



Canadian Tourism
Commission

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Request for Supplier Qualification

Name of Competition:	Video and Photo Production Services
Competition Number:	DC-2023-CD-08
Closing Date and Time:	November 6, 2023, 14:00 Pacific Time (PT)
Contracting Authority:	Christine Duguay 604-638-8345 procurement@destinationcanada.com

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SECTION A – INTRODUCTION

The Canadian Tourism Commission, doing business as Destination Canada ("DC"), is Canada's national tourism organization and a Crown corporation of the federal government. DC supports the Canadian tourism industry by:

- sustaining a vibrant and profitable Canadian tourism industry;
- marketing Canada as a desirable tourist destination;
- supporting a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- providing information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

At Destination Canada we believe in the power of tourism.

Our aspiration is to enhance the wealth and wellbeing of Canadians and enrich the lives of visitors.

Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.

Destination Canada's approach focuses on markets where Canada's tourism brand leads and yields the highest return on investment. We use research to drive our evidence-based marketing in ten key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

We believe that Canada's diversity, its greatest asset, is also, what touches travellers' hearts most deeply. To that end, we are committed to inclusive leadership within our workforce, workplace, and interactions with partners and travellers alike.

For further information, visit <http://www.destinationcanada.com>.

A1. Purpose and Intent

The purpose of this Request for Supplier Qualification (the "RFSQ") is to solicit proposals for the provision of photo and video production services on an as required basis. There are two (2) scopes of work:

A. General Production Support

Producers and/or lean production teams/companies with the ability to scale. DC's preference is Canadian owned and based companies (approximately 1 – 15 employees).

B. Production Services

Video production and post-production companies and/or individual freelancers who provide services in:

- Video production
- Photography
- Video/photo editing
- Motion graphics
- Post-production

DC's preference is Canadian based Independent/freelance individuals and/or Canadian owned and based companies (approximately 1 – 15 employees).

Proponents may bid on either Scope of Work A, Scope of Work B, or both.

See Statement of Work (Section C) for detailed requirements.

It is DC's intent to develop a roster of pre-qualified proponents (the "Roster") which will be utilized as required to meet DC's needs. At the final outcome of the RFSQ process, the proponents selected for the Roster ("Contractors") may be required to collaborate with other Canadian provincial and territorial marketing organizations or service providers ("DC's Partners") to ensure that public relations and communications services are consistent with DC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a "Contract A" with DC. Instead, the process is intended to enable DC to learn what proponents can offer by way of goods or services in response to DC's Statement of Work. Depending on the number and variety of responses, the DC will subsequently negotiate with those proposals that best serve its needs, as determined by DC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against the DC with respect to the award of a contract, failure to award a contract or failure to honour a response to this RFSQ.

In summary, this RFSQ is issued solely for the purpose of obtaining proposals and developing a Roster. Neither the issuance of this RFSQ nor the submission of a proposal implies any obligation by DC to enter into any agreement. The intent of this RFSQ is to identify those vendors capable of meeting DC's requirements and with whom a final agreement may be negotiated.

A2. Roster Term

Qualified proponents that demonstrate the ability to meet the requirements identified in this RFSQ may be included on DC's Roster. The initial term for proponent inclusion on DC's Roster may be for a period up to four (4) years, with an option to extend on an annual basis by DC. The total period of the Roster (initial term plus any extensions) is not to exceed seven (7) years. DC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

A3. Standing Offer Agreement

Any proponent, who is selected for the Roster, will be required to enter into a mutually agreeable non-exclusive standing offer agreement ("SOA") with DC. Each individual future project or service requirement would then be initiated by way of a Statement of Work ("SOW"), which will set out the specifics of the project or service and will be governed by the terms and conditions of the SOA. Proponents should note that execution of a SOA with DC pursuant to this RFSQ does not guarantee that any work will be issued to that proponent.

A4. Roster / SOA Process

The Roster will be utilized as required, at DC's sole discretion, to meet DC's needs. DC does not guarantee business or make any guarantee of the value or volume of work that may be assigned to any proponent that has qualified for the Roster. See Section I for conditions set out by DC for using Rosters and SOAs following an RFSQ process.

SECTION B – RFSQ EVALUATION CRITERIA AND INSTRUCTIONS

B.1 Mandatory Criteria Evaluation

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies (“Rectification Period”). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the RFSQ, and will end within a time period defined by DC in its sole discretion.

B.2 Evaluation

All decisions on the degree to which proposals meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.1 Scope of Work A: Samples, Desirable Criteria and Pricing Evaluation

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. DC’s evaluation committee may be comprised of DC employees and consultants to DC who are bound by an agreement of confidentiality with respect to the RFSQ process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to DC Senior Executive.

B.2.1.1 Sample Evaluation (Section E) 40%

Proponents will be evaluated based on meeting the samples evaluation; proposals that achieve a score of 24% (which is 60% of 40%) or higher will meet the “Threshold”. Following evaluation of the samples, DC may limit further evaluation to a limited number of the top ranked proposals which met the Threshold.

B.2.1.2 Desirable Criteria Questionnaire (Section F) 30%

Following evaluation of the desirable criteria, DC may limit further evaluation to a limited number of the top ranked proposals (the “Shortlist”). Only those proposals on the Shortlist will be further evaluated based upon Proposed Pricing.

B.2.1.3 Proposed Pricing (Section G) 30%

TOTAL 100%

Following evaluation, DC may select a limited number of top ranked proponents to be included on the Video and Photo Production Services Roster. DC reserves the right to select more than or less than ten (10) top ranked proponents for the Video and Photo Production Roster to ensure those selected for the Roster can best meet all of DC’s requirements.

B.2.2 Scope of Work B: Samples, Desirable Criteria and Pricing Evaluation

Proposals meeting the mandatory criteria will then be evaluated and scored on the samples as set out below. DC’s evaluation committee may be comprised of DC employees and consultants to DC who are bound by an agreement of confidentiality with respect to the RFSQ process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to DC Senior Executive.

All decisions on the degree to which proposals meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.2.1 Sample Evaluation (Section E) 40%

Proponents will be evaluated based on meeting the samples evaluation; proposals that achieve a score of 24% (which is 60% of 40%) or higher will meet the "Threshold". Following evaluation of the samples, DC may limit further evaluation to a limited number of the top ranked proposals which met the Threshold.

B.2.2.2 Desirable Criteria Questionnaire (Section F) 30%

Following evaluation of the desirable criteria, DC may limit further evaluation to a limited number of the top ranked proposals (the "Shortlist"). Only those proposals on the Shortlist will be further evaluated based upon Proposed Pricing.

B.2.2.3 Proposed Pricing (Section G) 30%

TOTAL 100%

Following evaluation, DC may select a limited number of top ranked proponents to be included on the Video and Photo Production Services Roster. DC reserves the right to select more than or less than ten (10) top ranked proponents for the Video and Photo Production Roster to ensure those selected for the Roster can best meet all of DC's requirements.

B.3 Negotiations

CTC intends to conduct negotiations with the top ranked proponent(s) as defined in Section H.10 Contract Negotiations.

B.4 Proposal Submission, Intentions, and Questions Instructions

B.4.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time ("Closing Time") of **14:00 hours PT, November 6, 2023**.

Any proposal received after the Closing Time may not be reviewed by DC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.4.4 below. All proposals received as a result of this RFSQ shall become the property of the DC. The time stamp of DC's email system shall be the official time for receipt of the proposal.

B.4.2 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by **14:00 hours PT, October 31, 2023**.

B.4.3 Questions

Proponents may submit questions via e-mail to the Contracting Authority until **14:00 hours PT, October 18, 2023**. Questions submitted after this date and time may not be responded to.

If DC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to DC explaining why it should not be included with the posted anonymous questions and answers. If DC concurs with the request, the question will be answered in confidence and will not be posted. If DC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

B.4.4 Instructions

All submissions, intentions, and questions are to be e-mailed to procurement@destinationcanada.com and should reference “**RFSQ DC-2023-CD-08 Video and Photo Production Services - CONFIDENTIAL**” in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding RFSQ section(s) if applicable

There is a maximum of twenty (20) megabyte (“MB”) file size acceptance of any e-mail. Proponents should divide their responses into appropriately sized (smaller than 20 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

B.5 RFSQ Form of Response, Format and Depth

B.5.1 RFSQ Form of Response

Proponents must respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor
- Section D – Mandatory Criteria
- Section E – Samples Evaluation
- Section F – Desirable Criteria Questionnaire
- Section G – Pricing Proposal (**must be a separate file**)

B.5.2 RFSQ Format and Depth

This Request for Supplier Qualification sets DC's requirements, desired options and additional considerations. Proponents should prepare their proposals providing a detailed description of their ability to provide the requirements set out in this RFSQ. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested

requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g., LinkedIn) may not be considered by DC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this RFSQ and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to DC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that DC has any previous knowledge of the proponents' qualifications other than that supplied pursuant to this RFSQ.

SECTION C – STATEMENT OF WORK

C.1 Background

The production of video and photography crosses all aspects of Destination Canada's business units, channels and markets. We are visual storytellers who are constantly in production mode with multiple production projects on the go at any time. In order to achieve our business goals and tell stories that effectively communicate our messages to our target audiences; we are looking for a wide range of collaborators who can lead projects and/or contribute deliverables as part of a project led by DC or a DC third-party agency. We aim to work nimbly and collaboratively, providing clear direction and feedback. We love working with people who value transparency and open communication and who want to be our creative partners.

DC requires:

A. General Production Support

Producers and/or lean production teams/companies with the ability to scale. DC's preference is Canadian owned and based companies (approximately 1 – 15 employees).

B. Production Services

Video production and post-production companies and/or individual freelancers who provide services in:

- Video production
- Photography
- Video/photo editing
- Motion graphics
- Post-production

DC's preference is Canadian based Independent/freelance individuals and/or Canadian owned and based companies (approximately 1 – 15 employees).

C.2 Objective

To find individuals and small companies to collaborate with DC to use our brand and design aesthetic to produce creative video and photography work with clear and effective messaging/storytelling.

C.3 Scopes of Work

C.3.1 Scope of Work A. General Production Support

The Contractor will provide the following services, on an as DC requires basis:

- Full production services for video content ranging from corporate communications to branded, consumer facing storytelling.
- Pre-production support including, but not limited to:
 - Location scouting and management
 - Casting and management
 - Archival b-roll footage research and management
 - Script review
 - Storyboarding
 - Lower third / data / transition development.
- Production support including, but not limited to:

- On-location filming
- On-set filming
- Hair and make up
- Voiceover production.
- Post-production support including, but not limited to:
 - Editing
 - Colour and sound treatments
 - Revisions
 - Data delivery.

C.3.2 Scope of Work B. Production Services

The Contractor will provide the following services, on an as DC requires basis:

- Pre-production support including, but not limited to:
 - Location scouting and management
 - Talent scouting, casting, and management
 - Script writing and production
 - Storyboard production.
- Production support including, but not limited to:
 - On-location and on-set filming
 - On-location and on-set talent and location management
 - Drone filming and photography
 - Voiceover production.
- Post-production support including, but not limited to:
 - Editing
 - Colour and sound post-production
 - Motion graphics and visual effects
 - Revisions and feedback management
 - Data delivery.
- Brand/campaign photography and videography services including, but not limited to:
 - Brand activations
 - Advertising and narrative work.
- Event photography and videography services including, but not limited to:
 - Event, venue, and activation documentation
 - Same-day deliveries of select images and b-roll clips
 - Post-production of select images and b-roll clips
 - Data delivery.

Sections C.4 through to C.11 apply to both Scopes of Work

C.4 Deliverables and Schedule

Specific project deliverables and schedule will be defined on a case-by-case basis (i.e., per project). The Contractor can expect two (2) streams of work:

1. Projects that may require quick turnaround and are basic in nature; these projects may require the deliverable(s) within two (2) days to four (4) weeks.
2. Larger or ongoing projects, there may be a few per year in this category.

The hours for any given project may range from a few hours for small projects up to 100 hours for large projects (there is no set limit to project hours; these numbers are just to provide an estimation

of the sort of projects the Contractor may be asked to collaborate on). For any project the deliverables and schedule will be set at the start of the project by the DC Project Authority in consultation with the Contractor.

C.5 Performance Standards and Quality Measurement

The Contractor's performance is measured by reviewing the Contractor's work to ensure it meets the following:

- Meets DC's requirements as set out in the Statement of Work or Project Brief;
- Is of high quality and error free; and
- Meets the project deadline provided by DC, deadlines may be amended by mutual agreement.

C.6 DC Responsibilities and Support

DC will assign a Project Authority to work with the Contractor and ensure projects/tasks are completed on time, within budget, and as scoped. The Project Authority will be the main point of contact for the Contractor.

They will provide the Contractor with:

- DC production guidelines and relevant training;
- DC brand guidelines and training on DC's brand;
- All required information to execute specific Statements of Work/Project Briefs;
- Consolidated feedback on deliverables; and
- Respond to any queries from the Contractor.

At times, other DC department team members may be responsible for assigning and managing a project with the Contractor.

C.7 Contractor Responsibilities

The Contractor will be responsible for creating/completing the work, account management, providing quotes and invoices, and any project close out material required.

C.8 Constraints

- a) The Contractor will provide the services according to DC's brand guidelines and any other supplied documentation (project dependent).
- b) The Contractor will invoice DC once the work has been completed to DC's satisfaction. The invoice will include the contract number, a detailed list of all services provided, and the itemized cost of each service provided. Payment schedules based off deliverables/milestones will be indicated in the Statement of Work or Project Brief.
- c) Note that the ownership of Intellectual Property and the License terms to DC, if relevant, will be determined on a project-by-project basis. In most cases work produced by the Contractor will remain the Intellectual Property of the Contractor. Generally DC will request a license to the content for an indefinite period of time with the ability to use the work in any media with no geographic restrictions. Further, the ability to sub-license the work to third parties is often included in our license terms.

C.9 Reporting and Communication

DC would generally expect a response from the Contractor to DC request for service requests or queries within a few hours during DC business hours of Monday to Friday, 9:00 am – 5:00 pm Pacific time, and may have project requirements with immediate turnaround.

C.10 Personnel Replacement

The Contractor will provide a key contact (Account Manager) capable of working with DC's Creative Team and be responsible to co-ordinate all activities described in the Statement of Work/Project Brief.

The Contractor will inform DC of any major personnel replacement, such as any partner servicing or managing DC's account and the Contractor's client relationship partner and overall client service partner.

C.11 Additional Reference Info

Consumer YouTube channel: <https://www.youtube.com/channel/UCh1ry5bGHxdz2-rQ6pyrnTg>
Corporate YouTube channel: <https://www.youtube.com/channel/UCGyvC491IYtaneCjSv87BmQ>
Brand Guidelines: <https://brand.destinationcanada.com/en>
Brand Canada Library (asset repository) <https://photo.destinationcanada.com/>

SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

Full compliance with mandatory criteria is required in order for proposals to be further evaluated. Proponents responding to Scope of Work A, Scope of Work B or both must respond to the mandatory criteria as noted below.

D.1 Mandatory Requirements

D.1.1 The Proponent must have a minimum of three (3) years of experience in the Scope of Work which they are responding to. Are you able to comply with this requirement?

Yes

No

D.1.2 The Proponent must be a Canadian owned and based company. Are you able to comply with this requirement?

Yes

No

SECTION E – SAMPLES EVALUATION

Proponents responding to Scope of Work A, Scope of Work B or both **must** respond to sample evaluation Section E.1.

E.1 Proponent Sample Requirements

For each Scope of Work the proponent is responding to provide three (3) examples of your work listing the following for each:

- a. Name of Client(s)
- b. Your role in the work
- c. Brief description of the work including the context, objectives/purpose and target audience.
- d. If the work is narrative in nature, please speak to how your work conveys a narrative or tells a story.

You may use the same examples for multiple services. Examples are to be provided by hyperlink*. Approximately 10 minutes maximum of video/footage is desired.

Maximum Marks Available – 100%

Response must be limited to 6 pages (including visual examples, you may also link to the work online).

*The proponent is responsible for ensuring that all hyperlinks function properly, DC will not follow up with proponents if DC is unable to access the file.

SECTION F – DESIRABLE CRITERIA QUESTIONNAIRE

Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response. Please use Arial 11 or another similar font.

Proponents responding to Scope of Work A, Scope of Work B or both must respond to desirable criteria Section F.1.

F.1 Company Overview

F.1.1 Company Background and Overview

Provide a brief overview of your organization including the following information:

- a. Company history, ownership, structure, office location(s) and the number of employees.
- b. Services and products offered including areas of specialization.
- c. Experience in the travel / tourism or similar industry.
- d. Experience creating content/assets for a defined brand (where you are working to create new materials that fit within an existing brand strategy look and feel).
- e. Copies of applicable Equality, Diversity, Inclusion policies or guidelines.
- f. Copies of applicable fraud prevention policies or guidelines.

Maximum Marks Available – 25%

Response should be limited to two (2) pages (excluding organizational chart, policies and guidelines).

F.1.2 Company expertise

Provide a narrative that presents a strong case why DC should engage your firm. In this section, the proponent may include any additional information that, together with the foregoing comments and information, it believes to be essential in creating a thorough understanding of its suitability to perform the requested services.

Maximum Marks Available – 25%

Response should be limited to one (1) page.

F.1.3 Additional Company Background

- a. Do you have any Russian or Belarusian participation in the governance structure of your organization – either as an investor or on your Board of Directors?
 - o If yes, of what significance?
- b. Are you currently undertaking any work for an enterprise based in Russia or Belarus?
 - o If yes, of what significance to your overall operation?

Maximum Marks Available – unweighted

Response should be limited to a half (½) a page or less.

Scope of Work A: General Production Support

Proponents responding to Scope of Work A must respond to desirable criteria Section F.2.

F.2 Business / Technical Requirements

F.2.1 Team biography(s)
Provide an overview (biography) of the personnel who will be assigned to our account, indicating each person's:

- Title/Role
- Responsibilities
- Experience and qualifications
- Relevant awards or recognition

Maximum Marks Available – 15%
Response should be limited to one (1) page per biography.

F.2.2 Business Continuity
Describe your plan to provide DC with the same level of service provided by key personnel in the case that key personnel leave your organization or become involved with other accounts.

Maximum Marks Available – 5%
Response should be limited to a half (½) page.

F.2.3 Testimonials
Provide two (2) client testimonials or reviews. These must be different clients than those provided as references (i.e., the references in Appendix 1).

Maximum Marks Available – 10%
Response must be limited to a half (½) page.

F.2.4 Describe in detail your approach to managing projects including, how you ensure tasks are completed on time, manage the quality of the work you produce, manage project budgets and how and when updates are communicated to the client?

Maximum Marks Available – 20%
Response must be limited to one (1) page.

F.2.5 Please share any examples of work and talents that may not have been addressed in this document and you would like to highlight for consideration.

Maximum Marks Available – unweighted
Response should be limited to a half (½) a page or less.

Scope of Work B. Production Services
Proponents responding to Scope of Work B must respond to desirable criteria Section F.3.

F.3 Business / Technical Requirements

F.3.1 Service Categories

Using the following table, proponents are to indicate which Service Category(s) they wish to qualify for by marking an “X” in the corresponding Indication column.

Service Category	Indication (“X”)
Pre-production support including but not limited to: <ul style="list-style-type: none"> ● Location scouting and management ● Talent scouting, casting, and management ● Script writing and production ● Storyboard production 	

Production support including but not limited to: <ul style="list-style-type: none"> • On-location and on-set filming • On-location and on-set talent and location management • Drone filming and photography • Voiceover production 	
Post-production support including but not limited to: <ul style="list-style-type: none"> • Editing • Colour and sound post-production • Motion graphics and visual effects • Revisions and feedback management • Data delivery 	
Brand/campaign photography and videography service including but not limited to: <ul style="list-style-type: none"> • Brand activations • Advertising and narrative work 	
Event photography and videography services including but not limited to: <ul style="list-style-type: none"> • Event, venue, and activation documentation • Same-day deliveries of select images and b-roll clips • Post-production of select images and clips • Data delivery 	

Maximum Marks Available – Unweighted

F.3.2 Team biography(s)

Provide an overview (biography) of the personnel who will be assigned to our account, indicating each person's:

- Title/Role
- Responsibilities
- Experience and qualifications
- Relevant awards or recognition

Maximum Marks Available – 25%

Response must be limited to one (1) page per biography.

F.3.3 Describe in detail your approach to managing projects including, how you ensure tasks are completed on time, manage the quality of the work you produce, manage project budgets and how and when updates are communicated to the client?

Maximum Marks Available – 25%

Response must be limited to one (1) page.

F.3.4 Please share any examples of work and talents that may not have been addressed in this document and you would like to highlight for consideration.

Maximum Marks Available – unweighted

Response should be limited to a half (½) a page or less.

Remainder of the page intentionally left blank.

F.4 Weighting Table for Reference

The following tables are provided as a reference to illustrate how each question is scored and weighted.

Scope of Work A: General Production Support

Desirable Criteria Question #	Weighting per Question	Section Weighting per Question	Example Proponent Score	Example Proponent Weighted Score
F.1.1	25%	10.00%	5/5	10.00%
F.1.2	25%	10.00%	4/5	8.00%
F.1.3	0%	0.00%	n/a	0.00%
F.2.1	15%	6.00%	3/5	3.60%
F.2.2	5%	2.00%	2/5	0.80%
F.2.3	10%	4.00%	4/5	3.20%
F.2.4	20%	8.00%	5/5	8.00%
F.2.5	0%	0.00%	n/a	0.00%
Example Total	100%	40%	23/30	33.60%

Scope of Work B: Production Services

Desirable Criteria Question #	Weighting per Question	Section Weighting per Question	Example Proponent Score	Example Proponent Weighted Score
F.1.1	25%	10.00%	5/5	10.00%
F.1.2	25%	10.00%	4/5	8.00%
F.1.3	0%	0.00%	n/a	0.00%
F.3.1	0%	0.00%	n/a	0.00%
F.3.2	25%	10.00%	2/5	4.00%
F.3.3	25%	10.00%	4/5	8.00%
F.3.4	0%	0.00%	n/a	0.00%
Example Total	100%	40%	15/20	30.00%

SECTION G – PRICING

Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the RFSQ# and the RFSQ name along with company information.

Proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this RFSQ and as demonstrated through their response.

When evaluating proposed pricing, DC may consider the total cost of ownership associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which DC would be expected to pay. There should be no hidden costs which the DC discovers at the end of the term.

DC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

DC’s preference is to hold the rates for the initial term of the resulting agreement for the services. At minimum DC expects that any increases to the rates should not exceed the consumer price index for that year.

All prices should be quoted in the **Canadian** dollars, excluding taxes.

G.1 Proposed Pricing Detail

G.1.1 Scope of Work A. General Production Support

Service Category	Yes/No
Full production services for video content ranging from corporate communications to branded, consumer facing storytelling.	Bid on a job (see details below)
Pre-production support including but not limited to: Location scouting and management Casting and management Archival b-roll footage research and management Script review Storyboarding Lower third / data / transition development	Provide blended hourly rate
Production support including but not limited to: On-location filming On-set filming Hair and make up Voiceover production	Provide blended hourly rate
Post-production support including but not limited to: Editing Colour and sound treatments Revisions Data delivery	Provide blended hourly rate

JOB DETAILS

For Destination Canada’s 2024 Annual Report we are looking to create a fully bilingual 20-minute video that is a mix of: new live-action footage and voiceover. In addition to the new footage and voiceover; Destination Canada will provide assets to illuminate the video including b-roll, campaign assets, and other

digital materials like websites. The video will require motion graphics work (including title animations, lower thirds, and subtitles using .srt files).

Based on the following details, please provide an estimate that includes hourly rates and estimated hours/days so that your estimate includes both total dollar value as well as the number of hours/days for each line item.

The video is expected to be a mix of 10-minutes of Destination Canada staff members (2) speaking to the camera and the remaining 10-minutes driven by voiceover. The video will move between the to-camera and voiceover sections (i.e., they will not be 10 minutes stacked back-to-back; but will transition between the to-camera and voiceover driven as the narrative/story requires).

The Destination Canada staff members will be providing a verbal update on our accomplishments for the year 2024. We would like for this to take place somewhere in the greater Vancouver area that has a scenic backdrop that reads 'tourism experience.' The camera set up should be two (2) cameras with sound recordist, hair and makeup, and teleprompter. One (1) of the Destination Canada staff members is bilingual (English and French) and the other only speaks English as one (1) of their primary languages.

The remaining 10 minutes of the video will be driven by voiceover which should be 50% English and 50% French (ideally using the same voiceover artist).

Both sections of the video will be illuminated using existing footage and assets from campaign and activities. However, we expect a half day in-studio shoot in order to capture new video of several awards we have won as well as capturing an item of clothing (jacket) that will ideally be worn by a model (but shot in a way where they are not recognizable).

Deliverables:

One 20 minutes bilingual video in .mp4 (high quality h264 compression) and .mov (apple ProRes or similar) with an accompanying .srt file.

Assumptions:

Destination Canada will write and deliver the script.

Destination Canada will create an overall storyboard for the flow of the video and provide all relevant assets required to illustrate each section (besides the new awards and jacket footage). We will require the Proponents support in designing the look and feel of any visuals/transitions/lower thirds etc.

Destination Canada will manage all translations required (English to French and/or French to English).

Destination Canada will provide a lead producer/project manager to be the main point of contact and said person will be responsible for ensuring Destination Canada meets all deliverables on time.

Assume two (2) rounds of revision (rough cut, fine cut, final cut for sign off).

You may use any existing estimate template for your submission.

G.1.2 Scope of Work B. Production Services

Please note that for any service category which you are not responding to: insert N/A (not applicable). You must complete at least one service category.

Service Category	
Pre-production support including but not limited to: <ul style="list-style-type: none"> • Location scouting and management • Talent scouting, casting, and management • Script writing and production • Storyboard production 	Provide blended hourly rate

Production support including but not limited to: <ul style="list-style-type: none"> • On-location and on-set filming • On-location and on-set talent and location management • Drone filming and photography • Voiceover production 	Provide blended hourly rate
Post-production support including but not limited to: <ul style="list-style-type: none"> • Editing • Colour and sound post-production • Motion graphics and visual effects • Revisions and feedback management • Data delivery 	Provide blended hourly rate
Brand/campaign photography and videography service including but not limited to: <ul style="list-style-type: none"> • Brand activations • Advertising and narrative work 	Provide day rate
Event photography and videography services including but not limited to: <ul style="list-style-type: none"> • Event, venue, and activation documentation • Same-day deliveries of select images and b-roll clips • Post-production of select images and clips • Data delivery 	Provide day rate

G.2 Payment Discounts

DC's standard payment terms are Net 30 days upon receiving an invoice, with the required project and billing information, and after the services have been rendered or goods received. There may be certain times of the year when DC may be able to accelerate payments. For proponents who are able to offer a term where DC may elect to take the discount, when possible, this alternative would be considered.

Indicate your payment terms and explain any early payment discounts available to DC.

G.3 Pricing Strategies

DC may be open to other pricing strategies, incentives, volume discounts or other offerings (e.g., rebates, single volume purchase, credit for returnable product, etc.) that would benefit DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

Please indicate any other pricing strategies that your company may be willing to discuss with DC.

SECTION H – RFSQ PROCESS AND TERMS

H.1 RFSQ Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	October 18, 2023, 14:00 hours PT
Intent to Submit (*)	October 31, 2023, 14:00 hours PT
Closing Date and Time	November 6, 2023, 14:00 hours PT
Notification: CTC will endeavour to notify all proponents of its selection by approximately:	February 28, 2024
Timeframe for Negotiations	30 days following notification by CTC

Note: The schedule is subject to change at CTC's sole discretion.

(*) Please note the Intent to Submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.

H.2 Interpretation of the RFSQ

If a proponent is in doubt as to the intended meaning of any part of this RFSQ or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by CTC, an amendment to the RFSQ may be issued.

It is the proponent's responsibility to understand all aspects of the RFSQ requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the RFSQ cover is authorized by CTC to comment on any portion of this RFSQ or the requirements described in this RFSQ. CTC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated CTC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting CTC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

H.4 Accuracy of Information

While the information set out, or referred to, in this RFSQ has been prepared and included in good faith, CTC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by CTC in an amendment to the RFSQ. If this RFSQ was posted on the Government of Canada [Canadabuys.canada.ca](https://canadabuys.canada.ca) website (CanadaBuys), CTC may post amendments to CanadaBuys, provide amendments to all proponents who received an invitation, or provide amendments to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review CanadaBuys for amendments to the RFSQ that the CTC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this RFSQ. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the proponent's response (see Appendix 3).

H.6 Modification and Withdrawal

Modifications to, or withdrawals of, a submitted RFSQ will be accepted by the CTC by e-mail notice provided that such e-mail is received by CTC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

H.7 Period of Validity

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

H.8 Proposal Expenses

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this RFSQ, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by CTC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this RFSQ, the proponent agrees to absolve the CTC of any responsibility for the same.

H.9 Language

Proposals may be submitted in either French or English. The working language for the RFSQ process will be the preferred language of the proponent.

H.10 Contract Negotiations

The CTC reserves the right to negotiate contract scope and terms with the proponent whose expertise, experience, vision and reputation are judged to best serve the interests of the CTC, hereafter referred to as the "Preferred Proponent". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

The CTC will enter into discussions and negotiations with the Preferred Proponent to reach agreement on the final terms of the Agreement. Negotiations may include requests by CTC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by CTC for improved pricing from the proponent.

Concurrent Negotiations: The top ranked proponents, as established under the evaluation, will be invited to enter into contract negotiations with CTC. CTC intends to conduct negotiations within the Timeframe for Negotiations.

At any point in the Timeframe for Negotiations, CTC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more proponents will be determined following CTC's receipt of Best and Final Offers. Final selection will be based upon best overall value to CTC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

H.11 Contract Award

If a contract is subsequently negotiated and awarded to a proponent as a result of this RFSQ process;

- any such agreement will commence upon signature by the duly authorized representatives of the CTC and the successful proponent; and
- may include, but not be limited to, the general contract terms contained in Appendix 5.

H.12 Debriefing

Upon request, and at CTC's sole discretion, CTC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to the CTC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

H.13 Material Circumstances

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a CTC employee or Board member of CTC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the RFSQ process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a CTC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the RFSQ process (each a "Material Circumstance").

CTC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and CTC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that CTC considers in its opinion would give rise to unfair advantage in the RFSQ process, or would otherwise prejudice the integrity of the RFSQ process.

H.14 Proponents Not to Promote Their Interest

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

H.15 Confidentiality

The CTC recognizes the proprietary nature of information that may be contained in response to this RFSQ. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. CTC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this RFSQ or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from the CTC and other information developed for the CTC in connection with this competition. Proponents shall not use CTC's confidential information except as required to develop a proposal and presentation in response to this RFSQ.

Except as required by law, CTC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

H.16 Publicity

Proponents must not refer, expressly or by implication, to the CTC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

H.17 No Collusion

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

H.18 Law

This RFSQ process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

H.19 Indemnities

The proponent shall be responsible for and shall indemnify CTC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this RFSQ process and all costs associated with those claims, loss and damages.

H.20 Rights of the Canadian Tourism Commission

In addition, CTC reserves the right, in its sole and absolute discretion, to:

- H.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- H.20.2 reject any, all or part of any proposal that:
 - i. is incomplete, obscure, irregular or unrealistic;
 - ii. fails to meet the objective of the RFSQ;
 - iii. fails or omits any mandatory information; or
 - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this RFSQ at any time;
- H.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this RFSQ process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to CTC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the RFSQ, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than the stated maximum number of top-ranked proponents, to meet the requirements of the RFSQ;
- H.20.10 not enter into any contract at all with any proponents responding to this RFSQ.

SECTION I – ROSTER AND STANDING OFFER AGREEMENT CONDITIONS

The conditions set out in this Section regarding the use of the Roster and SOAs are subject to change from time to time as the CTC may deem necessary, without notice to the Contractors on the Roster.

1. The criteria for selecting a Contractor from the Roster for each project or task will vary, depending upon CTC's requirements.
2. The CTC reserves the right to engage any Contractor in the Roster on an "as, if and when requested" basis and may be contacted directly or asked to compete on opportunities for the provision of services.
3. Any Contractor selected to provide services may be required to execute a statement of work that will be governed by the SOA.
4. If Contractors are asked to compete on opportunities, the CTC may not necessarily select the Contractor offering the lowest price, and may also evaluate qualifications or other criteria required for a specific project.
5. Contractors should, during the period that the SOA is in effect, advise the CTC of any material changes to the information contained in their response.
6. The CTC has no obligation to:
 - a. inquire as to the availability of substitute key personnel when advised by a Contractor that the key personnel named on the SOA is not available for a particular project;
 - b. evaluate or accept any substitute key personnel proposed by a Contractor;
 - c. enter into a statement of work with any one or more Contractor; or
 - d. invite any one or more Contractor to participate in competitive processes for a statement of work.
7. The CTC reserves the right to utilize vendors that are not on the Roster.
8. CTC may, from time to time, conduct pre-qualification evaluations with alternative proponents that did not participate in this competition, and/or with proponents that were not selected in previous pre-qualifications. As a result, CTC may, solely in its discretion, add alternative proponents to the existing Roster and increase the number of proponents at any time during the Roster term. There is no assurance that the CTC will require any future additions to the Roster or will accept any requests for inclusion.
9. CTC expects requirements and future evaluations will stay materially the same as the initial pre-qualification process. However, there may be variations depending on CTC's requirements at that time. The basis for future pre-qualification requirements and evaluations will be at CTC's sole discretion.
10. CTC reserves the right to remove a Contractor from the Roster for any reason that the CTC deems to have a material influence on the ability of the Contractor to satisfactorily provide the CTC with the goods or services under the Roster.

SECTION J: LIST OF APPENDICES

Proponents must submit Appendices 1 through 4 with their proposal.

APPENDIX	FILE NAME
1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms

APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGEMENT FORM

1. PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name <u>and address</u> :	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the RFSQ (name title, phone number and e-mail):	

- b) Business Structure – For identification and information purposes only, provide the following information about your company:

- Sole Proprietorship
- Partnership
- Corporation
- Other

i. Where is your business registered or incorporated? _____. Please provide a copy of the registration, certificate of incorporation or other similar document showing your current registration status.

ii. If your business is a Partnership please list all partners and the percentage of units they hold in the partnership (including beneficial owners):

Name of:	% of units held
<ul style="list-style-type: none"> • Registered Owner; • Beneficial Owner (if applicable) 	

iii. If your business is a Corporation please advise if it is a:

- Public Corporation; or
- Private Corporation

iv. Please list the individuals or entities that Control the Corporation:

Name of: <ul style="list-style-type: none"> • Registered Owner; • Beneficial Owner (if applicable) 	% of shares held

v. Verification of Financial Stability

Provide copies of Financial Statements for the last three (3) years, 2020, 2021, 2022. The proponent may submit other assurances of corporate and financial stability that provide sufficient evidence of their financial capability to deliver the services, such as a letter of good financial standing from the proponent's bank and/or other assurances of corporate and financial stability.

2. References - List three (3) customers with similar requirements to those described in this RFSQ who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that CTC may contact any of these references. It is requested that proponents refrain from using CTC as a reference in their proposal.

Reference #1:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #2:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

Reference #3:

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	

Email Address:	
Description of Services:	

2. PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this RFSQ.

Executed this _____ day of _____, 2023

Authorized Signature:

Printed Name:

Title/Position:

Company Name:

City:

Address:

Phone Number:

Fax Number:

E-mail Address:

APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM

MATERIAL CIRCUMSTANCE:

The CTC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

- No, there are no Material Circumstances to disclose; OR
- Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

APPENDIX 3: AMENDMENTS

Please confirm that any amendments and addenda to this RFSQ issued have been read and included in proponent response. List the amendments and addenda included in the response (if applicable).

Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:

APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

- The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement Form.
- Sub-contractors will be used to provide the goods and or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

Fax Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

Quality control measures and contract resolution processes:

% of services the Sub-Contractor will be providing: _____%

APPENDIX 5: GENERAL CONTRACT TERMS

The following general terms may be required by the CTC in order to be awarded the Work under this RFSQ. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the RFSQ;
3. The Contractor will designate key personnel assigned to the CTC file who cannot be changed without the approval of the CTC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to CTC work, if applicable;
5. Service levels for typical work (e.g., commitments for timing from planning stages to campaign launch);
6. Ownership of all intellectual property created by the Contractor will be determined on a project-by-project basis. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of the CTC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies the CTC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to the CTC without markup, including media placements;
12. Confidentiality clauses to be included;
13. CTC shall be entitled to terminate for convenience upon 60 days written notice and upon payment for any work completed or committed to the date of termination. If CTC terminates the contract or a particular work order for breach, then CTC is not required to pay for the work;
14. CTC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.