



REQUEST FOR PROPOSAL (RFP)

MARKETING PLAN DEVELOPMENT
AND IMPLEMENTATION for
HOCKEY EASTERN ONTARIO

January 2015

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1. SUMMARY

Hockey Eastern Ontario (HEO) is accepting proposals for the development and implementation of a marketing strategy that will assist HEO in carrying out its objective of promoting the sport of hockey within the Branch and providing services to all members.

There is a need for HEO to generate revenue and equivalent contra products to off-set existing programs expenses and agreements with a view of holding the line on future member financial increases and providing assistance for Branch events.

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm/noon EST, February 6, 2015, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

This will be a contract whereby the fee for service by the successful bidder will be based solely on a percentage of the revenue derived from the proceeds of the successful marketing operations. This will include all support time and monies spent by the successful bidder in the completion of the marketing program. The intention is for the price you quote to be gained from the realized marketing revenues generated. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

HEO reserves the exclusive right to approve or reject any and all proposals for the marketing program, including: any licensing, sponsorships, contra gifts, mail outs, merchandizing, monetary contributions, special events and publicity. This requirement will ensure that the HEO Marketing strategy is not in conflict with any similar programs being carried out by our members.

HEO retains the right to refuse the use of sub-contractors.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

HEO will negotiate contract terms upon selection. The contracts may be subject to review by HEO's legal counsel before signing of an agreement or contract.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

The purpose of the contract is to generate revenue and to promote HEO, including but not limited to the following:

- Branding within the Branch including the use of the Branch name, logo or any other Branch real or intellectual property for any commercial venture.
- Seek out sponsorships and/or contra products and services that may include but not limited to scholarships, hockey festivals, Regional and National Championships, tournaments, skills competitions, annual meetings, conferences, workshops, training sessions, etc.
- Approval of any sponsors and proposals received from interested parties that reflect on or promote the Branch
- Establishing Branch sponsorship categories, pricing, structures, entitlements and guidelines.
- Negotiating and preparing contracts and agreements for all Branch sponsorships, official suppliers, mail outs, trademark and merchandizing agreements.
- Negotiate pricing for use of HEO offices and facilities to outside parties.

5. TIMELINE

This RFP is dated January 12, 2015. Proposers may also request a copy be sent via email by contacting Jeff Baker at jbaker@hockyeasternontario.ca.

Proposals are due no later than 12:00pm/noon EST, Friday February 6, 2015.

Proposals will be evaluated immediately thereafter. During this time, HEO may require interviews at HEO's office with our evaluation team at 813 Shefford Road Ottawa, ON K1J 8H0. You will be notified if this is requested. The name of the candidate firm who has been selected will be decided on or about February 20, 2015.

6. BUDGET

Please provide a proposed scope of the work, including implementation targets, and a budget for carrying out such work.

7. BACKGROUND OF ORGANIZATION

Hockey Eastern Ontario is one of thirteen Branches within Hockey Canada and is the governing body of Amateur Hockey within its defined boundaries. It is registered as a not-for-profit organization with the Province of Ontario.

Hockey Eastern Ontario has jurisdiction over that part of Ontario lying east of and including the

Counties of Lanark, Renfrew, and all of Leeds accept the town of Gananoque and the portion west of Highway No. 32, and south of Highway No. 15 in the Provinces of Ontario.

MEMBERS

Hockey Eastern Ontario may be composed of the following:

1. Amateur Hockey Teams;
2. Amateur Hockey Clubs;
3. Amateur Hockey Associations;
4. Amateur Hockey Leagues;
5. College Hockey Leagues;
6. University Hockey Leagues;
7. Scholastic Hockey Leagues;
8. Military Hockey Leagues;
9. Senior/Adult/Recreational Leagues and Teams operating within the jurisdiction of Hockey Eastern Ontario and which are willing to comply with, and abide by all Rules and Regulations of HEO;
10. Women’s Hockey Associations;
11. Amateur Inline Hockey Association, Leagues; and
12. Residential Hockey Academies

Registration Breakdown (2013/14)

Players:	Male – 28520 Female – 1304
Officials:	Male – 1156 Female – 54
Coaches:	Male – 4695 Female – 73
Trainers:	Combined – 1110
Adult Recreation:	Combined - 3948
Residential Hockey Academies:	2 (Both offer male and female programs)

Hockey Skills Academies:	1
Leagues:	CCHL Junior A EOJHL Junior B NCJHL Junior C OEMHL AAA OEMHL AA/A OBMHL B UCMHL B UOVHL B LCMHL B
Clinics/Training Programs:	Initiation Coach 1 – Intro Coach Coach 2 – Coach Level Development 1 High Performance 1 Goalie Coach Training Specialty Clinics Respect in Sport Officiating Level 1 - 6 Trainers – Level 1, 2, 3 Coach Mentorship Program Long Term Player Development Program of Excellence U-16, U-15

8. AUDIENCE

Stakeholders and audience groups:

Primary: Current members, sponsors, volunteers, parents, instructors, community members and employees.

Secondary: Prospective members, sponsors and volunteers.

9. SCOPE & GUIDELINES

The scope of this project is provided in the Section 4 PURPOSE, DESCRIPTION AND OBJECTIVES above; however, the candidate must provide details on how this will be accomplished with specific timelines.

10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES



We will use our existing web site. New content will be identified through the candidate proposal.

11. STAFF RESOURCES

The candidate will have a staff resource in the person of Jeff Baker, HEO Technical Director, who will act as the project lead and report to the HEO Marketing Committee which is the subcommittee of the HEO Finance Committee.

12. QUALIFICATIONS



Provide a company profile, length of time in business and core competencies.

List the work your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.

Describe your experience in working with non-profit and/or community-focused projects.

Provide current reference information for three former or current clients.

Briefly describe your firm's organizational capacity to produce our objectives.



13. EVALUATION CRITERIA

The following criteria will form the basis upon which HEO will evaluate proposals. The mandatory criteria must be met and include:

Three (3) copies of your proposal must be received no later than 12:00pm/noon EST, Friday February 6, 2014.

Your proposal must include a cost proposal as described above.

Deliver proposals to the attention of:

Jeff Baker
HEO
813 Shefford Road
Ottawa, ON K1J 8H0

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

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- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The fee of the successful bidder will be based solely on a percentage of the revenue derived from the proceeds of the successful marketing operations. This will include all support time and monies spent by the successful bidder in the completion of the marketing program. The intention is for the price you quote to be gained from the realized marketing revenues generated.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the Marketing Strategy as per the time frame proposed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

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Submitted by:

HEO Finance Committee Chair/Marketing Committee

Name: _____

Date: _____

HEO Technical Director

Name: _____

Date: _____