

Request for Proposal (RFP)

“Taste Northern Ontario”

For

Video production services

Rural Agri-Innovation Network (RAIN)

Sault Ste. Marie Innovation Centre

Released on July 4th, 2017

Proposal due date July 21st, 2017

July 4, 2017- The Rural Agri-Innovation Network (RAIN) would like to invite your firm/organization to provide a proposal to deliver video production services for the **Taste Northern Ontario** project. The project would produce short videos that feature food and farm businesses in northern Ontario. This project is pending funding approval that will be confirmed after the RFP process is completed.

About RAIN

The Rural Agri-Innovation Network is a project of the Sault Ste. Marie Innovation Centre (SSMIC) and NORDIK Institute, with support from farmers and communities to enhance the agri-food sector in northern Ontario. RAIN's vision is to build a resilient farm and food sector in northern Ontario through innovative research and agricultural development projects.

We accomplish this by:

- Encouraging business growth and improved capacity for producers of commodities and value-added products;
- Collaborating with industry, government and communities to develop initiatives that meet the needs of farmers and agri-food businesses; and
- Providing a network of support that enhances the industry.

To learn more about RAIN, visit www.rainalgoma.ca.

Project Description

Taste Northern Ontario is a marketing campaign that will feature northern food producers and their products through trade shows, social media and short videos. There will be specific focus on producers that are in different agri-food sectors including dairy, beef, fruit/vegetable, fish/aquaculture and maple syrup/non-timber forest products.

The videos to be created will feature producer profiles, recipes with chefs and new foods. The focus of these videos will be to engage customers in new markets for the food businesses and their associated sectors. Emphasis would be on producers that already have established value-added products and are expanding their market reach for increased sales and production.

Timing

Projected start-date, September 1, 2017. The final, finished videos will be due January 31, 2018.

Request for Proposals

RAIN is issuing this Request for Proposals to solicit proposals from organizations/individuals that would satisfy project requirements. RAIN understands that the geography of northern Ontario may pose limitations for individuals/firms to travel. Therefore, we encourage proponents to consider submitting proposals for nearby locations to limit travel time and expenses.

Video footage

There would be a total of 8 businesses that will participate in the project. For each business, there would be two, 1-minute videos created.

These videos would feature one of following video types:

- Recipe videos that features a producer and/or chef using their food product to create a dish
- Producer profile videos that features an agri-food business, including their operation, products, and history
- Emerging food product videos that features unique northern specific food products that are unique to Ontarians

There will be a need to shoot original footage of food producers and entrepreneurs at their place of business throughout northern Ontario. This footage could be used to compile an intro/outro to each video. Stock photos or stock footage for this project will not be needed.

Locations

We anticipate that locations will be in three different regions throughout northern Ontario. Businesses have not been confirmed, but we anticipate they will be from the following regions:

1. Algoma, Manitoulin
2. Sudbury, Muskoka, Parry Sound
3. Cochrane, Temiskaming, Nipissing
4. Thunder Bay, Dryden & Rainy River

At each region, RAIN will provide a host who will interview subjects with the production company. For recipe videos, RAIN would also provide a host chef that create a dish on camera. A teleprompter is not required during the shoots. Interviews with businesses will be conducted by the host in that region. Original footage would be captured in high definition at each location by the production company. The interview questions will be provided to the subjects ahead of time and the host would coach each subject through their answers.

Travel for interviewing businesses in different locations around northern Ontario will be required.

The total video footage required would be:

Regions	# of videos	# of businesses	Video type
Algoma, Manitoulin	4	2	Each video would be between 30 seconds to 1 minute in length as a recipe video, producer profile or about an emerging food product. Each business would have 2 videos.
Sudbury, Muskoka, Parry Sound	4	2	
Cochrane, Temiskaming, Nipissing	4	2	
Thunder Bay, Dryden, Rainy River	4	2	
Total	16	8	

Option to bid on one or multiple regions

RAIN invites proposals that focus on videography of businesses in one or all four of the above regions indicated.

Target audience

The intended audience of the videos would be for Ontario consumers in target market areas of the food businesses (urban centres in Ontario). The audience will also be value chain businesses that are positioned to purchase food products for resale (wholesale, retail, restaurant businesses).

Purpose

The purpose of the video segments will be to:

- drive website traffic to purchase products from participating businesses
- drive consumers to purchase northern Ontario food products at retail locations in their area
- drive value chain partners (wholesalers, retailers) to build relationships with northern Ontario food producers

The content of the videos would emphasize:

- storytelling from the food business owners and partners
- uniqueness of northern food products
- partnerships with familiar retailers and restaurants
- opportunities to expand northern Ontario agriculture

Process

Pending funding decisions, the selected firm/individual will report to RAIN Project Coordinator, David Thompson. The selected firm/individual will follow an approved concept document to serve as a guide for content, execution and purpose of the project. RAIN will have final approval of all creative and related decisions.

Scope of work

The successful firm/individual will be responsible for the following:

- Creation of production plan, schedule and milestones
- Co-creation of a concept document to guide the project
- Travel and expenses to one, two, three or all of the following regions:
 - o Algoma, Manitoulin
 - o Sudbury, Parry Sound, Muskoka
 - o Cochrane, Temiskaming, Nipissing
 - o Thunder Bay, Dryden & Rainy River
- Directing and filming
- Post production
- Test screenings

- Providing compiled finished videos in digital HD format in common format: WMA, AVI, MOV, MP4 and FLV.

Required Submission Elements

Proposals are to be submitted by email in PDF format and must include the following elements:

- Title page with RFP title “RFP – Taste Northern Ontario”, Submission Date, Proponents Name, Address, Phone, Email and Website
- Abstract describing the proponent’s rationale for proposed approach and an explanation of how it will satisfy the objectives of the project.
- Three professional references and a description of the firm/individual’s experience and qualifications. A description and the role of any partners collaborating/subcontracting with the proponent in the project must be included.
- Identification of value-added extras above and beyond deliverables indicated in RFP that proponents can contribute at no additional charge to project (i.e. partnerships, promotion, dissemination channels, media event, photography, etc.)
- Project work plan with proposed implementation milestones, delivery schedule and allocation of resources to tasks/activities (between Sept 1st 2017 to Mar 31st, 2018).
- Indication of the regions within northern Ontario that the proponent will cover
 - o Algoma, Manitoulin
 - o Sudbury, Parry Sound, Muskoka
 - o Cochrane, Temiskaming, Nipissing
 - o Thunder Bay, Dryden & Rainy River
- Bid amount plus a detailed cost breakdown of expenses. (HST, travel and material costs must be included in total bid amount).
- Submissions must be signed by an official of the organization/firm who has authority to bind the organization into contracts
- Submissions must not exceed six pages (8.5” x 11”)
- Proponent shall bear all costs associated with or incurred in the preparation and presentation of its submission including, if applicable, costs incurred for interviews or demonstrations
- Proponents may withdraw submissions at any time
- All submissions are to be in English only
- All submissions must be provided by email in .pdf format to David Thompson Project Coordinator (dthompson@ssmic.com) and will be deemed received at the time the email is logged by the MS Outlook email program at RAIN. An email acknowledging receipt of the proposal will be sent to proponents

Timetable

The following is a schedule of events for the RFP:

1. Issue of RFP – July 4, 2017
2. Cut off for questions – July 14, 2017
3. Deadline for Responses to Questions – July 19, 2017
4. Deadline for Submission of proposals – **July 21, 2017 by 5:00 p.m.**
5. Notification of Winning Bid – August 11, 2017

6. Funding Confirmation to be Received – TBD
7. Pending - Awarding/Signing of Contract – TBD

Evaluation Criteria and Scoring

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Possible Score
Quality of work plan and thoroughness of proposal	20 pts
Three references and examples (link to website) of current work related to topic	20 pts
Technical qualifications and experience of individual/firm and project team members including training, technical credentials and certifications (Professional CV to be included)	10 pts
Bid Amount	5 pts
Value-added extra deliverables	5 pts
Total	60 pts

Please contact David Thompson with any questions.

David Thompson
RAIN Project Coordinator
705-942-7927 x3027 or dthompson@ssmic.com