



REQUEST FOR PROPOSAL

DESIGN AND PRODUCTION OF MARKETING COLLATERAL & SALES SUPPORT TOOLS

The Winnipeg Chamber of Commerce is the leading organization representing business in our community, serving over 2,000 corporate members. Incorporated on March 8, 1873, The Chamber has a long and distinguished record of service on behalf of business of all sizes and sectors in our community. The Chamber is business working together to promote the entrepreneurial perspective on the issues of the day and enhance Winnipeg's competitiveness in today's global marketplace.

OUR MISSION

To foster an environment in which Winnipeg business can prosper.

OUR ROLE

Public Policy Influence – initiate and effect change in government policy and practices to support a growing and thriving business community.

Member Business Support – provide programs and services that create a competitive advantage for individual business members.

Community Leadership – serve as a catalyst for a healthy and prosperous community that offers a strong foundation for business location and expansion.

a) RFP Overview

The Winnipeg Chamber of Commerce is looking for a local company to develop a campaign featuring the next generation of marketing collateral and sales support tools (both print and electronic) to be used by our Sales Team to promote the benefits of membership in our organization.

b) Delivery Schedule

Task	Completion Date
1. RFP is issued	Wednesday, January 24, 2018
2. Campaign Proposals due	5:00 pm – Monday, February 19, 2018
3. Contract awarded	Friday, February 23, 2018
4. Consultation with Chamber Staff	Months of February & March, 2018
5. Final delivery of campaign	Monday, April 16, 2018

Please send one (1) original copy of your completed RFP to the address below. Your RFP must be received by The Winnipeg Chamber of Commerce by 5:00 pm on Monday, February 19, 2018. In addition please send one (1) electronic copy to the email address below. Email copies are subject to the same deadlines as the hardcopy responses.

The Winnipeg Chamber of Commerce

Suite 100-259 Portage Avenue

Winnipeg, MB R3B 2A9

Attention: Karen Weiss

(204) 944-3305

kweiss@winnipeg-chamber.com

Proposals received after the deadline will be considered late and may be disqualified at the discretion of The Winnipeg Chamber of Commerce.

c) Completion Instructions

The Winnipeg Chamber of Commerce reserves the right to issue revisions in writing to this RFP at any time prior to the closing date.

Bidders are responsible for making a careful examination of the scope of this RFP and to comply with all terms and requirements. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal.

The budget must encompass all design, production and print costs.

d) Evaluation Criteria

The criteria as stated in this RFP must be met. Proposals that meet the mandatory requirements will be evaluated with the following criteria.

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Aesthetic Capabilities – prior work demonstrates artistic and innovative end products.
- Candidate Experience – candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure – The price is commensurate with the value offered by the provider. The Chamber is able to develop contra agreements that recognize the provider to the fullest extent possible, as a supporter and partner of The Chamber. *Proposals reflecting financial consideration for this type of partnership will be given favorable consideration.*
- The candidate firm has the appropriate staff to complete the project in the time frame required.
- Proposal Presentation – the information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements.
- Please provide references.