



**Toronto Organizing Committee for the 2015 Pan
American/ParaPan American Games – “TO2015”**

**Sport Public Relations
Services**

**Request for Expressions of Interest and
Pre-Qualification
(RFEIP-Q-2010-03)**

TABLE OF CONTENTS

BACKGROUND 3

PROJECT REQUIREMENT 4

KEY DELIVERABLES AND REQUIRED EXPERTISE AND EXPERIENCE 4

TIMING 6

QUALIFICATION PROCESS 6

MANDATORY REQUIREMENTS 7

SCHEDULE 1 – VENDOR BRIEFING INTENTION 9

SCHEDULE 2 - CAPABILITY QUESTIONNAIRE 10

BACKGROUND

The Pan/ParaPan American Games are the third-largest international, multi-sport games in the world, behind only the Olympic Summer Games and the Asian Games. The Pan/ParaPan Am Games are where world-class athletes explode onto the world stage. For example, before he was drafted by the Chicago Bulls, Michael Jordan led the U.S. men's basketball team to a gold medal at the 1983 Pan Am Games in Caracas, Venezuela; and before he was named the American League MVP in 2008, Dustin Pedroia was the shortstop for the U.S. team at the 2003 Pan Am Games in Santo Domingo, Dominican Republic.

The Toronto 2015 Pan/ParaPan Am Games will be significantly larger than North America's most recent major sporting event, the Vancouver 2010 Olympic Winter Games. The Vancouver 2010 Olympic Winter Games featured 20 sports and nine venues while Toronto 2015's plan includes 48 sports and more than 50 venues. Toronto 2015 will also involve 10,000 athletes and officials compared to the 7,000 athletes and officials that participated in the Vancouver 2010 Olympic Winter Games.

Toronto 2015 will also be the first major, international multi-sport games in Canada's most populous region in 80 years. The Games are supported by the Federal, Provincial and Municipal governments as well as the Canadian Olympic Association and the Canadian Paralympic Committee.

The sport infrastructure and program development that are part of the Toronto 2015 plan will help fill significant gaps in high-performance athlete support, thus launching Canadian athletes into international podium contention in summer sports the way "Own the Podium" did for winter sports at the Vancouver 2010 Olympic Winter Games.

The Games will also capitalize on Toronto's diverse cultural richness to create a Festival program that reinforces the sporting aspect of the Pan/ParaPan Am Games for broad community impact. The Pan/ParaPan Am Games will connect and celebrate the cultures, art, music and performance of the Americas and the Caribbean.

In this context, communications and issues management are critical to ensure a successful Pan/ParaPan Am Games leading up to and throughout 2015.

PROJECT REQUIREMENTS

TO2015 is seeking a highly specialized and experienced Sport Public Relations Agency with an established track record to develop and execute a strategy for the 2015 Games.

Key objectives of this engagement will be to:

Provide sport public relations services to TO2015 for the following core services:

- Communications Strategic Planning and Material Development
- Profile Raising and Media Relations
- Issues Management Planning and Support
- Media Training of School Athlete Ambassadors and TO2015 Athletic Council Members
- Grassroots community program development & execution
- Sponsorship amplification expertise on a local, provincial and national level

To achieve the key objectives, the successful firm will require the following:

1. Strong GTA & GGH (Greater Golden Horseshoe) Network

Given the nature of the Issues Management work required, bidders must have inherent knowledge and strong contacts in these local regions.

2. Strong Sport Media Network

Bidders must have extensive knowledge and strong contacts within the GTA, GGH and national and international sports network.

3. Demonstrated Experience

The unique nature of the Games with a critical window of delivery and brief lead time requires the expertise of firms familiar with similar events.

4. Linguistic and Cultural Sensitivity

Bidders must have experience developing communications and issues management strategies and platforms for high-profile national/international events in English and French.

KEY DELIVERABLES AND REQUIRED EXPERTISE AND EXPERIENCE

The following are the key deliverables which require comparable achievements, expertise and experience from past successful initiatives:

1. Communications Planning and Material Development

The Contractor will provide direct support to the TO2015 Communications & Public Relations Team with strategic planning and material development throughout the project. Strategic planning support will include assistance with the development of a comprehensive communications strategy for Toronto 2015 that includes consideration

for the overall brand, image and reputation of the Pan/ParaPan Am Games, the TO2015 team and the City of Toronto and the surrounding region. Communications materials will include but not be limited to:

- Press Kit Materials
 - Press Releases
 - Backgrounders and Fact Sheets
- Core Communications Materials
 - Key Messages and Talking Points
 - Holding Statements
 - Communications Protocols
- Crisis Plans and Materials

2. Profile Raising and Media Relations

A core component of the deliverables will be to help TO2015 raise the profile of the Pan/ParaPan Am Games, by positioning TO2015 and its executive leadership team as the authoritative voice of Canada's largest athletic and cultural event, amplifying brand messages with earned media, and delivering on stakeholder information needs through effective and timely communications. Profile raising and media relations services include, but are not limited to:

- Public relations activities focused on generating earned media around TO2015's communications objectives;
- Support for stakeholder information requirements through profile raising opportunities, speaking engagement and thought leadership venues;
- National media relations and public relations, including the Toronto sports media (which is national in scope) as well as media relations support across the GTA and GGH to ensure that Toronto 2015 is viewed positively and messages are pulling through media outlets across the country; and
- International media and public relations activities, with a significant focus on engaging relevant sports (trade) media, as well as general, business and sports media in the US and across the Americas.
- Strong alliances within the Canadian sports community (media & organizations)

3. Sports Issues Management Planning and Support

Given that Toronto 2015 is a major sporting event issues management will be a critical element of the success of the Pan/ParaPan Am Games in 2015. The Contractor will be required to work with TO2015 to introduce our executives to sports media influencers to ensure corporate messages are properly presented, to prepare appropriate issues management plans, collateral material and as-needed support to address crisis situations as they occur.

4. Training of Athletes and Spokespeople

The Contractor will provide media and presentation training for key TO2015 athletes

who will be participating in school, community and high profile media/speaking opportunities.

TIMING

It is anticipated that the short listed firms, from the Request for Expressions of Interest and Pre-Qualification, will be invited to submit proposals in response to a Request for Proposals issued on or about the middle of February 2011. The assignment itself will commence on or about the first (1st) day of May 2011. The initial term will be one (1) year, which may be extended for up to an additional five (5) one year terms on the same terms and conditions, at the option of TO2015.

QUALIFICATION PROCESS

The following outlines the process for this qualification process:

1. Interested parties who meet the required experience and expertise will be required to have a representative attend a **mandatory** vendor briefing, in Toronto, Ontario. Firms must complete and submit their intention to participate in the vendor briefing by completing and emailing the attached **Schedule 1 - Vendor Briefing Intention**, by February 3rd, 2011. Confirmation of receipt along with instructions, location and time of the briefing will be provided by February 4th, 2011.
2. Interested parties who have attended the **mandatory** vendor briefing may send their submissions through MERX to TO2015 by February 17, 2011, 04:00 P.M. EST. Submissions, received after this deadline may, at the discretion of TO2015, be considered.
3. Submissions will be evaluated individually by members of the TO2015 selection panel on the basis of the rated criteria as outlined in **Schedule 2 – Capability Questionnaire**.
4. Submission evaluations will be totaled and, at a selection panel meeting, the proponent short-list will be determined, comprised of those firms receiving the highest scores.

Only the top four (4) highest scoring firms who achieve a minimum submission score of 100 out of a possible 125 points will be considered eligible and invited to make a submission to the Request for Proposal

5. Short-listed companies will be invited to respond to a comprehensive Request for Proposals to present their Sports Public Relations Services Approach to the Toronto 2015 Pan American / ParaPan American Games Organizing Committee.

6. **Key Dates:**

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|---|---|
| • Issue Date of RFEIP-Q: | January 26 th , 2011 |
| • Submit Schedule 1 – Vendor Briefing Intention | February 3 rd , 2011 |
| • Attend Mandatory Vendor Briefing | February 8 th , 2011 |
| • Firms' Deadline for Questions: | February 11 th , 2011 04:00 P.M. EST |
| • Submission Return Deadline: | February 17 th , 2011 04:00 P.M. EST |

7. Firms to Obtain RFEIP-Q Only Through MERX™

This RFEIP-Q is available only through MERX™, the electronic tendering system used by TO2015. For further information about MERX™, call 1-800-964-MERX™ or visit the MERX™ website at www.merx.com

A firm who has not obtained this RFEIP-Q through MERX™ may have its submission disqualified unless a third party has requested this document from MERX™ on that firm's behalf and that firm has identified the third party in its Capability Questionnaire response. Failure to identify the third party in this manner may result in disqualification of a submission.

ANY NEW INFORMATION WILL BE PROVIDED TO FIRMS BY WAY OF ADDENDA ON MERX™

This document may only be amended by an addendum communicated by way of MERX™.

If TO2015, for any reason, determines that it is necessary to provide additional information relating to this document, such information will be communicated by way of addenda by way of MERX™. Each addendum shall form an integral part of this document.

Such addenda may contain important information including significant changes to this document. Firms are responsible for obtaining all addenda.

MANDATORY REQUIREMENTS

1. Firms making a submission must participate in the Vendor Briefing;
2. Submissions must be submitted electronically through MERX™ by the deadline.
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3. Submissions must be complete and include responses to all Capability Questionnaire questions (including non-rated questions).
4. The response to the Capabilities and Experience component of the Capability Questionnaire (Questions 1-5) must be no more than twenty (20) pages in length.
5. Promotional and other speculative material **MUST NOT** be included in the submissions and will not be considered. This includes proposed Strategic Communications / Issues Management Services Approach and any recommendations about what the proponent may do for TO2015.

All Submissions will be evaluated based only on the rated criteria as set out in the Capability Questionnaire.

WE RESERVE THE RIGHT TO ACCEPT OR REJECT ANY OR ALL SUBMISSIONS AND TO CANCEL THIS COMPETITION AT ANY TIME WITHOUT ANY LIABILITY WHATSOEVER.

WE ARE NOT RESPONSIBLE FOR ANY COSTS INCURRED BY ANY PROPONENT IN PREPARING A SUBMISSION OR PRESENTATION.

DEADLINE: February 17, 2011 at 04:00 P.M. EST

Submissions, received after this deadline may, at the sole discretion of the Organization, be considered.

QUESTIONS: Proponent questions regarding this competitive process may be submitted by no later than **February 11, 2011 04:00 P.M. EST by email to:** stephen.gourlay@toronto2015.org. Responses to all questions will be summarized and posted by way of **MERX™**

ADDENDA: Any addenda to this Request for Expressions of Interest and Pre-Qualification will be communicated by way of **MERX™**

SCHEDULE 1 – VENDOR BRIEFING INTENTION

SPORT PUBLIC RELATIONS SERVICES

Name of Firm: _____

The following individual / individuals (maximum two) will be attending the Mandatory Vendor Briefing:

Representative Name: _____
Address: _____
Address: _____
Address: _____
Telephone Number: _____
Email Address: _____

Representative Name: _____
Address: _____
Address: _____
Address: _____
Telephone Number: _____
Email Address: _____

Signature: _____

Print Name: _____

Title: _____

Date: _____

Instructions:

1. Please email a .PDF copy of this signed intention to the following address:
stephen.gourlay@toronto2015.com
2. This Schedule must be submitted to TO2015 to the above email address no later than February 3, 2011;
3. Registered vendors will be sent a confirmation and meeting details which they must bring to the Vendor Briefing session; and
4. At least one representative will be required to register their participation on a sign-in sheet at the Vendor Briefing.

SCHEDULE 2 - CAPABILITY QUESTIONNAIRE

Scoring

(Out of a total possible 115 points; **N/R** (not rated) where noted)

N/R

A. Please provide the following information:

- Legal name of company

- Head office address, telephone number, Internet address

- Toronto office address, phone number, Internet address (if different)

- Contact name, phone number, email address

- Year incorporated or started business

- Number of employees (Full Time/Part Time)

N/R

B. List the clients currently handled by your company and the length of time you have worked with them.

Client Name	Years
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

N/R

C. Please provide three current (within past two years) client references and contact information for each.

Client Name	Contact Information

N/R

D. State whether this RFEIP-Q was obtained by your firm through MERX™ or by a third party on your behalf. Identify the third party, if applicable.

This document was obtain by our firm: Yes__; No__ (if no complete third party name)

Third Party Name (if applicable):

N/R

E. What do you consider to be the core strengths of your company? How do you differentiate your company from others? Outline the offices and capabilities of your company in the Americas. Does your company have any unique or specialized services that might be advantageous in delivering this engagement?

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CAPABILITIES & EXPERIENCE

(Note: 20 page maximum – excluding resumes if attached)

1. Sports Public Relations Planning and Material Development (40 points)

Please provide detailed information on a high profile local and/or national campaign for an athletic event you were involved with in the past three years.

What were the client's objectives? How was the strategy implemented? How did you measure the campaign and how successful was it? What key learnings did you take away for the next campaign?

How do you manage a campaign from a functional perspective? An administrative perspective?

Are the key personnel responsible for the development and execution of this campaign still on your staff? If so, please identify who they are.

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2. Issues Management (40 points)

Please provide two examples of high-risk sports-related issues management strategies (understanding you may not be able to reveal the client). Examples that show strength in local/provincial/national sports issues management and successful use of online/social media tools will be beneficial.

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3. International/National Sports Media Relations with Local Execution (15 points)

Please provide a case history of a campaign that centred on event management. Describe the process you follow in successful event planning and management, leveraging sports and general media contacts, drafting of effective media materials and provide communications counsel. Also detail how you measured success and what were your key learnings.

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4. Team (20 Points)

Identify the principal members and structure of the team that would be assigned to this account, e.g. strategic counsel, day-to-day client lead, writing, media relations, event management. Please include a biography for each person that details their qualifications and relevant experience. Solo practitioners' strengths and core competencies should be outlined in their biography.

5. Linguistic and Cultural Sensitivity (10 Points)

Please provide a case history of a national/international media relations campaign and/or issues/risk management that included English as well as Spanish and/or French executions. Describe any modifications to the campaign that were required for the different audiences (beyond simple translation), and why they were needed?

Note: TO2015 is committed to a diverse supply chain: How did you encourage diversity in delivering past engagements?