



Canadian Museum of Immigration at Pier 21  
Musée canadien de l'immigration du Quai 21

## Request for Proposal Video Production

Date of Solicitation: October 18, 2019

Deadline for Questions: October 30, 2019

Closing: November 14, 2019 at 3 p.m. Atlantic Time

The Canadian Museum of Immigration at Pier 21 is committed to purchasing goods and services to ensure the best overall value. Procurement is conducted with due regard to applicable laws, regulations, trade agreements, internal policies, environmental considerations and competitive processes.

Ensure that you have read all procurement documents carefully and that your response includes all of the information requested.

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# 1. Request for Proposal

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## 1.1 Executive Summary and Services Required

The Canadian Museum of Immigration at Pier 21 (hereinafter “CMI”) is seeking proposals from production companies interested in working with us to create a brand awareness animated video based on our tag line: “**Countless Journeys. One Canada.**” and “**D’innombrables voyages. Un Canada.**”

Pre-production on this project may commence any time after the contract is awarded. All deliverables required by February 20, 2020.

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## 1.2 Background

The Canadian Museum of Immigration at Pier 21 is located in the national historic site at the Halifax seaport where nearly one million immigrants landed in Canada from 1928 to 1971. Today, as Canada’s sixth national museum, we share the ongoing story of immigration to Canada—from first contact to present day. Our exhibits immerse visitors in the immigration experience and allow for a deeper understanding of how newcomers continue to shape Canada.

Our bilingual tagline, “Countless Journeys. One Canada” and “D’innombrables voyages. Un Canada” a light on the many different paths people take to make Canada home, from past to present and from coast to coast. Regardless of time or circumstance, the stories of journey are all part of a larger story that is the very fabric of our country.

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## 1.3 Scope of Work

The Contractor will produce the following:

- One video in two different length broadcast quality edits- a shorter version (15-30 seconds) and a longer version (30-60 seconds).
- English and French versions are required.
- Music, v/o recording as required and supers.
- Video specs and formats to be confirmed based on final list of mobile and other platforms selected for sharing but anticipated specs are as follows:
  - Recommended dimensions: 1280 x 720 for Landscape and Portrait
  - Minimum width: 600 pixels (length depends on aspect ratio) for Landscape and Portrait
  - Landscape aspect ratio: 16:9
  - Portrait aspect ratio: 9:16 (if video includes link, aspect ratio is 16:9)

- Mobile aspect ratio: 2:3 (both types)
- Max file size: 4GB
- Recommended video format: .MP4 and .MOV

CMI will provide the following:

- Assistance sourcing suitable archival and contemporary photos of newcomers from our collection as well as possibly Library and Archives Canada and other collections. Assistance sourcing suitable archival and contemporary video of newcomers from our collection as well as possibly the National Film Board, CBC and other collections
- Authenticity is a core value for the Museum. For that reason it is important that all images have provenance as relating to Canada's immigration story.
- Translation services as required.

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## 1.5 Initial Proposed treatment

The video must sympathetically and dynamically communicate our bilingual tag line. We envision a multi-media, motion animation video, possibly incorporating archival and contemporary photographs, video, drawings and/or animated illustrations.

Our tag line encompasses the journeys of recent newcomers, along with the journeys of all who came before and how together we have created this country, our home, with its unique values, heritage and culture that we know today. All immigrants, regardless of when they came to this country are part of this larger narrative. It is about being part of something bigger than yourself, your family or your daily community. This video should take viewers on this emotional journey of understanding, connection and belonging".

The ideas of movement across time and space are important themes that should be present.

Below is a short list of links which can be taken as a video mood board for inspiration. We understand the effects and sophistication of these samples may in some cases exceed our available resources. While they are successful for different reasons we have not found any that fully demonstrates the emotional connection we want viewers to make with the subject matter.

### Elements

<https://vimeo.com/66258368> Use of branding and music

<https://vimeo.com/22564317> Idea of symmetry to demonstrate shared experience across time and space

<https://vimeo.com/56567631> Use of motion

<https://vimeo.com/13232527>, Idea of moving through time and the hand-off from one scene to the next

<https://vimeo.com/128750847> Use of the music and graphics

<https://vimeo.com/214376217> Multiple time periods and overall impact of effects

<https://vimeo.com/222546954> Empathic treatment of subject matter

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## 1.6 Out of Scope

CMI will provide:

- Translation services as required.\*

\* Proponents must take into consideration that CMI is a bilingual organization and subject to the Official Languages Act. Any proposed creative must work in both official languages as a condition of approval.

# 2. Contract Terms and Conditions

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## 2.1 Definitions

In this document:

- 2.1.1 The words “CMI” or “Museum” means The Canadian Museum of Immigration at Pier 21.
- 2.1.2 The words “Closing Date and Time” means the date and time set out on the cover page for the submission of Proposal(s) after which time no further proposals can be accepted.
- 2.1.3 The word “Agreement” or “Contract” means the agreement to be entered into between the successful proponent and CMI for the services requested.
- 2.1.4 The word “Contractor” means the successful Proponent whose proposal is selected by CMI and enters into a Contract with CMI for the request herein.
- 2.1.5 The word “Proponent” means the vendor(s) who submits a proposal for the request in this document.
- 2.1.6 The words “local time” mean the local time at CMI’s address (Atlantic Time Zone).
- 2.1.7 The words “Proposal(s)”, “Bids” and “Submission(s)” are to be considered as having the same meaning herein and refer to the submission by the Proponent to the request herein.

- 2.1.8 The words “RFP” means Request for Proposals.
- 2.1.9 The words “working language” refer to the working, everyday language internal to CMI. For the purposes of this document and subsequent Contract, the working language is English.

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## 2.2 Budget

The budget range identified for this project is \$20,000- \$30,000 CAD and is inclusive of any related expenses such as equipment, talent, music royalties, travel and other disbursements. The budget is exclusive of HST.

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## 2.3 Contract Term

All deliverables shall be submitted to CMI no later than February 20, 2020.

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## 2.4 Copyright

All assets produced including working files in relation to the Contract are property of CMI.

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## 2.5 Legislative Requirements

- 2.5.1 The Contract shall be construed, interpreted and governed by the applicable laws in force in the Province of Nova Scotia and the laws of Canada applicable therein and the Courts of the Province of Nova Scotia shall have exclusive jurisdiction with respect to all matters relating to this contract.
- 2.5.2 The Contractor shall be responsible for compliance with all current Canadian Federal, Provincial and Municipal Acts, Orders, Regulations and Laws which exist or may come into existence during the term of the Agreement.
- 2.5.3 The working language of CMI is English.

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## 2.6 Indemnity

The Contractor covenants to indemnify and save harmless the Museum, its directors, officers, employees and agents from and against any and all liabilities, losses, claims, demands, building damage, costs and expenses (including lawyer’s fees and litigation expenses on a solicitor and client basis) whatsoever to which CMI, its directors, officers, employees and agents may become subject to as a result of the breach of any covenant, agreement, term or condition of this

Agreement or as a result of or in connection with the use and occupation of the Premises, by the Contractor or its servants, agents, employees, contractors, invitees or others for whom it is in law responsible or arising out of or resulting from the negligence or wilful misconduct of the Contractor or its servants, agents, employees, contractors, invitees or others for whom it is in law responsible except where caused by the negligence or wilful misconduct of CMI or those for whom it is in law responsible.

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## 2.7 Insurance

Prior to the implementation of the Contract, the Contractor shall provide proof of relevant insurance policies upon the request of the Museum. These insurance policies will be at a level appropriate to carry out the services herein within the following categories:

General Liability Insurance  
Professional Liability Insurance

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## 2.8 Supplier Information Form

Payment for the Services shall commence upon the Contractor signing of CMI's Supplier Information Form and a mutually agreed upon payment schedule.

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## 2.9 Access to Information

The Contractor acknowledges and understands that CMI is subject to the *Privacy Act* and *Access to Information Act*, and it may, as a result of specific request made under the Act, be required to release this complete document or any other documents it has received related to the contract. The Contractor must clearly indicate "Confidential" on items considered to be company confidential or proprietary information.

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## 2.10 Notices

Any notices required or permitted to be given by the Contractor or CMI shall be deemed to have been properly and effectively given if delivered personally, sent by facsimile, sent by e-mail or sent by registered prepaid mail to the party whom the notice is to be given.

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## 2.11 Changes, Alterations, Amendments

Changes in the terms and conditions of the contract may be made only by written agreement of the parties.

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## 2.12 Termination

In the event that either party believes that the other materially has breached any obligations under the Contract such party shall so notify the breaching party in writing. The breaching party shall have 30 days from the receipt of notice to cure the alleged breach and to notify the non-breaching party in writing that a cure has been effected. If the breach is not cured within the 30 days, the non-breaching party shall have the right to terminate the contract without further notice.

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## 2.13 No Promotion of Relationship

Any publicity or publication related to the contract shall be at the sole discretion of CMI. Without limiting the foregoing, the Contractor shall not make use of its association with CMI, directly or indirectly communicate with the media in relation to the contract, the subject matter, or undertake any communication with CMI that in the opinion of CMI is unsolicited promotional communication relating to the contract, without prior written consent of CMI.

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## 2.14 Assignment

No right of interest in the Contract shall be assigned by either party without the written consent of the other and no delegation owed, or the performance of any obligation by either CMI or the Contractor shall be made without the written consent of the other party.

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## 2.15 Gender

In the Contract, unless the context otherwise requires, words importing gender include all genders.

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## 2.16 Force Majeure

The Contractor is not liable for failure to perform the obligations as set out in the contract as a result of acts of God (including fire, flood, earthquake, storm, hurricane or other natural disasters), war, invasion, act of foreign enemies, labour dispute, strike or lockout. If the Contractor asserts Force Majeure as an excuse for failure to perform their obligations, they must prove that reasonable steps were taken to minimize delay or damages caused by foreseeable events, that the Contractor substantially fulfilled all non-excused obligations and CMI was timely notified of the likelihood or actual occurrence of the event which invoked the Force Majeure.



## 3. RFP Submission Information

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### 3.1 Key Dates

RFP Release Date	October 18, 2019
Deadline for Questions	October 30, 2019
<b>Closing Date</b>	<b>November 14, 2019 at 3:00 p.m. Atlantic Time</b>
Estimated Award Notification Date	November 22, 2019
Project Complete	February 20, 2020

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### 3.2 Form of Submission

#### 3.2.1 Submittal Documentation Form

The Proponent must submit a proposal with all the mandatory information requested in this RFP. Proponents shall submit Section 5, RFP Submittal Documentation.

#### 3.2.2 Language

Proposal documents and supporting information may be submitted in either English or French. The working language of the Contract shall be English.

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### 3.3 Proposal Submission Instructions

#### 3.3.1 Location, Date and Time for Proposal Submission

Proposals shall be delivered **ONLY** to the address specified below. We request one (1) original and three (3) copies. Video samples may be viewable on a portal will access instructions provided or via USB stick,

Joshua Nikoloyuk  
Acting Procurement and Administration Manager  
Canadian Museum of Immigration at Pier 21  
1099 Marginal Road, 2<sup>nd</sup> Floor  
Halifax, NS B3H 4P7

Proposals must be submitted and received by **November 14, 2019 at 3:00 p.m. Atlantic Time**. Faxes and/or emails of proposals will not be accepted. Timely receipt and correct direction of proposals shall be the sole responsibility of the Proponent.

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## 3.4 Enquiries

- 3.4.1 To ensure consistency and quality of information provided to all, the Procurement and Administration Manager will provide any information in respect to enquiries/questions received and the replies to such enquiries/questions without revealing the sources of enquiries by email. All enquiries regarding the solicitation shall be submitted by October 30, 2019. Questions received after this time will not be answered. Answers to questions will be provided on ongoing basis and will be issued as addenda.

Direct enquiries to:

**Joshua Nikoloyuk** Acting Procurement and Administration Manager

**Email:** jnikoloyuk@pier21.ca

Proponents are only permitted to communicate with the Acting Procurement and Administration Manager. Non-compliance with this condition during the solicitation period may (for that reason alone) result in disqualification of the Proponent's proposal.

- 3.4.2 Proponents shall promptly examine all documents and addenda comprising this RFP and shall report any errors, and seek clarification of apparent errors, ambiguities, or other problems as soon as identified. It is the Proponent's responsibility to avail themselves of all the necessary information to prepare a compliant proposal in response to this RFP. The Evaluation Committee is under no obligation to seek clarification of a Proponent's proposal.

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## 3.5 Amendments, Withdrawal and Disqualification

After the closing date and time, amendments to a proposal will not be accepted.

In the event that a Proponent wishes to withdraw its Proposal, the Proponent shall immediately notify the Acting Procurement and Administration Manager in writing or by email, before the RFP closing date. Should a proposal be withdrawn, it will be returned to the Proponent after the closing date, and no further consideration will be given to it.

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## 3.6 Costs Related to Solicitation Process

All costs and expenses incurred by the Proponent related to the preparation of the proposal shall be borne by the Proponent. CMI is not liable to pay such costs and expenses or to reimburse or to compensate the Proponent under any circumstance.

CMI shall not be responsible for any costs related to any delays in the RFP, in awarding the agreement, or costs associated with any review or the approval process, or with obtaining any government approvals.

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### 3.7 Conflict of Interest

Proponents must fully disclose, in writing to the Acting Procurement and Administration Manager, on or before the closing date of the RFP, any circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Proponent were to become a contracting party pursuant to the RFP. The Evaluation Committee shall review any submissions by Proponents under this provision and may reject any proposals where, in the opinion of the Committee, the Proponent could be in conflict of interest or could be perceived to be in a possible conflict of interest position if the Proponent were to become a contracting party pursuant to this RFP.

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### 3.8 Access to Information

The individuals, or companies, participating in this RFP acknowledge and understand that CMI is subject to the *Privacy Act* and *Access to Information Act*, and it may, as a result of specific request made under the Act, be required to release this complete document or any other documents it has received related to this RFP. Participants in this process should clearly indicate “Confidential” on items within their submission considered to be company confidential or proprietary information.

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### 3.9 CMI’s Rights

- 3.10.1 This RFP does not constitute an offer of any nature or kind whatsoever by CMI to any Proponent. CMI reserves the right to reject all proposals, in whole or in part, at the sole discretion of the Museum.
- 3.10.2 CMI reserves the right to disqualify any Proponent in the event that its response to the RFP indicates that the manner in which the Proponent provides services may adversely affect the CMI’s existing business relationships or if Public Services and Procurement Canada (PSPC) has determined the Proponent to be ineligible or suspended pursuant to the PSPC Integrity Regime.
- 3.10.3 Furthermore, CMI reserves the right to:
  - i. Ask any Proponent to provide proof that they have the necessary management structure, skilled personnel, experience and equipment to perform competently the work identified in this RFP.
  - ii. Cancel and/or reissue this RFP at any time; CMI will not assume liability for any response preparation costs whatsoever.
  - iii. Request clarification or supporting data for any point in a Proponent’s proposal.
  - iv. Negotiate with the Proponents subject to the constraints of the mandatory requirements of this RFP.

- v. Make changes to this RFP, including substantial changes provided that those changes are issued by way of a Solicitation Amendment in writing, and is issued prior to the RFP closing date. CMI may do so without incurring any liability whatsoever to any of the Proponents.
- vi. Maintain sole ownership of the proposals. All materials submitted by a Proponent in response to any part of this RFP shall become the sole property of CMI without payment or liability for payment.

## 4. Evaluation and Award

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### 4.1 Evaluation Criteria and Process

#### 4.1.1 Criteria and Scoring

There shall be no public opening of the proposals received in response to this RFP.

The criteria specified in this RFP, as possibly amended by Solicitation Amendments, are the **sole criteria** which will be used in the evaluation of proposals.

Proposals will be evaluated and scored in accordance with the following criteria.

Evaluation Criteria	Points
Project Proposal	35
Relevant Experience	35
Timeline/Schedule	10
Budget	20
<b>Total Points</b>	<b>/100</b>

#### 4.1.2 Process

1. An Evaluation Committee shall evaluate the proposals. Decisions as to the degree to which a proposal meets the requirements of this RFP are within the exclusive judgment of the Evaluation Committee.
2. Scores shall be calculated by adding all criteria scores together for a total score out of 100 points. Proponents must achieve a minimum pass mark of 75% to qualify for consideration and to be awarded the RFP. References for the top candidates will be contacted in support of the evaluation criteria scoring for the Relevant Experience section.
3. It is the intent of CMI that the Proponent with the highest score overall shall receive the Contract.

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## 4.2 Notification, Award and Debriefing

CMI will provide a debriefing of a Proponent's proposal, if requested in writing, within ten (10) days of notification that they have been unsuccessful. Requests **must** be submitted to the Procurement and Administration Manager.

## 5. RFP Submittal Documentation

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### 5.1 Company Information

Request for Proposals: Countless Journeys Video for Canadian Museum of Immigration at Pier 21. Please submit information as per this table.

Legal Name:	
Full Address:	
Telephone:	Business (GST) Number:
Website:	
Name and title of person authorized to sign on behalf of the Proponent (Type or Print)	
Signature of person authorized to sign on behalf of the Proponent	
Name and title of RFP Contact / Project Manager (Type or Print)	
Phone:	Email:

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## 5.2 Addenda

Addenda may be issued by CMI regarding any changes and answers to questions that may arise during the solicitation period. Completion of this section will ensure that you have received and factored this information into your tender total. Failure to identify addenda issued by CMI may result in the disqualification of your proposal.

Number	Date Issued

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## 5.3 Project Proposal

Please explain your project approach, style and process. Proponents shall respond to this section with no more than five pages. Include the following:

- Understanding of project requirements and broad outcomes including creative approach and initial thoughts/high level direction
- Creative approach to production development
- Production process/ indicate ability to provide all technical resources required
- Time and fiscal management/indicate ability to meet deliverables on time and on budget.

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## 5.4 Relevant Experience

Please provide three relevant creative samples along with references. Only references for the top candidate will be contacted.

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## 5.5 Schedule and Timeline

Please include proposed work schedule and timeline of deliverables.

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## 5.6 Budget

Please include a detailed breakdown of estimated fees and disbursements by project stage:

- Pre-production
- Production
- Post-production

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## 5.7 Supplier Statement

WE: \_\_\_\_\_ (Supplier Name)

5.9.1 DO HEREBY OFFER to the Canadian Museum of Immigration at Pier 21 to diligently and faithfully provide the services in accordance with the terms and conditions of the RFP.

5.9.2 AND WE HEREBY AFFIRM AND CERTIFY that we:

- i. Have examined to our satisfaction all conditions affecting the Scope of Work.
- ii. Have carefully studied the RFP, including all addenda.
- iii. Have not relied on any information or documents provided by or on behalf of the Museum other than the RFP.
- iv. Have included the information that was required to be submitted, which information forms an integral part of the Submittal Documentation.

5.9.3 AND WE HEREBY DECLARE, REPRESENT, WARRANT AND AGREE THAT:

- i. The Proposal has been executed with full authority and is irrevocable, valid and open to acceptance by CMI for a period of ninety (90) full days from the Closing Date irrespective of the acceptance of any other Proposal or the issue of a notice or acceptance of another Proposal.
- ii. This Proposal is made by the undersigned without any connection, knowledge, and comparison of figures or arrangements with any other person who might submit a Proposal for the same Work and is in all respects fair and without collusion or fraud.
- iii. Proposed sub-Supplier (if any) have been given the opportunity to study the RFP.



