Summary.
- A detailed project methodology explaining each project task including what will be expected of both the consultant and AtBC in respect to each task.
- A detailed proposal of what will be delivered, including the expected outcome and benefits to AtBC.
- A detailed schedule of all activities, including milestones, project meetings, interim reports and progress reports required for this project.
- Include your estimate based on the following:
  - May to September: 40 hours per month
  - October to December: 20 hours per month
- Identify your availability between June and December, 2013
- Include samples of relevant past work
- Provision of a priced methodology complete with a time allotment for each identified task you propose to employ to carry out the work, this shall form the basis for payments to the successful proponent. Supplement this with a schedule of fees for staff to be assigned to the project. These rates shall be the basis for adjustments to the value of the contract in the event the scope of work varies from that proposed.
- Additional information that the proponent may choose to provide.
- Provide a minimum of three (3) references and their contact information.
- The successful Proponent shall have previously provided services in a similar size and type of Aboriginal organization within Canada. The successful Proponent shall have previously and successfully completed projects of a similar size and complexity to the scope of work described in this RFP.

All submissions must be couriered to the attention of:

Paula Amos, Marketing Manager  
**REF: 2014RFP007 – Copywriter**  
Aboriginal Tourism Association of British Columbia  
100 Park Royal, Suite 600  
West Vancouver, BC V7T 1A2

## 6. EVALUATION:

This section details all of the mandatory, minimum and desirable criteria against which Proposals will be evaluated.

Proponents should ensure that they fully respond to all criteria in order to receive full consideration during evaluation.

### 6.1 Minimum Criteria:

Proposals not clearly demonstrating that they meet the following minimum criteria may be excluded from further consideration during the evaluation process.

- a) One (1) completed Consultant Qualifications Summary. See Appendix A.
- b) One (1) completed Project Schedule and Work Plan. See Appendix B.
- c) One (1) completed corporate references and their contact information.

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**6.2 Desirable Criteria**

Proposals meeting all of the mandatory criteria will be further evaluated against desirable criteria.

	Weight	Minimum Score
Consultant Qualifications	40%	n/a
Work Plan and Schedule	30%	n/a
Pricing	30%	n/a
Total	100%	n/a

**7. INDEMNITY**

The Contractor will indemnify and save harmless AtBC, its employees and agents from and against all claims, demands, losses, damages, costs and expenses made against or incurred, suffered or sustained by AtBC at any time or times (either before or after the expiration or sooner termination of this Contract) where the same or any of them are based upon or arise out of or from anything done or omitted to be done by the Contractor or by any servant, employee, officer, director, or sub-Contractor of the Contractor pursuant to the contract excepting always liability arising out of the independent acts of AtBC.

**8. INSURANCE**

The Contract may contain a provision that the Consultant will, without limiting its obligations or liabilities and at its own expense, provide and maintain throughout the Contract term, Comprehensive General Liability in an amount not less than \$1,000,000 inclusive per occurrence insuring against bodily injury, personal injury and property damage and including liability assumed under Contract with insurers licensed in the Province of British Columbia and in the forms and amounts acceptable to AtBC. All required insurance will be endorsed to provide AtBC with 30 days advance written notice of cancellation or material change. The Consultant will provide AtBC with evidence of the required insurance, in the form of a completed Province of British Columbia Certificate of Insurance, immediately following execution and delivery of the Contract.

**9. INQUIRIES:**

All responses to the RFP and any inquiries regarding the services of the anticipated contract or the administrative details of the RFP are to be directed to:

Henry Tso, Chief Financial Officer  
Aboriginal Tourism Association of British Columbia  
600 – 100 Park Royal South  
West Vancouver, BC V7T 1A2  
Phone: (604)921-1070  
Fax: (604)921-1072  
Email: htso@aboriginalbc.com

## Appendix A – Consultant Qualification Summary

**\*\*This is just one of many ways that your Consultant Qualification Summary can be organized. You may choose to use your own custom work plan but it must include all the required sections as highlighted below.**

**Respondent's Legal Name:**

**Consultant's Name:**

**Consultant's Requested Service Area**

**Consultant's Primary Office Address:**

**Consultant's Contact Information:**

**Phone**

**Fax**

**e-mail**

**Consultant's Description of Expertise, # of Employees Awards Earned:**

**Description of Expertise**

**# of employees**

**Awards**

### Hourly Fee or Rate for Service Area

**Assignment Term**

**Year 1**

**Year 2**

**Year 3**

**\$/Hour**

**\$/Hour**

**\$/Hour**

**0-30 days:**

**31-90 days:**

**91-365 days**

### Consultant's Availability

**Consultant's Demonstrated Service Area Experience – Assignments/Projects**

**Skill Areas**

**Client Reference(s)**

*Provide specific details about a project/assignment you have been engaged on to clearly demonstrate your expertise in your selected Service Area. For example, indicate the time length of the assignment, details about its value and impact of the client organization, your role and accomplishments in the assignment etc.*

*Indicate the experience/skills employed in the assignment or project from those listed in the RFQ's applicable Service Area.*

*Provide:  
Client Organization (i.e., project or assignment owner)  
Client Contact  
Contact's Title  
Contact's telephone number  
Contact's e-mail*

*Add additional assignments/projects as you wish.*

## APPENDIX B - Sample Work Plan, Schedule and Budget Template

\*\*This is just one of many ways that your work plan, schedule and budget can be organized. You may choose to use your own custom work plan but it must include all the required sections as highlighted below.

**Project Start Date:** April 1, 2013

**Project End Date:** March 31<sup>st</sup>, 2014

TASK/ACTIVITY	DETAILS	TIMELINE	RESPONSIBILITY	BUDGET
1. Meetings with AtBC to finalize goals, objectives and contracts.	Continue to map out each of the activities and tasks you'll be doing over the course of the project; include relevant details; assign a timeline; and identify who will be involved in that activity or task.	April – July 2013	Jane Jones  Mary Smith  John Smith	\$XXXX
2. Consumer – Social Media				\$XXXX
3. Industry – Social Media				\$XXXX
4. Klahowya Village				\$XXXX
5. Technical Parameters and Other Requirements				\$XXXX

## TERMS AND CONDITIONS OF THE RFP

1. Late submissions of proposal will not be accepted or considered. It is the responsibility of the potential supplier to ensure that the proposal arrives prior to the date and time and at the place indicated in this RFP.
2. If a potential supplier discovers that it has made an error in its proposal, the supplier may forward a correction notice to Aboriginal Tourism Association of British Columbia at this office, but it must be received prior to the closing date and time for the RFP.
3. When proposals have been received and an award made, the successful supplier will be held to its quotation as of the closing of the RFP irrespective of subsequent representation that mistakes have been made in the proposal originally submitted.
4. Notwithstanding paragraph 3 above, if it appears that an error has been made in a proposal, Aboriginal Tourism Association of British Columbia may, in its sole discretion, before awarding an order, communicate with the potential supplier to ascertain if it will supply at the quoted price or withdraw the proposal. If the potential supplier is permitted to withdraw its proposal, the potential supplier will not be considered on this RFP.
5. Aboriginal Tourism Association of British Columbia reserves the right to award this order in part or in full, on the basis of proposals received unless the potential supplier specifies that its proposal is valid only for the complete order.
6. Lowest or any quotation will not necessarily be accepted.
7. Potential suppliers must comply with all applicable laws.
8. Potential suppliers are solely responsible for their own expenses, if any, in preparing an RFP and subsequent negotiation with Aboriginal Tourism Association of British Columbia, if any.
9. All inquiries related to this RFP are to be directed to Aboriginal Tourism Association of British Columbia, as noted on the RFP. Information obtained from any other source is not official and may be inaccurate. Inquiries and responses may be distributed to all potential suppliers at Aboriginal Tourism Association of British Columbia's option.
10. All documents submitted to Aboriginal Tourism Association of British Columbia are subject to the disclosure provisions of the FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT.
11. Aboriginal Tourism Association of British Columbia will not be obligated in any manner to any potential supplier whatsoever until a General Service Contract has been issued by Aboriginal Tourism Association of British Columbia respecting a quote.
12. The working language of Aboriginal Tourism Association of British Columbia is English and all quotations must be submitted in English.
13. This contract includes a 30 day cancellation privilege for Aboriginal Tourism Association of British Columbia use.
14. Throughout this RFP, terminology is used as follows:
  - "Must", "Mandatory" or "Required": a requirement that must be met in an unaltered form in order for the proposal/quote to receive consideration.
  - "Should" or "Desirable": a requirement having a significant degree of importance to the objectives of the RFP.
  - Other Requirements: a requirement not considered essential but for which preference may be given.
15. Quote Format  
Suppliers must conform to the instructions given regarding proposal preparation and submission as detailed on the RFP form in order to be considered for evaluation.
16. Financial Stability  
The successful supplier may be required to demonstrate financial stability and be registered to conduct business in British Columbia.

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17. Negotiation Delay

If an acquisition agreement cannot be negotiated within thirty (30) days of notification to the designated supplier, Aboriginal Tourism Association of British Columbia may terminate negotiations with that supplier and negotiate an acquisition agreement with another supplier.

18. Short List

The evaluation procedure may be to develop a short list based on the stated criteria. The short listed suppliers may be asked to prepare a presentation, supply demonstration equipment or provide additional technical literature prior to the final selection.

19. Notification of Change

All recipients of this RFP will be notified regarding any changes made to this document for purpose of clarification.

20. Changes to RFP Wording

The supplier will not change the wording of the RFP after submission and no words or comments shall be added to the general conditions or detailed specifications unless requested by Aboriginal Tourism Association of British Columbia for purpose of clarification.

21. Subcontracting

Utilizing a subcontractor (who must be clearly identified) to remedy deficiencies in the prime suppliers product or service is acceptable. This also includes a joint submission by two suppliers having no formal corporate links. However, in this case, one of the suppliers must be prepared to take overall responsibility for successful interconnection of the two products/service lines and this must be defined in the quote.

22. Subcontracting to any firm or individual whose current or past corporate or other interests may, in Aboriginal Tourism Association of British Columbia's opinion, give rise to a conflict of interest in connection with this project, will not be permitted. This includes, but not limited to, any firm or individual involved in the preparation of this RFP.

23. Acceptance of Quote

This RFP should not be construed as a contract to purchase goods or services. Aboriginal Tourism Association of British Columbia is not bound to accept the lowest price or any quote of those submitted.

24. Subsequent to the submission of quotes, interviews and negotiation may be conducted with some of the suppliers, but there shall be no obligation to receive further information, whether written or oral, from any supplier nor to disclose the nature of any quotes received.

25. Aboriginal Tourism Association of British Columbia reserves the right to modify the terms of the RFP at any time at its sole discretion.

26. Neither acceptance of a quote or execution of an agreement shall constitute approval of any activity or development contemplated in any quote that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law.

27. Liability of Errors

While Aboriginal Tourism Association of British Columbia has used considerable efforts to ensure an accurate representation of information in this RFP, all prospective suppliers are urged to conduct their own investigations into the material facts and Aboriginal Tourism Association of British Columbia shall not be held liable or accountable for any error or omission in any part of this RFP.

28. Acceptance of Terms

All the terms and conditions of this RFP are assumed to be accepted by the supplier and incorporated in its quote, except those conditions and provisions which are expressly excluded by the quote.

29. Contractor Administrator

A contract administrator will be assigned to oversee the contract awarded to the successful supplier. In addition, the successful supplier should name a counterpart project manager. The supplier's project manager will be responsible for providing schedule status reports to the contract administrator or his designate.

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30. Compliance with Laws

The contractor shall give all the notices and obtain all the licenses and permits required to perform the work. The contractor shall comply with all the laws applicable to the work or the performance of the contract.

31. Confidentiality and Security

This document, or any portion thereof, may not be used for any purpose other than the submission of quote.

32. The successful supplier must agree to maintain security standards consistent with security policies of Aboriginal Tourism Association of British Columbia. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties.

33. Information pertaining to Aboriginal Tourism Association of British Columbia obtained by the supplier as a result of participation in this project is confidential and must not be disclosed without written authorization from Aboriginal Tourism Association of British Columbia.

34. Ownership rights of all materials created by the successful Proponent on AtBC behalf become the sole property of Aboriginal Tourism Association of British Columbia. Likewise, if the successful Proponent utilizes the services of an outside vendor, AtBC reserves all rights and privileges for future promotional (non-commercial uses) of its materials and will not pay commissions or royalties on secondary uses.