



REQUEST FOR PROPOSAL

Six Nations of the Grand River Development Corporation

Full Service Marketing Group RFP

Six Nations of the Grand River Development Group is seeking a full service marketing group to for a fast paced, multi-departmental, growing Corporation.

The Marketing Group will address the following goals:

1. Improve the ability for citizens, businesses and visitors to easily locate information about SNGRDC and it various departments online.
2. Increase corporate branding of SNGRDC within the Six Nations community and to potential investors through effective collateral production
3. Assist with creation of a marketing strategy and collateral for SNGRDC departments, primarily SN Bingo and SNGRDC Administration.
4. Analyze current marketing tools/strategies and proactively suggest avenues for SNGRDC to exceed its goals.
5. Participate in development of an annual strategic marketing plan for SNGRDC and its various departments, including review and assessment;

Primary deliverables will be divided into two categories

- 1) Six Nations of the Grand River Development Corporation
- 2) Six Nation Bingo

1) SNGRDC

1. Update and maintain SNGRDC's websites including www.sndevcorp.ca www.snfutre.ca www.chiefswood.ca www.sntourism.ca www.mohawkchapel.ca www.sixnationsfarmersmarket.com
2. Develop, update, launch & maintain a property management website
3. Provide creative concept development, design and execution for corporate and program communications to be used with a various mediums including print, website, social media, publications, advertising, & events marketing for all divisions of SNGRDC as requested
4. Provide strategic counsel with respect to integration and development of current and potential communications channels (including but not limited to publications, events, online, social media) to enhance/maximize the impact of advertising and marketing campaigns;
5. Provide creative services that shall normally include, but may not be limited to:
 - Develop and analyze strategic advertising campaigns;
 - Concept, design and media buying planning for print, radio and online ads
 - Concept, editing, design and layout of collateral;
 - Video and audio production;
 - Interactive/digital marketing: website design, development, maintenance and analytics
 - Create booklets, posters, factsheets and quarterly newsletters and artwork preparation for other promotional items

Annual Initiatives normally include:

- a) Public awareness advertising campaigns
- b) Local event advertising campaigns
- c) Program support materials
- d) Economic Development Trust Announcements
- e) Annual Report
- f) Quarterly Newsletter;

2) Six Nations Bingo

1. Redevelop, update and maintain www.sixnationsbingo.ca
2. Perform monthly website traffic analytics and analysis; Suggest strategies to increase traffic
3. Provide strategic consultation, advice and planning, creative concept development, design and implementation/execution and media buy planning for advertising and promotional campaigns in print, radio, and/or online for Six Nations Bingo
4. Perform monthly media analysis of marketing campaigns; suggest strategies to improve efforts
5. Provide creative services that shall normally include, but may not be limited to:
 - Develop and analyze strategic advertising campaigns;
 - Concept, design and media buying planning for print, radio and online ads
 - Concept, editing, design and layout of collateral;
 - Video and audio production;
 - Interactive/digital marketing: website design, development, maintenance and analytics
 - Create invitations, tickets, programs and posters for Grand Bingo

Annual Initiatives normally include:

- a) Monthly Facebook/Twitter Posts (SN Bingo ONLY)
- b) Public awareness advertising campaigns
- c) Events promotion (i.e. News Year, Mother's Day etc.)
- d) Monthly Calendar & Poster prepared a year in advance
- e) Special Promotions (i.e. Super must go, Monster Bingo)
- f) Seasonal/timely web banners
- g) Outdoor signage on routes leading to SN Bingo

Please Note: Successful vendors must be flexible and able to work in short turnarounds
SEALED PROPOSAL SUBMISSIONS marked clearly as to the contents in a sealed company envelope, will be received by the Six Nations of the Grand River Development Corporation until **4:00 PM, Wednesday, May 18, 2016**

Submissions received after this time and date will not be accepted. The onus is on the bidder to ensure that the Submission is received in the proper location and before the Submission closing deadline.

Submissions are to be sent to: Six Nations of the Grand River Development Corporation
2498 Chiefswood Road,
P.O. Box 569,
Ohsweken, Ontario N0A 1M0

Attention: Tabitha Curley

NOTE: The submission must be received in the form and number required by the RFP in order to qualify. **Failure to do so may result in disqualification of your submission.** Submissions must be signed by an authorized official of the bidder's organization. **Unsigned submissions will not be considered.**

For information regarding this Request for Proposals, please contact

Tabitha Curley
Corporate Communication Officer
519-753-1950, ext. 6420
tcurley@sndevcorp.ca

Acceptance or Rejection of Proposals

Six Nations of the Grand River Development Corporation reserves the right to reject any or all proposals and the lowest or any proposal will not necessarily be accepted. Six Nations of the Grand River Development Corporation reserves the right to accept any proposal which is considered best for the interests of Six Nations of the Grand River Development Corporation. Six Nations of the Grand River Development Corporation will not be responsible for any liabilities, cost, expenses, loss or damage incurred, sustained or suffered by any Bidder by reason of the acceptance or non-acceptance, Six Nations of the Grand River Development Corporation, of any proposal or by reason of any delay in acceptance of a proposal. This RFP is not a tender or quotation and as such, the policies which apply to tenders and quotations do not apply to this RFP unless otherwise stated in this RFP. This RFP permits the negotiation of any aspect, including price, of any proposal subsequent to its submission.

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1.0 PROJECT OVERVIEW

Six Nations of the Grand River Development Corporation is seeking proposals from qualified vendors to service the marketing and creative needs of a growing corporation.

The expected outcomes include:

1. Improve the ability for citizens, businesses and visitors to easily locate information and services online.
2. Enhanced the corporate branding of SNGRDC across its departments and throughout the Six Nations Community
3. Create effective collateral materials for a variety of mediums
4. Improve web site analytics and enhance on-line services
5. Improve advertising campaigns and increase customers/visitors

1.1 BACKGROUND

Six Nations of the Grand River Development Corporation is a multi-departmental, growing corporation that oversees the operations and maintenance of Six Nations Tourism, Chiefswood National Historic Site, Her Majesty's Royal Chapel of the Mohawks, Six Nations Bingo, SNGRDC Property Management, Our Sustenance Program and SNGRDC Administration & Investments.

SNGRDC primarily generates income from renewable energy investments. SNGRDC mandate is to generate revenues for the Six Nations Community to use to tackle community priorities. Each year profits from SNGRDC are deposited into a newly formed Economic Development Trust which will be distributed by the Board of Trustees.

SNGRDC Requirements

- Corporate branding needs to be established and consistent across all SNGRDC owned entities
- Requires creative support for graphic design of collateral materials on short timelines
- Requires administrative access to all websites in order to update current pages.
- Creation and launch of property management website
- Marketing strategy for the Economic Development Trust roll out and presentation of funds
- Advertisement campaigns for SN Bingo to attract a younger crowd (mid twenty to mid forties)
- Re-development of Six Nations Bingo's Website to ensure links & site map are user friendly and meets the needs of visitors and staff
- Social media Advertising campaign for SN Bingo

1.2 EVALUATION PROCESS AND SELECTION CRITERIA

Responses to this RFP will be evaluated and scored by the Selection Committee, a team representing selected staff. The contents of the proposal will be evaluated on the basis of, but not limited to, the following criteria:

1.2.1 Proposal Suitability (80% of the total weight)

Statement of Work

Vendors are requested to propose their Phase One approach. Each proposal will be evaluated based upon the completeness of the proposal.

- | |
|---|
| 1. How well does the proposal achieve the identified requirements? |
| 2. Does the proposal provide a clear understanding of the deliverables? |
| 3. Is the technology proposed appropriate? |
| 4. Is the proposed approach creative and appropriate? |

Project Cost

- | |
|--|
| 1. How does the total cost of the proposal compare to the submissions of other vendor submissions? (Should include details of hours, rates, out of pocket, travel, etc.) |
|--|

Project Schedule

The bidder must provide a project timeline on the development of the Scope of Work and Required Deliverables.

How complete is the project plan / schedule (phases, milestones, activities, resources)? Include timelines for each component. Include expected time commitments required of Six Nations of the Grand River Development Corporation staff.
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1.2.2 Vendor Suitability (20% of the total weight)

Summary of Relevant Experience

Bidders must **demonstrate a proven ability** to perform the work and include references from at least 3 clients where similar work was performed. From these projects, identify and provide a brief summary of work done. In addition, the name, title, addresses and telephone number of a contact person from each organization should be provided.

- | |
|--|
| 1. Has the vendor demonstrated a proven ability to perform the work? |
|--|

Company Background

Bidders must provide the following information about their company so that the Six Nations of the Grand River Development Corporation can evaluate the bidders' qualifications to address the requirements of the RFP. Six Nations of the Grand River Development Corporation may require a bidder to provide additional documentation to support and/or clarify requested information.

The bidder must outline the company's background, so that the following evaluation points are fully addressed.

- | |
|--|
| 1. Is the company reputable, competent and professional? |
| 2. Is there evidence of the qualifications required (evidence of the diversity of experience and expertise that will be needed to address the various areas identified in our terms of reference)? |

The criteria above will be uniformly applied to all submissions and Six Nations of the Grand River Development Corporation will determine which vendor best meets the requirements. Responding

vendors may be required to meet Six Nations of the Grand River Development Corporation staff to review their proposals and answer questions.

2.0 PROPOSAL INSTRUCTIONS AND CONDITIONS

Vendors will save time and aid the proper evaluation of their submissions by understanding and following the information in this section.

2.1 GENERAL

Six Nations of the Grand River Development Corporation wishes to acquire a full service Marketing Group to service the marketing, creative and strategic needs of SNGRDC's various departments. This may include but is not limited to the re-design and maintenance of websites managed and maintained by SNGRDC, media planning and analysis of media buys, collateral production for various mediums, consultation on social media and marketing strategies. Six Nations of the Grand River Development Corporation will conduct an objective and fair evaluation of Vendor submissions utilizing predefined criteria.

2.2 EXAMINATION OF CONTRACT CONDITIONS

It is the intent of Six Nations of the Grand River Development Corporation through this Request for Proposal and contract conditions contained herein, to establish to the greatest possible extent complete clarity regarding the requirements of both parties to the Agreement resulting from the Request for Proposal.

Before submitting a proposal, the bidder shall be thoroughly familiarized with all proposal and submission conditions referred to in this document, and any addenda issued before the submission deadline. Such addenda shall form a part of the RFP and shall be made a part of the contract. It shall be the bidder's responsibility to ascertain that the submission includes all addenda issued prior to the proposal submission deadline.

The bidder shall determine by personal examination, and by such other means as may be preferred, the actual conditions and requirements under which the Agreement must be performed. If, upon inspection and examination by the bidder, there are any existing conditions or requirements of the service, which are not completely understood, the bidder shall contact the individuals listed in RFP Section 2.5.

2.3 SIGNATURE AND LEGIBILITY

Each bidder's name, address, and signature shall be clear and legible. The submission shall contain a cover letter on corporate letterhead.

2.4 INTERPRETATIONS AND ADDENDA

No interpretation made to any respondent as to the meaning of the RFP shall be binding on Six Nations of the Grand River Development Corporation unless repeated in writing and distributed as an addendum by Six Nations of the Grand River Development Corporation.

It may be necessary for a variety of reasons to issue an addendum. All such changes shall become an integral part of the Proposal documents and shall be allowed for in the Proposal price.

It is the Bidder's responsibility to provide Six Nations of the Grand River Development Corporation with a valid email address for notification and to notify Six Nations of the Grand River Development Corporation of any changes to their email address.

If the addendum is too lengthy or large to be sent via email, the addendum notification will be sent via email and it is the responsibility of the Bidder to review the addendum.

Although Six Nations of the Grand River Development Corporation will make every reasonable effort to ensure a Bidder receives all addenda issued, it is the Bidder's ultimate responsibility to ensure all addenda have been received and acknowledged as instructed or the Proposal submitted shall be rejected.

2.5 QUERIES

Inquiries about this request for proposals must be made in writing or via email utilizing the Form of Proposal – Question Sheet. A sample is available in Appendix "A". All inquiries or requests for clarification or additional information will be gathered and addendums will be issued and distributed to all potential bidders who have received a set of project documents.

Tabitha Curley
Corporate Communication Officer
519-753-1950, ext. 6420
tcurley@sndevcorp.ca

Any information changes to the requirements of this request for proposals will be sent to each Vendor in the form of an Addendum email and/or courier. Six Nations of the Grand River Development Corporation will assume NO responsibility for any oral instructions or suggestions provided by Six Nations of the Grand River Development Corporation staff. Only information provided in the form of Addendum will modify the nature or scope of this RFP.

2.6 PREPARATION OF PROPOSAL SUBMISSIONS

It is suggested that submissions shall be prepared in accordance with Proposal Submission Format, RFP Section 3.0. Failure to utilize the Proposal Submission Format may eliminate your submission from evaluation.

2.7 SUBMISSION OF PROPOSALS

Final submissions must be received by the deadline specified. One (1) original and Three (3) copies of the submission and one (1) pc-readable (usb stick) copy must be delivered to the following address in a sealed envelope clearly marked: **Six Nations of the Grand River Development Corporation Full Service Marketing Group Request for Proposals** will be accepted **up to 4:00 pm, Wednesday, May 18, 2016** at the address below. Bidders are responsible for ensuring that submissions are received at the address prior to the deadline. Submissions received after the deadline will not be accepted.

Six Nations of the Grand River Development Corporation
2498 Chiefswood Road
Ohsweken, ON N0A 1M0
Attn: Tabitha Curley

2.8 BIDDER'S COSTS

Costs for developing submissions are entirely the responsibility of the bidder and shall not be chargeable to Six Nations of the Grand River Development Corporation.

2.9 PROJECTED SCHEDULE OF EVENTS

The timetable for this RFP is given below. Note that Six Nations of the Grand River Development Corporation, in certain circumstances, extend deadlines while the RFP is running, or may elect to have more than one revised Schedule of Events steps.

<i>Event or Activity</i>	<i>Actual Date</i>
<i>Release of RFP document</i>	<i>May 2, 2016</i>
<i>Submission of proposals (RFP Closes)</i>	<i>May 18, 2016</i>
<i>Six Nations of the Grand River Development Corporation Approval</i>	<i>May 27, 2016</i>
<i>Contract Start Date</i>	<i>June 1, 2016</i>
<i>Contract End Date</i>	<i>June 1, 2017 with possible extension</i>

2.10 RIGHTS TO SUBMISSION DOCUMENT

All copies and contents thereof of any submission, attachment, and explanation thereto submitted in response to this Request for Proposal, except copyrighted material, shall become the property of Six Nations of the Grand River Development Corporation. All copyrighted material must be clearly marked.

2.11 ON-SITE PRESENTATION

Short listed Vendors may be required to make an on-site presentation to Six Nations of the Grand River Development Corporation evaluation team to support their submissions.

Any and all costs incurred by the short listed Vendors in order to attend this presentation including transportation, food, lodging, etc. shall be borne entirely by the Vendor

2.12 AWARD OF CONTRACT

Award of contract for the Full-Service Marketing Group will be made to one bidder whose submission provides the most favorable solution to Six Nations of the Grand River Development Corporation. It is anticipated that the contract, if awarded, will be awarded within 30 days of the closing date for receipt of bidder submissions. Bidders must state that the submission is valid for 30 days from the submission date shown in RFP Section 2.7.

Six Nations of the Grand River Development Corporation reserves the right to reject all submissions and not issue any contract based on this RFP.

3.0 PROPOSAL SUBMISSION FORMAT

In order to facilitate the analysis of responses to this RFP, it is suggested that bidders prepare their submissions in accordance with the instructions outlined in this section. Each bidder is required to submit one (1) original and three (3) copies of their submission and one (1) pc-readable (usb stick) copy in a sealed package **up to 4:00 pm, Wenesday, May 18, 2016**

Submissions should be prepared as simple as possible and provide a straightforward, concise description of the bidder's capabilities to satisfy the requirements of the RFP. Expensive bindings, color displays, promotional material, etc., are not necessary or desired. EMPHASIS SHOULD BE CONCENTRATED ON ACCURACY, COMPLETENESS, AND CLARITY OF CONTENT. All parts, pages, figures, and tables should be numbered and clearly labeled. The submission must be organized into the following major sections and indexed:

Submission Section Title

- Cover Page on Corporate Letterhead
- 1. Executive Summary
- 2. RFP Proposal Submission Form & Addendums
- 3. Statement of Work & Required Deliverables Submission Forms
- 4. Project Cost Submission Forms
- 5. Project Schedule
- 6. Summary of Relevant Experience
- 7. Company Background
- 8. Contract Terms and Conditions
- 9. Miscellaneous / Additional Information

3.1 EXECUTIVE SUMMARY (SUBMISSION SECTION 1.0)

This part of the response to the RFP should be limited to a brief narrative highlighting the bidder's submission. The summary should contain as little technical jargon as possible, and should be oriented toward non-technical personnel. The Executive Summary should not include cost quotations.

3.2 RFP PROPOSAL SUBMISSION FORM (SUBMISSION SECTION 2.0)

Full Service Marketing Group

The undersigned proposes to design and develop a Six Nations of the Grand River Development Corporation web site according to the terms set forth in the proposal call and as set forth in this proposal.

We acknowledge the receipt of and have considered in our Submission,
Addendum(s) # _____

We certify that:-

The party executing this document is authorized to sign the same.

The matters set forth in the Submission are correct.

This Submission is made without any connection, comparison of figures or arrangement with or knowledge of any other Corporation, Firm or Person making a Submission for the same work.

No employee of Six Nations of the Grand River Development Corporation is or will become interested, directly or indirectly as a contracting party or otherwise in the supplies, work or business to which it relates or in any portion of the profits thereof, or in any such supplies to be therein or in any of the monies to be derived there from.

This Submission will remain open for acceptance for a period of 30 (thirty) days after opening of submissions and Six Nations of the Grand River Development Corporation may at any time within this period accept this submission.

COMPANY: _____

ADDRESS: _____

City/Prov./Postal Code: _____

SIGNATURE: _____

NAME: _____

TITLE: _____

DATE: _____

TELEPHONE: _____

EMAIL ADDRESS: _____

3.3 STATEMENT OF WORK & REQUIRED DELIVERABLES (SUBMISSION SECTION 3.0)

Vendors are requested to fill in responses to the requirements identified in RFP Section 5.0 and submit the completed requirement forms as part of your response (Submission Section 3.0).

Each proposal will be evaluated based upon:

- how well the proposal achieves the identified requirements
- a clear understanding of the deliverables
- the appropriateness of the technology proposed
- how creative and appropriate the approach is

3.4 PROJECT COST (SUBMISSION SECTION 4.0)

Vendors are requested to fill in responses to the cost items identified in RFP Section 6.0 and submit the completed requirement forms as part of your response (Submission Section 4.0).

Each proposal will be evaluated based upon how the total cost of the proposal compare to proposals from other vendors

Six Nations of the Grand River Development Corporation reserves the right to negotiate costs and scope of work based on vendor proposals. However, vendors are required to encompass the entire scope of work under this RFP in their price.

3.5 PROJECT SCHEDULE (SUBMISSION SECTION 5.0)

The bidder must provide a sample project plan and timeline to address the Scope of Work & Deliverables

Each proposal will be evaluated based upon:

- the completeness of the proposal's project plan / schedule (phases, milestones, activities, resources)

3.6 SUMMARY OF RELEVANT EXPERIENCE (SUBMISSION SECTION 6.0)

Bidders must provide a listing of a minimum of 3 projects (preferably municipal projects), of similar size and scope that the bidder has completed within the last three (3) years. From these projects, identify and provide a brief summary of work done specifically in regards to Full service Marketing Strategies. In addition, the name, title, addresses & telephone number of a contact person from each organization should be provided.

Each proposal will be evaluated based upon demonstrated a proven ability to perform the work.

3.7 COMPANY BACKGROUND (SUBMISSION SECTION 7.0)

Bidders must provide the following information about their company so that Six Nations of the Grand River Development Corporation can evaluate the bidders' qualifications to address the requirements of the RFP. The bidder must also provide a statement of the approach in undertaking web site planning and design. Six Nations of the Grand River Development Corporation, at its option, may require a bidder to provide additional documentation to support and/or clarify requested information.

The bidder must outline the company's background, including at a minimum:

- Length of time the company has been in business
- A brief description of the company
- Company size and organization
- Proposed approach to the RFP requirements

Each proposal will be evaluated based upon:

- the vendor's reputation, competency, approach and expertise
- the vendor's qualifications to address the requirements of the RFP

3.8 CONTRACT TERMS AND CONDITIONS (SUBMISSION SECTION 8.0)

In this section, the bidder is to state any exceptions to the conditions listed in RFP Section 4.0 deemed important by the bidder. This section is intended to form the basis for the development of a contract to be awarded as a result of the RFP.

3.9 MISCELLANEOUS / ADDITIONAL INFORMATION (SUBMISSION SECTION 9.0)

Any miscellaneous or additional information can be included in this section.

4.0 CONTRACT TERMS AND CONDITIONS

Acceptance and Award – Six Nations of the Grand River Development Corporation reserves the right to accept or reject any proposal, in whole or in part(s) as Six Nations of the Grand River Development Corporation deems fit, solely at Six Nations of the Grand River Development Corporation discretion, without liability on the part of Six Nations of the Grand River Development Corporation. The lowest bid proposal will not necessarily be accepted.

Six Nations of the Grand River Development Corporation reserves the right to accept/reject any or all proposals and/or reissue the RFP in its original or revised form. Six Nations of the Grand River Development Corporation reserves the right to cancel this RFP at any time, without penalty or cost to Six Nations of the Grand River Development Corporation. This RFP should not be considered a commitment by Six Nations of the Grand River Development Corporation to enter into any agreement. Acceptance or rejection of proposals will be at the sole discretion of the Corporate Communication Officer, Six Nations of the Grand River Development Corporation. Six Nations of the Grand River Development Corporation's Corporate Communications Officer reserves the right to reject the proposal of any proponent who does not furnish satisfactory evidence of sufficient qualification, to successfully execute and complete the work. Past performance of firms submitting proposals shall also be a consideration.

Assignment of Subletting - The successful Vendor shall not assign, subcontract or transfer any agreement or any part thereof without the prior written consent of Six Nations of the Grand River Development Corporation.

Awarding the Contract – Six Nations of the Grand River Development Corporation may award a contract on the basis of the initial offers received, without discussion. Therefore, each initial offer should contain the Vendor's best terms/information, including all required documentation, as requested herein. Nothing in this RFP shall be interpreted as requiring Six Nations of the Grand River Development Corporation to accept the lowest price proposal or to accept the proposal having the best score on any rating system used to evaluate the proposals. Any award under this RFP is subject to formal approval of Six Nations of the Grand River Development Corporation.

Vendors warrant that they have the necessary corporate power and authority to execute and deliver its obligations, as proposed, which includes compliance with any and all patent, copyright and related business transaction laws of Canada and Ontario.

Upon completion of the evaluation stage, the successful Vendor will be required to enter into an agreement, approved by Six Nations of the Grand River Development Corporation's Solicitor, that references their submissions and any agreed upon amendments and a statement that the Vendor's solution is fully compatible and functional with Six Nations of the Grand River Development Corporation's requirements.

Conflict of Interest - Any and all potential conflicts of interest between the Vendor and Six Nations of the Grand River Development Corporation employees must be specifically identified. This includes relationships with the Vendor and their employees, agents, subsidiaries and parent organizations.

Costs Incurred by Vendors – Six Nations of the Grand River Development Corporation is not liable for any costs incurred by the vendor in the preparation of their response to the RFP or presentations, if required. Furthermore, Six Nations of the Grand River Development Corporation shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any vendor, prior or subsequent to, or by reason of the acceptance, or non-acceptance, withdrawal Six

Nations of the Grand River Development Corporation of any proposal, or by reason of any delay in the award of the proposal.

Errors and Omissions - It is understood, acknowledged and agreed that while this RFP includes specific requirements and specifications, Six Nations of the Grand River Development Corporation shall not be held liable for any errors or omissions in any part of this RFP. While Six Nations of the Grand River Development Corporation used considerable effort to ensure an accurate representation of information in this RFP, the information contained in the RFP is supplied solely as a guideline for Vendors. The information is not guaranteed or warranted to be accurate by Six Nations of the Grand River Development Corporation, nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve the Vendors from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

Indemnification - The successful vendor shall indemnify and hold harmless Six Nations of the Grand River Development Corporation, its officers and employees from and against any and all liabilities, damages, costs, claims, suits or actions by third parties directly or indirectly arising out of the project attributable to bodily injury, sickness, disease or death or to damage to or destruction of tangible property caused by negligent acts or omissions of the contractor, its officers, agents, servants, employees, customers, invitees or licensees, or occurring in or on the premises or any part thereof, except where such damage or injury is due to the act, default or negligence of Six Nations Tourism, its officers and employees.

Legal Claims - No proposal will be accepted from any person, or company, or proponent which has a claim or instituted a legal proceeding against the Six Nations of the Grand River Development Corporation or against whom Six Nations of the Grand River Development Corporation has a claim or instituted a legal proceeding with respect to any previous contract without prior approval by Council.

Licenses, Permits and Approvals - The successful Vendor, shall at his own expense, be responsible for obtaining, maintaining and keeping available for inspection, any other licenses, necessary to permit him, his employees or company to carry out the requirements of this agreement. Six Nations of the Grand River Development Corporation reserves the right to require Vendors to produce any of the following:

- Comprehensive insurance certificates, including WSIB
- Financial and corporate information
- Other additional assurances or protections deemed necessary by Six Nations of the Grand River Development Corporation

Negotiations –

Six Nations of the Grand River Development Corporation reserves the right to enter into negotiations with the selected Vendor. If Six Nations of the Grand River Development Corporation and the selected Vendor cannot negotiate a successful contract, Six Nations of the Grand River Development Corporation may terminate the negotiations and begin negotiations with the next selected Vendor. This process will continue until a contract has been executed or all Vendors have been rejected. No Vendor shall have any rights against Six Nations of the Grand River Development Corporation arising from negotiations.

Ownership of Documentation and Freedom of Information -

Any submitted proposal shall immediately become the property of Six Nations of the Grand River Development Corporation. In the course of the project or of the RFP process, Six Nations of the Grand River Development Corporation may provide information to Vendors to allow the preparation of a response to the RFP or of the project deliverables. Six Nations of the Grand River Development

Corporation retains the ownership of and reserves all rights (including copyright and other intellectual property rights) in any document, materials or other information that they provide to the Vendors. Vendors may not use any materials provided for other purposes without the written permission of Six Nations of the Grand River Development Corporation.

Prices and Budgets – Six Nations of the Grand River Development Corporation has strictly defined budgets for the work within this RFP and reserves the right to change the scope of this RFP to bring the proposal price within the available budget limits. Should it be determined that the changes in the scope of the RFP are of sufficient magnitude (10% of total project), Six Nations of the Grand River Development Corporation may cancel the proposal call. At their discretion, Six Nations of the Grand River Development Corporation may commence a new process in order to complete the project within the budget available.

Qualification - Skilled and competent personnel, in accordance with standards generally accepted in the industry, shall perform proposed services in a proper and workmanlike manner.

Rejection of Proposals – Six Nations of the Grand River Development Corporation reserves the right to reject any or all proposals submitted.

Right to Amend Requirements – Six Nations of the Grand River Development Corporation reserves the right to request specific requirements not adequately covered in their initial submission and clarify information contained in the RFP. Six Nations Tourism also reserves the right to modify any and all requirements stated in the Request for Proposal at anytime prior to the possible awarding of an agreement.

Upon awarding the contract based on the information submitted in proposals received, Six Nations of the Grand River Development Corporation reserves the right to work with the successful Vendor to modify any of the proposal components outlined in the RFP that are agreeable to all parties. In the event that the chosen Vendor fails to act in good faith by refusing or failing to negotiate in a timely and reasonable manner, or fails to fulfill the intent of the RFP, or to execute the negotiated agreements, the Vendor will be considered to have abandoned all rights and interest in the contract award and the award may be cancelled without penalty to Six Nations of the Grand River Development Corporation. The award may then be made to the next highest ranked Vendor or all proposals may be rejected at the sole discretion of Six Nations of the Grand River Development Corporation.

Scope of Work Changes - No additional fee shall be paid for a reasonable number of changes or minor additions to the work. It should be noted that no payments will be made for any other services unless written authorization is received from Six Nations of the Grand River Development Corporation prior to the commencement of any such work.

Submission Format - Proposals shall be prepared in accordance with the format, requirements and terms and conditions set out in this RFP. Failure to do so may cause the submission to be rejected. The proposal, including any and all attachments, exhibits, and documents referred to in the proposal, may be included in the contract, as mutually agreed.

Time Open for Acceptance - Proposals shall be valid for 30 days after the closing date.

Withdrawal – Six Nations of the Grand River Development Corporation reserves the right to withdraw, at its discretion, this proposal at any time and shall not be liable for any expense, cost, loss or damage incurred or suffered by any Vendor as a result of such withdrawal.

5.0 SCOPE OF WORK AND REQUIRED DELIVERABLES

5.1 INTRODUCTION

This section includes Six Nations of the Grand River Development Corporation's current functional requirements for marketing and communications. **If your proposed solution has additional functionality that you believe would have value for Six Nations of the Grand River Development Corporation, feel free to describe in an appendix to your response.**

5.2 STRATEGIC PLAN

Scope of Work

The following requirements will be included:

1. Strategic Market Planning

- Market and Strategic Counsel.
- Development of fully integrated marketing plans, objectives and strategies.
- Target market analysis and determination.
- Analysis of consumer insight for SN Bingo database information.
- Analysis of new market potential and opportunities.
- Competitive analysis.

2. Account Management

- Planning and execution of multi-media within 100 km's radius of advertising campaigns.
- Budget Control procedures.
- Project, status and planning meetings.
- Evaluation and reporting.
- Development of creative and project briefs, work-back schedules and project budget reports.

3. Creative Development and Services

- Suggestions on brand positioning
- TV, Print, Travel Guide, Business magazines, brochures, direct mail, radio, website, e-marketing, online advertising, social media marketing as well as other emerging new media.
- A/V development, presentations.
- Copy writing.
- Concept and design of communication & collateral Materials (example: brochures, signage, banners, merchandise, and displays/exhibits).
- Video/CD Productions.

4. Media Services

- Research, strategy, and media planning.
- Suggest strategy for media buying of TV, print, broadcast radio, outdoor, online
- Checking affidavits, tear sheets.
- Post-buy analysis.
- Regular updates on media trends.

- Integrated tracking, analysis and reporting of marketing results across all media.

5. Production & Traffic

- Production management including all creative to appropriate media with scheduling instructions.
- Obtain copy approvals.
- Estimating and docket control.
- Production management of creative content for print, film, video, still photography, audio, music, website and e-marketing content.
- Quality control for content, accuracy and production.
- Film/photo/logo inventory.

6. Internet Marketing & Website Services

- Collaborate with the Six Nations of the Grand River Development Corporation's communication department on the development and input to ensure consistent messaging/creative is delivered through all internet marketing tools
- Suggest Internet Marketing and Social Media Strategies
- Content creation and management for the website and social media
- Design, maintenance and enhancements of websites and related applications for the www.sndevcorp.ca www.snfuture.ca www.sixnationsbingo.ca www.mohawkchapel.ca websites and \
- Design, Develop, Launch and Maintain a Property Management website
- Maintenance and enhancements of websites and related applications for the www.chiefswood.com www.sixnationstourism.ca www.sixnationsfarmersmarket.com
- Website technical programming, coding and production.
- Create administrative access to update information on current websites.
- E-marketing (such as email marketing, pay-per-click, online advertising, rich media and other online media production, mobile, social media, online communities, search engine marketing and optimization.
- Website analytics, social media and online advertising results and reporting
- Proactive suggestions and use of new technologies/innovations to improve the user experience and to help achieve marketing objectives.

7. Reporting and Analytics

- Web analytics report.
- Statistical Reporting.
- Advertising response reporting.
- Propose web policies and guidelines.

8. Financial

- Timely budget control reports of all projects.
- Preparation of project estimates.
- Managing invoicing.

Deliverables

The following activities and outcomes are expected:

1. Improve Marketing strategy and planning
2. Implement Advertising and Marketing Campaigns
3. Preform Media Planning, Strategy and suggest Media Buys
4. Graphic Design & Production
5. Stationery and Collateral Design
6. Corporate Branding and Positioning
7. Professional Photography/Videography
8. Web Design and Development
9. Search Engine Optimization
10. Provide insight on Social Media Strategy & Design
11. Mobile Web Design & Development (www.sixnationsbingo.ca & www.sixnationstourism.ca)
12. Online & Content Marketing

Short listed vendors written deliverables will be considered as a draft form Six Nations of the Grand River Development Corporation staff to review and to make suggestions, followed by a final version.

6.0 COST SUBMISSION FORM

To assist Six Nations of the Grand River Development Corporation in understanding the costs associated with your proposal, please complete the following tables.

Activity
Costs associated with the execution of deliverables. Proposals will include an itemized list of costs.

The following services or costs are not included in the contract:

- a. Printing costs
- b. Translation services
- c. Advertising costs
- d. Duplication costs
- e. Overnight travel cost
- f. Mileage outside of 100 km radius will be charged at .35 per km
- g. Cost of purchasing agreed upon stock photography

Activity	Cost
Total Cost	

APPENDIX "A" – FORM OF PROPOSAL – QUESTION SHEET

Inquiries about this request for proposals must be made in writing or via email utilizing the Form of Proposal – Question Sheet.

To: Tabitha Curley Corporate Communication Officer Six Nations of the Grand River Development Corporation (519) 753-1950 ext. 6420 tcurley@sndevcorp.ca	Date: _____ Number of pages including this page: _____
From:	Telephone # _____ Fax # _____ Email _____
Subject: Marketing Group	
Reference to Section _____ on page number _____ of this proposal	
Question:	