

2022-08  
REQUEST FOR PROPOSALS (RFP)

for

Brand Collaborations – Promotional Items



Tourism Dauphin  
100 Main Street South  
Dauphin, MB R7N 1K3

**Release Date: March 20, 2023**

**Closing Date: 4:30 p.m. Local Time, Monday, April 3, 2023**

## **SECTION 1.0 – PROJECT OVERVIEW**

- 1.1 Tourism Dauphin has collaborated with Travel Manitoba and McKim Communications Group to design a Place Brand for Dauphin through a series of meetings and consultations with a broad range of stakeholders including business owners, both in tourism and non-tourism industries as well as community leaders. The results led to capturing the essence of what was voiced by stakeholders and ultimately creating a unique and compelling destination brand, “Dauphin, Adventure From Here On Out”. The Place Brand was inspired by the vibrant and varied cultures in the Dauphin region, as well as the striking natural surroundings of our area. It highlights that Dauphin is in the heart of our rich Parkland region and acts as a central hub for a variety of activities to explore.
- 1.2 The selected proponent(s) will work with the Marketing Coordinator under the direction of the Place Brand Committee. The purpose of the Place Brand Committee is to reshape our marketing efforts, including online and printed publications, social media engagement, video and photo productions, and strategic partnerships. We believe the only way for the Place Brand to succeed is if the community of Dauphin and the surrounding area embrace it.
- 1.3 Dauphin is a community full of incredibly talented small businesses, local makers, and artisans. Tourism Dauphin is interested in establishing a partnership that will assist with achieving their Project Goals of developing tourism while also forming good ambassadors of our region.

## **SECTION 2.0 – PROJECT GOALS**

- 2.1 Develop strong relationships with ambassadors of our region
- 2.2 Build an emotional connection (love) for the new Dauphin Place Brand with Dauphinites
- 2.3 Establish recall through repeated exposure of the Dauphin Place Brand
- 2.4 Incorporate local collaborations throughout the time of the Dauphin Place Brand

## **SECTION 3.0 – SCOPE OF WORK**

- 3.1 Tourism Dauphin is seeking a partner who is willing to create a product that speaks to the narrative of the Dauphin Place Brand while leveraging the new brand and design elements. For example, this may require branding to be represented on a unique maker product, bottle, label, clothing, and other promotional products, and potentially on secondary packaging. Interested proponents are invited to submit a detailed and comprehensive proposal.
- 3.2 Tourism Dauphin would encourage proponents to create products with local ingredients/materials as this is a local brand. Tourism Dauphin will need to approve the final designs before production.
- 3.3 Proponents with the capability of an online store and or social media marketplace with a general item list are preferred but not required.

## SECTION 4.0 – IMPORTANT DATES

4.1 The Request for Proposal timeline is as follows:

Request for Proposals Issued	March 20, 2023
Request for Proposals Closing Date	April 3, 2023
Completion of Evaluation Process	April 21, 2023
Contract Award	April 28, 2023
Project Expiration Date	December 31, 2023

## SECTION 5.0 – YOUR PROPOSAL

Each proposal must contain the following information:

- a. General business/personal information
- b. Why would your business/product be a good fit to collaborate with the Dauphin Place Brand?
- c. What type of product do you propose?
- d. Will there be any ingredients/materials used that are local? If so, please elaborate.
- e. Is secondary packaging required?
- f. How do you propose to sell this product? What retailers, vendors, restaurants, events, etc., if any would you propose? Or do you choose to sell the products directly to us as a wholesale product?
- g. Provide a conceptual image/example of the product you are proposing (not necessary but encouraged)
- h. Budget/cost – how would Tourism Dauphin contribute to the design/proposal
- i. Your project timeline

## SECTION 6.0 – AVAILABLE INFORMATION & DESIGN ELEMENTS

Tourism Dauphin is supplying the following information through Dropbox at <https://bit.ly/3Jkag1Q>:

- a. Creative Brief – Report created by McKim Communications Group Ltd. from feedback at the stakeholder session that led to the creation of the Place Brand;
- b. Visual Identity Guidelines for the Place Brand; and
- c. Brand Toolkit;

## SECTION 7.0 – ACCEPTANCE AND REJECTION OF PROPOSALS

Tourism Dauphin has in its sole discretion, the right to accept or reject any or all proposals, accept a proposal that is not the lowest priced proposal, reject a proposal even if it is the only proposal received, accept all or any part of a proposal, and reserves the right to negotiate contract terms with the successful Proponent other than specifically stated in the Request for Proposal.

The successful Proponent does not require a City of Dauphin Business License to perform this work IF the Proponent is operating their business from the City of Dauphin OR if the proponent operates from outside Dauphin AND this project is the only project performed within the City of Dauphin in 2022. However, if the successful Proponent is operating from outside the City of Dauphin AND is conducting business within city limits for other than

the City of Dauphin, then a Business License is required. Any inquiries on business licenses should be directed to 204-622-3200.

To be considered for selection, Proponents must submit a complete response to this Request for Proposal. Failure to submit all information requests may result in a rejection of the incomplete proposal. Proponents are invited to provide alternative options or solutions to address the service need.

Tourism Dauphin is not under any obligation to award this project and may elect to terminate this Request for Proposals at any time.

Tourism Dauphin is not obligated to notify unsuccessful Proponents.

No designs, individual prices, or scores will be provided to any Proponent.

Tourism Dauphin will consider your proposal in confidence and will not share concepts with others. Tourism Dauphin is available to enter into a Non-Disclosure-Agreement if desired.

After the selection pursuant to the evaluation criteria set forth herein, the selected proponent(s) shall enter into a written agreement that shall set forth certain generally applicable standard terms and conditions outlining the Services for the duration of the term of the relationship.

The City of Dauphin will not be liable for any delay in receiving proposals for any reason, including technical delays, spam filters, firewalls, job queues, file size limitations, etc.

Proposals can be submitted to the City of Dauphin, clearly marked “RFP – Brand Collaborations – Promotional Items” by:

Email: [tourism@dauphin.ca](mailto:tourism@dauphin.ca)

Mail: 100 Main Street South

Dauphin, MB R7N 1K3

All questions relating to the RFP must be in writing, quoting the RFP name to:

Ember Kutcher

Marketing Coordinator

City of Dauphin

[tourism@dauphin.ca](mailto:tourism@dauphin.ca)

## **SECTION 8.0 – EVALUATION OF PROPOSALS / EVALUATION CRITERIA**

- a. Proposals will be evaluated for their compliance to, interpretation of, and response to the request set out in this document. The Place Brand Committee will evaluate proposals based on the following criteria:
  - i. Proponent expertise and experience related to similar or related services (20%);
  - ii. Proponent’s creativity and artistic approach to using the brand (30%);
  - iii. Use of local ingredients/materials (20%);
  - iv. Ability to package in secondary packaging (10%); and
  - v. Proposed project timeline (20%)

**SCHEDULE A – REQUEST FOR PROPOSAL  
SUBMISSION FORM**

**RFP #2022-08**

**Dauphin Place Brand Collaboration –  
Promotional Items**



Please fill out this form with as much detail as possible. If you need more space to answer the questions, feel free to use an alternative method.

Business/Name: \_\_\_\_\_

Full Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

1. Why would your business/product be a good fit to collaborate with the Dauphin Place Brand?

2. What type of product do you propose?

3. Will there be any ingredients/materials used that are local? If so, please elaborate.

4. Is secondary packaging required? If yes, please explain.  Yes  No

5. How do you propose to sell this product? What retailers, vendors, restaurants, events, etc. would you propose? Or do you choose to sell the products directly to us as a wholesale product?

6. Provide a conceptual image/example of the product you are proposing (not necessary but encouraged). Please feel free to attach a separate file for this component.

7. Budget/cost

8. Your project timeline

Signature: \_\_\_\_\_

Date: \_\_\_\_\_