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**Attn: Manon Delorme**

**FOR ELECTRONIC BIDS:**

The electronic mailbox is equipped to send an automatic reply to all messages received. If you do not receive an automatic response, please contact the Contracting Authority to ensure your bid was received. Please note that it is the bidder's sole responsibility to ensure that all bids submitted are received in their entirety by Citizenship and Immigration Canada by the closing date and time indicated in this RFP.

**IMPORTANT NOTICE TO SUPPLIERS**

The Government Electronic Tendering Service on [buyandsell.gc.ca/tenders](http://buyandsell.gc.ca/tenders) will be the sole authoritative source for Government of Canada tenders that are subject to trade agreements or subject to departmental policies that require public advertising of tenders.

**REQUEST FOR PROPOSAL**

**Proposal To: Citizenship and Immigration Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out thereof.

**Instructions : See Herein**

**Instructions: Voir aux présentes**

**Issuing Office – Bureau de distribution  
Citizenship and Immigration Canada  
Procurement and Contracting Services  
70 Crémazie  
Gatineau, Québec K1A 1L1**

<b>Title – Sujet</b> International Experience Canada Experiential Marketing Campaign	
<b>Solicitation No. – N° de l'invitation</b> CIC-157511	<b>Date</b> March 27 <sup>th</sup> , 2024
<b>Solicitation Closes – L'invitation prend fin at – à</b> 2:00 PM on – April 9 <sup>th</sup> , 2024	<b>Time Zone Fuseau horaire</b> UTC-5 (Eastern Time)
<b>F.O.B. - F.A.B.</b> Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
<b>Address Inquiries to: - Adresser toutes questions à :</b> <a href="mailto:IRCC.BidsReceiving-Receptiondessoumissions.IRCC@cic.gc.ca">IRCC.BidsReceiving-Receptiondessoumissions.IRCC@cic.gc.ca</a>	
<b>Telephone No. – N° de téléphone :</b>	
<b>Destination – of Goods, Services, and Construction: Destination – des biens, services et construction :</b> See Herein	
<b>Delivery required - Livraison exigée</b> See Herein	
<b>Vendor/firm Name and address Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Facsimile No. – N° de télécopieur Telephone No. – N° de téléphone</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/firm Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur</b>	
<hr/> <b>(type or print)/ (taper ou écrire en caractères d'imprimerie)</b>	
<hr/> <b>Signature</b>	<hr/> <b>Date</b>



## Amendment 002 – RFP # CIC-155593

### Amendment 002 is raised to:

- Extend the end date of the solicitation period from April 2<sup>nd</sup>, 2024 2:00pm to April 9<sup>th</sup>, 2024 2:00pm;
- Correct the wording of the criterion MT1.

### 1. Section “4.1.1.1 Mandatory Technical Criteria” of “Part 4 – Evaluation Procedures and Basis of Selection” is deleted in its entirety and replaced by:

#### 4.1.1.1 Mandatory Technical Criteria

The bid must meet the mandatory technical criteria specified below. The Bidder must provide the necessary documentation to support compliance with this requirement.

Mandatory requirements are evaluated on a simple pass or fail basis. Failure by a Bidder to meet any one of the mandatory requirements will render the Bidder’s proposal **non-responsive and will not be given further consideration**. The treatment of mandatory requirements in any procurement process is absolute. Each mandatory technical criterion should be addressed separately.

#### DEFINITIONS

**National Campaign** – The campaign is to be delivered in at least four (4) regions of Canada. The regions are: British Columbia, Prairies, Ontario, Atlantic, and the Territories.

**Marketing / Outreach Campaign** – The campaign is a mix of at least two different marketing/outreach initiatives (any of the following: Collateral or educational resources, event-based marketing, social media, partnerships , etc.).

**Youth Audience Campaign** – The campaign targeted to **18-35 years of age, all genders**.

**Produced and Completed** – The start date of the campaign, or the submitted portion/phase of an overall campaign, cannot pre-date the allowable date stated in the evaluation criteria. While the campaign can be ongoing, the submitted portion/phase must have been broadcast or published in the appropriate media, and results must be available (for all submitted media types).

**Marketing of programs** - Products or services: to better inform and engage the audience, to help drive results in uptake and impact.

**Experiential marketing** – To market a product or a service through experiences that directly engage the Audience.

For each project summary provided, Bidders are required to provide specific dates (month and year) of experience as well as the total duration of project (number of months). The month(s) of experience listed for a project whose timeframe overlaps that of another referenced project will only be counted once. For example: Project 1 timeframe is July 2001 to December 2001;



Project 2 timeframe is October 2001 to January 2002; the total months of experience for these two project references is seven (7) months.

**Mandatory Technical Criteria (MT)**

For the purpose of the mandatory technical criteria specified below, the experience of the Bidder, its affiliates, employees, and sub-contractors will be considered in the evaluation process.

**NOTE TO BIDDER: Beside each criterion, write the relevant page number(s) from your proposal that addresses the identified requirement**

Item		MET / NOT MET	Cross Reference to Proposal (Page#)
MT1	<p><b>Marketing and/or Advertising Projects</b></p> <p>The Bidder MUST submit two (2) marketing campaigns, produced and completed within the last five (5) years of bid closing date:</p> <ul style="list-style-type: none"> <li>Two (2) of the campaigns were a national campaign</li> <li>Two (2) of the campaigns were originally produced and completed in both official languages</li> <li>Two (2) of the campaigns are a multi-media campaign</li> <li>Two (2) of the campaigns are a marketing/outreach campaign</li> <li>Two (2) of the campaigns targets a youth audience</li> </ul> <p>The following type of marketing services, as defined in Section B, must have been provided in all of the proposed marketing projects:</p> <ul style="list-style-type: none"> <li>Experiential marketing</li> </ul>		
MT2	<p><b><u>M2. Ability to perform marketing campaign in English and French</u></b></p> <p>The bidder MUST submit one (1) marketing campaign, produced and completed in English AND in French within the last five (5) years of bid closing date to demonstrate it has the capability to provide all services described in the Statement of work (SOW) in both languages.</p>		

No.	Mandatory Financial Criteria	Met	Not Met
MF1	The limitation of expenditure of the initial contract must not exceed <b>\$400,000</b> (all inclusive of any expenditures). Applicable taxes are extra.		



<b>MF2</b>	The limitation of expenditure of the option year must not exceed <b>\$200,000</b> (all inclusive of any expenditures). Applicable taxes are extra.		
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**BIDS NOT MEETING THE ALL THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION**