



ONTARIO COLLEGE OF TRADES

ORDRE DES MÉTIERS DE L'ONTARIO

***High Definition Video Production
for the
Ontario College of Trades (the College)***

Request for Proposal (RFP) No. OCOT/CM/2015-01

Date Issued: May 19, 2015

A. INTRODUCTION

The Ontario College of Trades (the College) is an industry-driven organization that protects the public interest, and promotes the value of working with certified skilled trades professionals.

The purpose of this Request for Proposal (RFP) is to invite video production service providers who are experienced in the music industry to submit their best technical and financial proposals for the requested services. Your proposal could form the basis for a contract between your firm and the College.

1. Project Objectives and the Scope of Work

Work required for this video production, including concept creation, scripting, production, filming, editing, sound (including voiceover for video), and providing supplies, services and equipment that would result in the following:

- One (1) 5 minute feature video that creatively promotes the skilled trades careers in the music industry to young people;
- One (1) 15-second vignette with the same message/theme (consistent with first video);
- One (1) 30-second vignette with the same message/theme (consistent with first video); and,
- B-roll and still photography of tradespeople and festival attendees.

Video Objectives:

- Promote the value of the skilled trades to the music industry and the importance of the music industry as a job creator for the skilled trades;
- Promote the skilled trades as a viable first-choice career for young people in Ontario;
- Highlight the careers that intersect with the music industry in Ontario; and,
- Leave youth wanting to learn more and explore a career in the skilled trades.

Audience:

- Youth — elementary and high school aged
- Young adults/adults looking for a second career
- Parents
- General Public

Production Expectations:

- Detailed production schedule;
- Detailed cost estimate through to final deliverables;
- An expanded creative approach, including a developed treatment, preliminary shooting schedule and outline shot list;
- Creative design (storyboarding) around the strategy and content;
- Scripting and editing (in consultation with College staff);
- Developed music and sound approach;
- Rights information;
- Shoot footage;
- Source film and image material as required;
- Script and produce sound tracks, voiceovers and graphics;
- Final editing and production/post-production; and,
- Closed caption.

Timing:

- Once the project has been awarded, a meeting will be held with the successful Bidder to review the filming schedule/plan.
- Filming on-location in July/August (3 (three) separate shoot days).
- The final product is due mid-to-late August, 2015.

Inputs from the College

The College will provide the Vendor with any additional background information needed and describe the College's business processes. Additional input may be requested in the response document as part of the proposed approach.

Technical Capacity

The technical ability, capacity, and flexibility of the Bidder to perform the contract in a timely manner and on budget will be verified by the quality of work samples, client references, demonstrated success in projects with similar requirements, and/or a tour of Bidder's facility.

During the evaluation process, the College may require a Bidder's representative to answer questions with regard to the proposal and/or require certain Bidders to make a formal presentation to the evaluation team.

Materials produced will become the property of the Ontario College of Trades (the College) and may not be reproduced or reused without permission from the College.

B. INSTRUCTIONS TO BIDDERS**1. Cost of the Proposal**

The Bidder shall bear all costs associated with the preparation and submission of the proposal up to the final award of the contract. The College will in no case be responsible or liable for those costs regardless of the conduct or outcome of the procurement process.

2. Validity of the Proposal

The proposal shall be valid for 30 days after the closing date of proposal submission as specified in this RFP. A proposal valid for a shorter period will be rejected by the College as non-responsive. The College may solicit the Bidder's consent for an extension of the period of validity under exceptional circumstances.

3. Communications during the RFP Period and the Intent to Bid

Interested companies shall acknowledge receipt and their intent to bid for this RFP by email to nancy.schlomer@collegeoftrades.ca no later than **5:00 PM EST on May 22, 2015**.

All inquiries regarding this RFP should be directed in writing to nancy.schlomer@collegeoftrades.ca no later than **5:00 PM EST on May 26, 2015**. All questions and answers will be shared with all Bidders.

4. Proposal Structure

The proposal shall be organized in the following manner:

- a. A brief background and profile of the firm
- b. Years of experience in the field
- c. Performance results throughout the last 5 (five) years
- d. Proposed approach
- e. Information on the personnel proposed for this engagement (i.e. relevant experience, qualifications, responsibilities managing the fund)
- f. References. Provide the organization name, contact name, email address and telephone numbers for 3 similar clients within past 5 years that the College can contact for references
- g. Project cost (All prices are to be quoted in Canadian Dollars; GST/HST to be shown separately)
- h. Presentation of proposed approach

Selected Bidders will be invited to make a presentation of their proposal followed by a question and answer session.

5. Format and Submission of Proposals

The proposal shall be submitted in **electronically** to nancy.schlomer@collegeoftrades.ca quoting "**RFP No. OCOT/CM/2015-01**" in the subject line.

6. Closing Date for Submission of Proposals

Proposals must be received at the College no later than **5:00 PM EST Tuesday, June 2, 2015.**

Any proposal received by the College after the closing date mentioned above will not be considered.

The College may, at its own discretion, extend this closing date for the submission of proposals by notifying all participating companies in writing.

7. Amendments of the RFP

At any time prior to the closing date for submission of proposals, the College may, for any reason, whether on its own initiative or in response to a clarification requested by a Bidder, modify the RFP by amendment. Amendments could include modification of project scope or requirements, project timeline expectations, or extension of the closing date for submission.

All prospective Bidders that have received the RFP will be notified in writing of all amendments to the RFP.

8. Reservation of Rights

The College reserves the right to cancel the solicitation process and reject any and all proposals at any time prior to awarding the contract without incurring any liability to the affected Bidder(s).

By submitting a proposal, the Bidder indicates agreement to all of the terms of the procurement process set out in this RFP.

9. Conflict of Interest

The Bidder must not engage in any Conflict of Interest. In this RFP, "Conflict of Interest" includes, but is not limited to, any situation or circumstance where, in relation to the RFP process, the Bidder has an unfair advantage or engages in conduct, directly or indirectly, that may give the Bidder an unfair advantage, including:

- a. Having, or having access to, information in the preparation of its submission that is confidential to the College and not available to other Bidders;
- b. Communicating with any person with a view to influencing the RFP process to receive preferred treatment; or
- c. Engaging in conduct that compromises, or could be seen to compromise, the integrity or competitiveness of RFP process and render the process non-competitive and unfair.

10. Confidentiality

Bidders and the College are required to maintain the confidentiality of information provided to each other through this RFP process.

C. EVALUATION OF PROPOSALS

1. Clarification of Proposals

The College may, at its discretion, ask any Bidder for clarification of any part of its proposal to assist in the evaluation process. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered, or permitted during this exchange.

2. Evaluation of Proposals

The proposals will be evaluated on the criteria below:

▪ In-person presentation	45%
▪ Expertise, qualifications and competence of the company’s personnel	25%
▪ Understanding of the requirements for RFP and proposed approach	15%
▪ Proposed cost	15%

	100%

The College shall examine the proposals to determine whether they are complete, whether any computational errors have been made, whether the documents are properly signed and whether the proposals cover all the required points.

Arithmetical errors shall be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words shall prevail.

Please note that the College is not bound to select any of the companies submitting proposals. Furthermore, since a contract would be awarded to the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to the College’s general principles, including economy and efficiency, the College does not bind itself in any way to select the firm/institution offering the lowest price.

3. Award of Contract

The successful Bidder will be required to enter into an agreement with the College and to provide a mutually agreed list of scope and deliverables outlining the services and fees, consistent with the services and fees agreed upon through this procurement process.

4. Right to Vary Requirements at Time of Award

The College reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP.