

Social Media Campaign - Request for Proposals (RFP)

Introduction

The Ontario Cheerleading Federation (OCF) promotes, fosters and regulates cheerleading in the province of Ontario thus furthering the character and development of young athletes. The OCF invites qualified vendors to respond to this RFP for Promotion of Cheerleading Social Media Campaign.

The RFP document sets out the scope of the goods or services the OCF requests and the information requested in your responses. The purpose of this RFP is to solicit a detailed commercial response from the RFP participant in relation to the range of the services.

Key outcomes that the OCF is focussed on achieving are:

- Social Media Strategy
- Increase Participants Across the Province
- Video/Graphic production
- Social Media Marketing Services

Terms of Contract

The term of the contract is a six (6) month term (March 8, 2021 – September 8, 2021) with the possibility of extension. Sixty (60) days written notice must be provided if either party wishes to terminate the agreement prior to the contract's expiry date.

Submission of Proposals

The following timelines have been established by the OCF for the RFP Process:

Deadline	Date
Proposal due to OCF	March 1, 2021
Proposal review and decisions	March 2-7, 2021
Notification	March 8, 2021

OCF intends to proceed expeditiously but reserves the sole right to modify dates in the above timetable.

Termination of Contract

OCF reserves the right to terminate the agreement with sixty (60) days written notice to the chosen contractor subject to the following:

- The contractor fails to perform in accordance with specified service requirements as outlined in the RFP;
- The contractor fails to provide any product or service as specified in the agreement without written explanation;
- The contractor otherwise violates the provision of the RFP to a significant degree.

Primary Contact

OCF President, Lindsay Groves

president@ocfcheer.com

Bidder Questions and Qualifications

Company Details:

1. Company Legal Name.
2. Years in operation.
3. Mailing address.
4. Main telephone.
5. Primary contact (name, title, phone and email address).
6. Total number of employees.
7. Number of employees whose primary function is social media.
8. Current clients (social media only).
9. Please list three references for social media work including; Company name, primary client name, contact details and services provided.
10. Please list any potential conflicts with existing clients and this RFP.

General Questions:

1. Please provide 1-2 top-level campaign concepts for Promotion of Cheerleading Campaign that allow us to see your concept development and creative thinking abilities.
2. Please list and provide links to social media communication channels for your company (i.e. Twitter, Facebook, Instagram, TikTok, etc.).
3. What is your approach to content in social media?

Basis of Awarding

Proposals submitted will be evaluated by the OCF and recommended for approval by the the Board of Directors based on the following criteria:

- Background and experience of Bidder(s) as it relates to the minimum qualifications;
- Proposed project plan;
- Proposed fee structure;
- References and work samples from comparable projects, if any;
- Successful interview via phone or in-person;

The deadline for bid submissions is March 1, 2021.