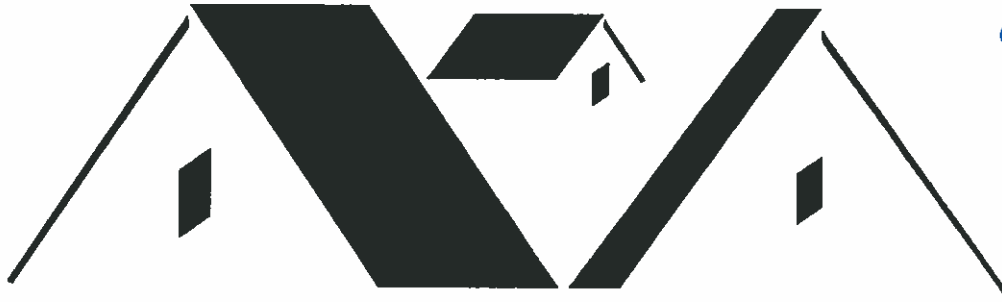


*Added by the  
LOO  
2018-11-06  
Baines*



# The Rooms

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**The Rooms Corporation of Newfoundland and Labrador  
Request for Proposals  
Agency of Record (AOR)**

**Issuing date: Thursday, January 25, 2018  
Closing date: Tuesday, February 13, 2018**

## Table of Contents

<b>1.0 Purpose</b> .....	<b>3</b>
<b>2.0 Corporate Profile</b> .....	<b>3</b>
<b>3.0 Statement of Work</b> .....	<b>3</b>
3.1 Purpose .....	3
3.2 Scope.....	3
3.3 Existing Agency Relationships.....	4
<b>4.0 Proposal Requirements</b> .....	<b>4</b>
4.1 Agency Background and Experience.....	4
4.2 Account Personnel.....	4
4.3 Agency Operations.....	4
4.4 Agency Clientele .....	5
4.5 Agency Resources .....	5
4.6 References .....	5
4.7 Account Administration .....	5
4.8 Agency Remuneration .....	5
4.9 Agency Approach to Implementation.....	6
4.10 Samples of Work.....	6
4.11 Conflict of Interest Guidelines .....	6
<b>5.0 Short List Presentation (Optional)</b> .....	<b>6</b>
<b>6.0 Evaluation Criteria</b> .....	<b>7</b>
<b>7.0 RFP Schedule</b> .....	<b>8</b>
<b>8.0 Communication and Proposal Submission Guidelines</b> .....	<b>8</b>
8.1 Questions or Clarifications.....	8
8.2 Closing.....	8
8.3 Reply Procedure.....	9
8.4 Addenda to the Request for Proposals.....	9
<b>9.0 Terms of Contract</b> .....	<b>9</b>
9.1 Contract Negotiation .....	10
<b>10.0 Confidentiality of Proposals</b> .....	<b>10</b>
<b>11.0 General Terms and Conditions</b> .....	<b>10</b>
11.1 Promotion .....	10
11.2 Reserved Rights.....	10
11.3 Consultation Process.....	11
<b>12.0 Ownership of Materials</b> .....	<b>11</b>
<b>Receipt Confirmation Form</b> .....	<b>12</b>
<b>Bid Reply Form</b> .....	<b>13</b>

## **1.0 Purpose**

The Rooms Corporation (hereinafter referred to as The Rooms) would like to retain the services of an accredited, full-service marketing communications agency to assist in our marketing, communications, and online and digital activities.

## **2.0 Corporate Profile**

The Rooms is Newfoundland and Labrador's largest public cultural space. It represents and showcases our province to itself and to the world. Both a destination and a journey, The Rooms is where the province's most extensive collection of artifacts, art and historical records come together to create meaningful and memorable visitor experiences that share who we are and how we came to be.

Since opening in 2005, The Rooms has presented hundreds of exhibitions and more than 1,000 education and public programs, capturing the imagination of almost 1 million visitors—and the numbers grow every season.

Building on the success of last summer's Cultural Ambassadors programs, The Rooms is developing a series of new programs to be launched in May 2018 to attract record number of new visitors through the summer tourist season. The success of these programs is critical to The Rooms new strategic plan which is focused on increased visitation and earned revenue and aligned with the Province's Tourism Marketing Strategy.

## **3.0 Statement of Work**

### **3.1 Purpose**

The Rooms is seeking a marketing agency to work closely with our team on a wide range of activities including marketing consultation and planning, campaign strategy and creative development, social media strategy, online and digital content, media/online planning and buying. The ideal agency will promote an integrated, multi-faceted approach to reach target audiences.

### **3.2 Scope**

The proponent may be involved in, but is not limited to, the following activities:

- **Brand Integrity**
  - Maintain consistency of our overall brand and build on the marketing initiatives already in place
- **Marketing**
  - Develop strategic marketing and communications plans
  - Develop creative concepts and execute production of videos and/or other audio visual tactics

- Design and develop online and digital assets and campaigns
- Develop social media strategies and support
- Media planning, buying and evaluation/measurement – tracking, metrics, analysis and reporting
- Other requirements as deemed necessary

### **3.3 Existing Agency Relationships**

The Rooms currently has in-house creative graphics abilities. A contract with the successful proponent will be on a non-exclusive basis. The Rooms reserves the right to request alternative bids for select pieces of work during the term of the AOR contract; and/or perform some functions in-house or through the use of other contractors where appropriate.

## **4.0 Proposal Requirements**

Bidders must follow these components when responding to this RFP.

### **4.1 Agency Background and Experience**

The proponent must:

- Provide relevant information pertaining to its history, agency philosophy and growth trends.
- Describe your familiarity with The Rooms business and history.
- Describe what your agency considers to be your strongest competitive advantage.
- Describe previous experience in marketing tourism and tourism related industries. This would be an asset.
- Describe previous experience in marketing cultural institutions. This would be an asset.

### **4.2 Account Personnel**

Proposals must specify the names and qualifications of the personnel who will be assigned to the account and the role each will assume in account management. Please identify the Account Lead who will be assigned to the account. Please provide employment terms (contractual, partnership or other) which identifies the relationship with the agency.

Provide sufficient details to enable The Rooms evaluation team to ascertain qualifications and relevant experience. Resumes of team members should be included as an Appendix to your submission.

### **4.3 Agency Operations**

Proposals shall contain data sufficient to identify its officers, directors and shareholders.

Proponents shall indicate what impact the size and volume of work generated by The Rooms account will have on its other clients. Also describe the process it will use to accommodate the

demand (work flow) of staff resources relative to all work commitments, including those of The Rooms.

Proponents shall identify their geographic/office location to manage The Rooms account.

#### **4.4 Agency Clientele**

Proposals must contain a current client list specifying national, regional and local accounts. Include a brief outline of the scope of services provided to each client.

#### **4.5 Agency Resources**

Submissions shall identify proposed full account management, clearly highlighting their strengths and capabilities in the following areas:

- brand development and management
- strategic marketing
- creative design and development
- community relations and partnership development
- web design and management
- social media planning and development, including measurement and monitoring
- video production
- search engine marketing
- publications
- online and digital capabilities – strategy and execution (when necessary)
- compile visitor information beyond demographics by identifying target specific market segments and visitor feedback
- research and identify a measurement strategy

#### **4.6 References**

Please provide a minimum of two written letters for client references, for purposes of reference checks to be conducted by The Rooms at its sole discretion. Please also note that The Rooms reserves the right to use prior knowledge and prior experience as a client reference in the evaluation of a proponent's proposal.

#### **4.7 Account Administration**

Proponents shall outline their proposed procedures related to the administration of The Rooms account. This should include estimating, billing schedules and rate structures, budget tracking and expenditure reporting, preparation of status reports, scheduling of regular meetings to discuss account progress, periodic program evaluations and any other relevant information.

#### **4.8 Agency Remuneration**

Proponents shall outline all fees, expenses and incidental charges for which they expect to be reimbursed over the term of the contract, including:

Request for Proposals

Agency of Record

January

2018

5

- individual professional service and personnel costs by hourly and/or daily rates for the various team members supporting the account
- relevant agency commission structure and any associated disbursements
- account management fees as they relate to planning and overall servicing of the account
- the process for billing miscellaneous costs (couriers, faxes, long-distance, meals, travel, taxis, etc), net or with percentage commission
- payment terms

All pricing information is to be quoted in Canadian dollars (net of HST).

#### **4.9 Agency Approach to Implementation**

Proponents are requested to outline in detail the approach to be taken to begin work immediately upon being awarded the AOR contract. Include details such as initial meetings, research, presentations, current or existing insight etc.

#### **4.10 Samples of Work**

Please supply two copies of the following:

1) Most innovative, strategic work in the past two years. Please outline the campaign objectives, creative plan, media plan, integrated components, budget, and analysis of campaign effectiveness. Identify team members responsible for this work and please indicate if they are currently employed with your company.

#### **4.11 Conflict of Interest Guidelines**

The successful AOR must agree for the duration of the contract:

- not to represent or advise any person or organization engaged in advocacy activities against the Government of Newfoundland and Labrador, including any provincial Crown corporation or other agency of the Government of Newfoundland and Labrador;
- not to represent or counsel a client whose commercial or business activities are in conflict with the activities of the Government of Newfoundland and Labrador or any of its Crown corporations or agencies, or any other representation or counseling that would in any way impair its ability to perform its duties and responsibilities as The Rooms AOR; and,
- not to accept a brief or engage in any activities that either impair, or may reasonably be perceived as being likely to impair or diminish its ability to perform its responsibilities as The Rooms AOR.

#### **5.0 Short List Presentation (Optional)**

Should The Rooms deem it necessary, short listed proponents may be invited to make a presentation on or around the week of **February 19<sup>th</sup>, 2018**.

Presentations will either be held at The Rooms Corporation, 9 Bonaventure Avenue, St. John's, Newfoundland or at the agency's offices. The schedule and order of the presentations will be determined upon completion of the short list and confirmation of the agency's interest in presenting.

The presentation will afford an opportunity for agencies to elaborate on their written proposal submissions and for The Rooms to pose any questions relating to the same. Agencies participating in the presentation are responsible for covering all costs associated with the presentation.

### 6.0 Evaluation Criteria

All proposals will be evaluated on the following criteria.

#### Written Proposal:

Criterion and Explanation	% of total
<p><b>1. Agency Personnel, Resources and Expertise.</b> Includes: account team capability/experience; and proven track record with clients; value-added benefits; agency capabilities and expertise. Accessibility to key account personnel.</p>	25
<p><b>2. Comprehension.</b> Includes: a demonstrated understanding of The Rooms Corporation, audience, challenges, future opportunities, etc. Appreciation for operating environment, and associated sensitivities (ie. Government, stakeholder groups, community, tourism and cultural industries, etc.) Clearly outline how the strengths of the organization align with The Rooms aim to attract a record number of new visitors through the tourist season, and entice the local resident market throughout the year.</p>	25
<p><b>3. Agency Remuneration and Account Administration.</b> Includes: Fees, commission, expenses and hourly rates; approach to tracking account status and progress; and budget control.</p>	20
<p><b>4. Presence of value verses price.</b> Includes: Suggestion of potential cost savings and overall financial considerations plus any other ideas that demonstrate value.</p>	10
<p><b>5. Agency Background and Operations.</b> Includes: Agency background, history, philosophy and core values; industry experience and knowledge; accreditations; geographic/office location. Proven ability to deliver quality products within established deadlines, within budget.</p>	10
<p><b>6. Measurement and performance focus.</b> Includes: Agency's thoughts on how to measure success. Availability and accuracy of interpretive data/reports on a regular basis for client review and or</p>	10

discussion. Is there evidence of ingenuity and/or strategic thinking in the agency?	
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Unsuccessful bidders may be provided with overall feedback regarding their proposal and/or presentation; however the actual percentages will not be available.

## 7.0 RFP Schedule

These timelines may be subject to change and will be communicated to any proponents who submit a bid and/or are short listed.

Milestone	Deadline
Request for proposals issued	Thursday, January 25, 2018
Last date for written questions	Tuesday, January 30, 2018, by 3:00 p.m. NST
Proposal submission deadline	Tuesday, February 13, 2018, by 3:00 p.m. NST
Potential proponent meetings	Week of February 19 <sup>th</sup>
Potential award AOR contract	Week of February 19 <sup>th</sup>

## 8.0 Communication and Proposal Submission Guidelines

### 8.1 Questions or Clarifications

Any questions relating to the specific requirements for the content of the RFP shall be directed via email only to:

Donna Marie Humphries  
Director of Finance  
Email: [donnamhumphries@therooms.ca](mailto:donnamhumphries@therooms.ca)

Inquiries will be accepted from Thursday, January 25<sup>th</sup>, until 3:00 p.m. NST on Tuesday, January 30<sup>th</sup>, 2018. Inquiries received after this date will not be addressed.

The Rooms will endeavor to provide a written reply to any clarification questions within two business days of receipt. The Rooms will provide any responses to clarification questions to all prospective bidders simultaneously and will be posted on the GPA website.

The Rooms shall not be responsible for oral instructions or clarifications and no instructions or clarifications shall be binding unless communicated by The Rooms in writing.

### 8.2 Closing

Proposals in full will be accepted at the designated location until 3:00 p.m. NST on Tuesday, February 13<sup>th</sup>, 2018.

Request for Proposals  
Agency of Record  
January  
2018



Proposals received after the closing date and time will not be considered and will be returned unopened.

### **8.3 Reply Procedure**

All responses to this RFP must be submitted in print and must include one original and two additional copies of the proposal. The proposal must include the completed bid form (attached), including the signature of an authorized officer of the Bidder's organization. Should discrepancies exist between the original and the copies, the original shall prevail.

Proposals must be submitted in sealed envelopes or packages clearly marked:

### **RFP Marketing & Communications**

The Rooms Corporation  
9 Bonaventure Avenue  
P.O. Box 1800, Station C  
St. John's, NL, Canada A1C 5P9

### **Attention: Donna Marie Humphries, Director of Finance**

Proponents must return a signed "Receipt Confirmation Form" found on Page 12 of this document by **3:00 p.m. NST on Tuesday, January 30<sup>th</sup>, 2018**.

Submissions by facsimile, e-mail or other electronic methods of communication will not be accepted for consideration.

### **8.4 Addenda to the Request for Proposals**

Should there be any discrepancies or ambiguities in this document, an addendum will be issued by The Rooms. Instructions and addenda, when issued, will become part of the bid documents and any resulting contract.

The Rooms will not be responsible for any other explanations or interpretations of the bid documents.

### **9.0 Terms of Contract**

The contract will be for a period of two years with the option to renew for two additional one-year terms.

### **9.1 Contract Negotiation**

If a written contract cannot be negotiated within 30 days of notification of the successful proponent, The Rooms may at its discretion terminate negotiations and reject the proposal on that basis. The Rooms may then negotiate with successive proponents in order of evaluation ranking.

The contract will outline the process of The Rooms and proponent negotiations regarding deliverables and timelines for projects, and invoicing.

### **10.0 Confidentiality of Proposals**

Proponents are advised that, for reasons of ensuring confidentiality and security of client and third-party information, The Rooms shall require as part of any formal agreement, inclusion of contract language for this purpose. In submitting a proposal in response to this Request for Proposals, proponents shall be deemed to have explicitly agreed to this requirement.

Any proprietary or personal information disclosed to the consultant in the course of the contract work will be used strictly for this contract. Any information or data gathered will be returned to The Rooms at the conclusion of the contract. The consultant will not retain any copies of information gathered during the course of the contract work.

Any sensitive or proprietary information provided by a Bidder in response to this RFP, such as financial details, will be treated as privileged and not released by The Rooms to other parties unless so authorized by the Bidder or required to be released to satisfy a directive received under the Personal Information Protection and Electronic Documents Act or Access to Information and Protection of Privacy (ATIPP).

Proposals submitted will be circulated internally only among members of the evaluation team.

### **11.0 General Terms and Conditions**

#### **11.1 Promotion**

The Bidder may not, in any of its advertising or otherwise, indicate that it has, or may in the future supply products or services to The Rooms without our express written consent. No acquisition or use of products or services by The Rooms shall be construed as an endorsement or approval of such products or services.

#### **11.2 Reserved Rights**

The Rooms reserves the right to accept or reject any or all proposals without any further explanation. The lowest or any bid need not be accepted.

The Rooms reserves the right to refuse any proposal that does not meet the requested information or timing requirements of this RFP.

The Rooms reserves the right to enter into negotiations with any Bidder on any or all aspects of their proposals.

A contract may not necessarily result from this RFP. The Rooms can cancel and/or re-issue this RFP at any time.

The Rooms reserves the right to modify the terms of the RFP at any time at our sole discretion. Any such modifications will be communicated to Bidders.

The Rooms is not obligated in any manner to any proponent until a written contract has been signed by all parties.

Any costs incurred in responding to this RFP are the responsibility of the Bidder.

### **11.3 Consultation Process**

All deliverables will be developed in consultation with The Rooms. The Rooms will work closely with, and provide direction to, the agency. The Rooms are to be consulted for input on personnel changes within the account.

### **12.0 Ownership of Materials**

All materials and final products, and any supporting products and documentation shall be the property of The Rooms and cannot be used for any other purpose without our approval.

The successful agency during the term of the contract will, within 30 days of any project or work completion, provide The Rooms with electronic copies of all original files in their native format. This will include any images purchased for inclusion in printed or electronic materials.

**Receipt Confirmation Form**

Please forward this completed form by 3:00 p.m. NST on Tuesday, January 30<sup>th</sup>, 2018 to:

The Rooms Corporation  
9 Bonaventure Avenue  
P.O. Box 1800, Station C  
St. John's, NL, Canada A1C 5P9

Donna Marie Humphries  
Director of Finance  
Email: [donnahumphries@therooms.ca](mailto:donnahumphries@therooms.ca)

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

I have received a copy of the above noted RFP:

\_\_\_\_\_ We intend to submit a proposal in response to the RFP.

\_\_\_\_\_ We will not submit a proposal in response to the RFP.

I understand that whether or not I submit a proposal, our status with The Rooms in the future will not be affected.

SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Bid Reply Form**

Having examined the documents associated with this Request for Proposals, all as issued by The Rooms, I/We offer to provide the products and services noted in the RFP – **Agency of Record**.

I/We hereby declare that:

- I. I/We agree to perform the work and provide the products and services in compliance with the requirements as stated in the RFP documents.
- II. No person, firm, or corporation other than the undersigned has any interest in this bid or in the proposed contract for which this bid is made.
- III. The proposal is open for acceptance for a period of 90 days from the date of bid closing.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_  
(Print name and title)

All pertinent information for our Proposal is attached to and becomes part of this bid reply form.

The Bidder hereby warrants that, to the best of their knowledge and belief, the responses contained herein are true, accurate, and complete. The Bidder also acknowledges that The Rooms is relying on the truth and accuracy of the responses contained herein. If it is later discovered that any material information given in response to this RFP by the Bidder, knowing it was false, shall constitute grounds for immediate termination or rescinding by The Rooms of any subsequent Contract between The rooms and the Bidder.