



# Marketing and Communications

## Request for Proposal (RFP)

APRIL 23, 2018

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## 1. Foreword:

The Saskatchewan Research Network (SRNET) is seeking service providers that could meet the marketing and communications needs of SRNET through a range of services. The service needs, and the response evaluation criteria are further described in this document.

For more information about SRNET visit our web site at [www.srnet.ca](http://www.srnet.ca).

Proposals are due by May 18, 2018 at 12:00 pm (Noon) CST in accordance with the instructions in Section 2, 4, and 6. The target is to review the proposals, establish a contract and begin the services not later than June 15, 2018. SRNET would prefer to begin on-boarding of the service provider to this role as early as possible.

## 2. Summary of Needs

Within the service options listed in Section 4, SRNET requires a marketing and communications service provider with the proper qualities to provide a scope of services that meets the needs of SRNET and its Members:

### 2.1 Service Provider Qualities

The following are the desired qualities of SRNET's marketing and communications service provider:

- Operates in the province of Saskatchewan and has knowledge, familiarity with the Research, Education and Innovation sector as well as the business and political landscape.
- Has experience with working with smaller organizations in the not-for-profit sector and is entrepreneurial in approach
- Has experience across multiple digital marketing channels
- Has a capability to develop relevant content and can tell a story in both a technical and business environment
- Can provide strategic advisory services on improving the marketing and communication services in the future
- Can demonstrate how they have maintained strong engagement and relationships with their clients as well as with other stakeholders.
- Can demonstrate their experience and ability to work with the Marketing and Communications departments of multiple key stakeholders
- Can provide references for similar types of services and who can attest to the quality by which these services have been provided.

### 2.2 Scope and Quality of Services

Marketing and communication services required may be modest in many areas initially. However, it is anticipated that the services will grow, as SRNET and the services to its

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Members grows. Therefore, proponents should not only elaborate on the services that can be provided but how these services can be scaled over time.

The marketing and communication services could include:

- The development of a marketing and communications strategy and operational plans.
- Developing and maintaining a brand for SRNET
- Development and maintenance of a web site and relevant social media.
- Communications to Members and key stakeholders
- Support to staff for presentations (e.g. graphics)
- Document management between the service provider and SRNET and within SRNET.
- Organization and execution of events, (e.g. conferences, webinars)

Please provide a clear concise indication of the services you provide (as aligned with the above descriptions) and provide supporting statements or documentation to illustrate the extent and, or quality of these services and the qualification of the resources used to provide these services.

Service providers are encouraged to list and describe or recommend other or optional services that may be beneficial to or should be considered by SRNET that are not listed above.

### 3. Approach

For SRNET it is not only important to understand that proponents can provide the services and to meet the needs. However, it also important to understand how these needs would be met.**3.1**

#### Desired Outcomes

To guide the approach, the following are desired outcomes from or supported by the Marketing and Communications services:

- Improved understanding and alignment between SRNET and the Members on strategy, operations, projects and initiatives.
- Increased business value recognition by Members
- Increased understanding by the province of the unique value contribution of SRNET
- Increased brand awareness by stakeholders
- Increased investment attraction for projects and strategic initiatives
- Improved collaboration within the SRNET Membership and with key stakeholders
- Strengthen the relationships between Members and between the community

Please describe your approach and related timeline to achieving these outcomes utilizing the services described in Section 2. In addition, please elaborate on how you will work with SRNET to determine the best or highest priorities.



#### 4. Service Delivery

SRNET will provide the service provider with access to SRNET resources as appropriate, however, the service provider will be required to deliver the services from their own premises and bear the related costs.

#### 5. Costs

SRNET acknowledges that costing is difficult given that the scope is broad and scalable. That said, and as restated in Section 6 below, we are looking for value for money. Please outline how your firm proposes to cost the services listed in Section 2.2 as well as other proposed services not listed.

If appropriate, please provide applicable time and material rates for any resources or roles are not included as a fixed price or lump sum costing or for resources that may be utilized to provide supplemental services. For clarity, specify what these supplemental services might be and the conditions or situations under which they might be required or offered and what SRNET would be expected to pay.

SRNET's budget for Marketing and Communications is \$50,000 per year.

#### 6. Selection criteria

SRNET is looking for value for money. Price is important, price is always important. But it is not the critical factor in deciding on a service provider for marketing and communications.

SRNET is seeking a top notch, quality service provider with a proven track record and reputation for customer service, for integrity, for innovative approaches as appropriate and who is motivated to establish a mutually beneficial and positive relationship with one of the largest sectors in the province of Saskatchewan.

The decision criteria are as follows:

Criteria	Weighting
Service provider qualities (as per Section 2.1)	30
Scope and quality of services provided (as per Section 2.2)	20
Approach (as per Section 3)	30
Cost	10
Value added components not formally specified	10

The proposals will be reviewed and evaluated by a knowledgeable and experienced committee representing the SRNET Members and SRNET. However, the onus is on the service provider to ensure the clarity and completeness of the proposal. Any assumptions must be clearly stated.

Lobbying of SRNET or SRNET Members regarding this RFP, beyond the proposal submission of Section 7, is prohibited and will disqualify the proponent.



## 7. Proposal Submission

In addition to the information requested in the foregoing, the proposal should include:

- The name and address of your firm
- The primary contact name and contact information
- A minimum of 3 references complete with the necessary and applicable contact information. Ideally, the references would be from clients with similar marketing and communication needs.

SRNET reserves the right to accept the proposal that is deemed most advantageous, in its sole discretion. The lowest cost proposal will not necessarily be accepted. Brevity and conciseness of the response will be appreciated.

The cost to respond to this RFP rests with the proponent. SRNET reserves the right to not award a contract to any proponent, at SRNET's sole discretion, if the services needs will not adequately be met.

Recognizing the background of SRNET is limited, George Barnhart, will upon request, provide a verbal overview of SRNET and answer questions. Please email George at [gbarnhart@srnet.ca](mailto:gbarnhart@srnet.ca) to request a one-on-one web conference. The web conference may be recorded. Questions arising from the web conference and the answers will be documented.

Requests for a **web conference** must be made **not later than 4:00pm CST Tuesday May 01<sup>th</sup>, 2018.**

All questions and answers will be circulated via email to all proponents not later than **4:00 pm CST Friday May 11, 2018.**

**Please submit the proposal in PDF format and electronically mail to:  
George Barnhart at [gbarnhart@srnet.ca](mailto:gbarnhart@srnet.ca).**

Proponents are encouraged to utilize both the 'request a delivery receipt' and 'request a read receipt' options, or equivalent to ensure SRNET has received the proposal. The subject line should have 'Response to Marketing and Communications RFP' in the subject line.

**Proposals received after 12:00 pm CST (Noon) on May 18, 2018 will not be considered.**

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