



Restoring balance between wildlife and human life, together.

Request for Proposal (RFP)

for

Design and Creative Services

February 13, 2024

OVERVIEW

The need to protect wildlife and restore biodiversity has never been greater. But to safeguard the world's most endangered species, conservation must evolve. We believe that if we're to take the dramatic action needed to protect biodiversity into the future, we must consider the needs of all living things, including the one species with the power to curb this crisis – human beings.

For more than 30 years, the Wilder Institute/Calgary Zoo has been a leading authority on wildlife conservation, reintroducing threatened species to the wild and empowering communities to conserve natural resources to positively impact both the environment and local inhabitants. While our work is global, our roots run deep in the Albertan conservation community. Sitting on 330 acres in the Albertan prairies, we operate Canada's largest conservation breeding and research facility, the Archibald Biodiversity Centre, dedicated to the return of species at risk to the wild.

We also operate an internationally accredited zoo located in Calgary, Alberta. The Wilder Institute/Calgary Zoo is recognized by the World Association of Zoos and Aquariums (WAZA) and the Association of Zoos & Aquariums (AZA) for world-class animal care and habitat design practices. We take pride in inspiring and educating generations of visitors about the importance of biodiversity and conservation during visits. Comprised of 125 acres, the zoo consists of animal habitats, restaurants, retail, seasonal concessions, playgrounds, banquet rooms, corporate meeting facilities, animal veterinary services, classrooms, and an administration building.

The 1,000+ staff and volunteers of the Wilder Institute/Calgary Zoo are passionate about restoring balance to wildlife and human life, together. Annually, we welcome over 1.3 million visitors from around the world, making the Wilder Institute/Calgary Zoo the most visited experience in Western Canada. We have strong ties to the local community with one-third of all Calgarians visiting at least once per year and more than 75,000 Calgarians being zoo members.

As a wildlife conservation charity, the Wilder Institute/Calgary Zoo relies on its generous donors and sponsors to continue to deliver critical conservation work locally and globally. The Wilder Institute/Calgary Zoo also relies heavily on the support of its community. As zoo members and visitors discover the rare and endangered species that we love and care for at our facilities, they are directly contributing through their membership, admission and on-ground sales to a not-for-profit charitable wildlife conservation organization that works to fight the extinction of plants and animals worldwide. Learn more at WilderInstitute.org and CalgaryZoo.com.

PURPOSE

We are seeking a reputable and experienced creative marketing agency to partner with our organization in delivering outstanding design and campaign development services. As we embark on this journey to elevate our brand presence and engage our audience in new and innovative ways, we recognize the critical role that strategic and visually compelling marketing initiatives play in achieving our objectives. We are eager to collaborate with a team that not only demonstrates a strong track record of success in crafting impactful campaigns but also exhibits a deep understanding of our industry.

This RFP seeks to identify a Prime Proponent that can, within a General Services Agreement arrangement, deliver the following objectives:

- **Brand Management:** Leverage and enhance established branding elements and messaging across all marketing materials and touchpoints to reinforce brand recognition and identity. Future needs may include the development of a centennial sub-brand that commemorates our organization's milestone achievement, while maintaining alignment with our overall brand identity and values.
- **Innovative Design Solutions:** Develop visually appealing and cohesive design concepts that effectively convey our brand message across various channels and platforms, including digital, print, and experiential mediums.
- **Strategic Campaign Development:** Create comprehensive marketing campaigns that align with our organizational goals and target audience preferences.

PARTNERSHIP

As a charitable organization, the Wilder Institute/Calgary Zoo partners with donors and sponsors to fund our various programs and projects. Supporting the Wilder Institute/Calgary Zoo can help to demonstrate your corporate responsibility and support for wildlife conservation. There are various ways that support can be given to the Wilder Institute/Calgary Zoo such as sponsorships, donations or charitable pricing on services provided.

Should your organization be selected as a candidate for services, would you be interested in being a corporate sponsor or donor to the Wilder Institute/Calgary Zoo? [Yes/No]

In your proposal, please describe the community partnerships you are currently involved in, and what areas you would consider exploring with the Wilder Institute/Calgary Zoo (i.e., Sponsorship, donations, charitable pricing on services).

SCHEDULE OF EVENTS

The following schedule for this request for proposal (RFP) and award of contract is current as of the release date of this RFP.

The Wilder Institute/Calgary Zoo reserves the right, in their sole discretion to:

- Modify any of the dates below; or
- Modify any of the steps noted below.

Stage	Date
Release of RFP	February 13, 2024
Intent to Bid	February 16, 2024
Final day to submit questions	February 20, 2024
Amalgamated questions responses to all bidders	February 22, 2024
Submission of Bid(s)	February 29, 2024
Interviews (if needed)	w/o March 4, 2024
Award Contract	March 13, 2024

SUBMISSION AND METHOD OF CONTACT

Proposal responses must conform to the method of contact. All questions regarding the RFP should be sent to rfp@calgaryzoo.com. Inquiries will be answered via an addendum to the RFP to all proponents.

The proposal must state it is valid for a period no less than sixty (60) days from the closing deadline.

The proposals must be clearly marked “**RFP – Design and Creative Services**” and must be submitted electronically to the email address below on February 27, 2024 at 1:00pm MST.

Submit proposal electronically via email to this contact: rfp@calgaryzoo.com

An addendum will be issued to all proponents involved in this RFP process should it be deemed by the Wilder Institute/Calgary Zoo that a substantial change has occurred.

The Wilder Institute/Calgary Zoo will not accept proposals via facsimile. Proposals that are not sent to the foregoing email address will not be considered. Proposals must be received by the close date and at the defined time. Failing this, the proposal will be disqualified and will remain unopened.

The bidder(s) hereby acknowledges that the Wilder Institute/Calgary Zoo shall have the right to reject any or all proposals for any reason, or to accept any proposal which the Wilder Institute/Calgary Zoo, at its sole unrestricted discretion, deem most advantageous.

The bidder with the lowest priced proposal may not necessarily be the successful bid.

The successful bid will be selected based on the best overall value in terms of efficiency, economy, and effectiveness.

CONTACT

For all RFP-related inquiries:
Purchasing & Contracts Coordinator
Email: rfp@calgaryzoo.com

RETURN OF PROPOSAL

The proposal, with accompanying materials and any revisions or amendments thereto which are submitted by the bidder will remain the property of the Wilder Institute/Calgary Zoo and will not be returned.

PREPARATION COSTS

All preparation costs incurred by the bidder(s) in developing the proposal, presentations, demonstrations, or any other activity related to the bidder’s response to this RFP (including attending site visits) are solely the responsibility of the bidder(s).

EVIDENCE OF INSURANCE

The successful bidder will indemnify and save harmless the Wilder Institute/Calgary Zoo, its officers, and employees from and against any and all suits, actions, legal proceedings, claims, demands, costs, expenses, and attorney fees arising out of a willful or negligent act or omission of the of the successful bidder in the performance of the contract. The Wilder Institute/Calgary Zoo will not be responsible for the negligence of the successful bidder or any of its agents, employees, or customers. It is a requirement that the successful bidder have commercial general liability insurance policy in place with an inclusive limit of not less than five million dollars (\$5,000,000.00) per occurrence for death, bodily injury, property damage and auto liability.

The successful bidder shall provide to the Wilder Institute/Calgary Zoo a Workers’ Compensation Board (WCB) clearance certificate confirming their WCB account is current and in good standing. The successful bidder agrees to maintain its WCB account in good standing for the duration of the contract.

PROPOSAL FORMAT

When preparing the proposal, the bidder must consider the following format which will act as a guide for the Wilder Institute/Calgary Zoo in their evaluation:

1. Proposal Overview

- Must be signed by an authorized person to legally bind the bidder to the statements made in the Response to this RFP;
- Provide a summary of the services to be provided;
- Provide a general overview of the company, and its structure, size and capability to perform the work required;
- Include the name, telephone number, and email address of the contact person for the Proposal - the contact person should have the authority to answer questions regarding the Proposal; and
- Include the name and phone number of a contact person to be notified regarding contractual issues.

2. Bidder Experience

This section should specifically highlight recent and relevant project experience that demonstrates the company's suitability to undertake the scope of work. This section should be no more than three (3) pages in length. A minimum of three references relating to relevant project experience should be provided, including contact names and details of the projects.

3. Project Team Experience

The Proposal shall clearly identify the proposed team members that will perform the work and indicate the level of involvement of each team member that will contribute to projects. This section should address team structure and organization and how the team members identified have the requisite experience to perform the work.

4. Proposed Methodology

The Proposal shall clearly describe in detail expertise in:

- Brand Identity Development: Detail experience in managing brands over the long term, demonstrating the ability to adapt to evolving organizational needs while maintaining brand integrity.
- Creative Strategy Development: Outline a comprehensive approach to developing creative strategies that resonate with our target audience and effectively communicate a brand message and objectives.
- Innovation and Creativity: Showcase a commitment to innovation and creativity by proposing fresh perspectives, unique concepts, and innovative approaches that differentiate the proposed campaigns and drive engagement and results
- Multi-channel Campaign Execution: Present strategies for executing integrated marketing campaigns across various channels, such as digital, social media, traditional media, and experiential marketing, ensuring consistent messaging and maximum impact.

5. Case Studies

The Proposal shall include a minimum of three (3) case studies demonstrating the necessary skills and capabilities required for the objectives of the RFP.

6. Fee Schedule

The Proposal shall include a fee schedule showing a breakdown of all fees, any and all disbursements with applicable taxes listed separately, sub-consultants' fee (if applicable), billable rates for staff assigned to this project, or other expenses as required.

EVALUATION CRITERIA

The Zoo will evaluate proposals using the following criteria:

Team experience and expertise:	15%
Strategic thinking, creativity and relevant capabilities	25%
Clearly defined brand and creative development methodology and process	25%
Pricing schedule for services	10%
Case studies, including examples of zoo/attraction/interpretive/tourism sector projects	15%
Client References	10%
Total (out of 100)	100%

Rating	Description
5	Exceeds Expectations: Bidder clearly understands the requirement. Excellent probability of success.
4	Very Good: Substantial applicability
2-3	Good: Meets expectations. Proponent demonstrates a good understanding of the requirements. Good probability of success.
1	Fair: Somewhat meets expectations. Minor weakness and/or deficiencies. Fair probability of success.
0	Low: Non-compliant. Response indicates a complete misunderstanding of the requirements. Very low probability of success.

NOTE: A score of Zero (0) on ANY of the Rated Criteria items MAY result in disqualification of a Submission. The highest for any submission will not necessarily be accepted.

In the event of a tie, preference will be given to proposals of acceptable, equivalent quality and readily available services.