



REQUEST FOR PROPOSALS
(Value Driven)

Full Service Marketing Agency Services

The intent of this Open Service Contract (OSC) is to identify a full service marketing agency for Tourism Yukon. The services will include but may not be limited to account servicing, creative design, production, media planning and buying, brand strategy, etc.

***Tourism and Culture
March 31st 2008***

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SECTION 1: INSTRUCTIONS TO PROPONENTS

****This section sets out Proposal preparation and submission procedures****

Proponents are cautioned to carefully read and follow the instructions set out in this Request for Proposal (RFP), as any variation from them may result in a Proposal being rejected. This contract will be awarded in the form of an Open Service Contract. Such contracts state that although the type of work described in the contract will be done by the successful Proponent, there is no guarantee that the expected amount of money allocated to the contract will be spent.

1.1 This is a two step process

- Grading system

Throughout the evaluation process, points are being allocated to each evaluation criterion. The points obtained for each criterion are then multiplied by a weighting factor. These weighting factors are an indication of the importance each criterion has in the evaluation process. The points multiplied by the weighting factors give the Proponents a series of scores. It is those added scores that are used to determine which Proponents move forward in the evaluation process.

For the first step, Pre-Qualification, minimum technical and reference scores need to be obtained in order to be considered for the second step.

- First step: Pre-Qualification

- The first step is used to assess which Proponents are in a better position to complete the work required. Proponents are invited to write about who they are, who they work with, how does their organisation work, where does their experience lie. The document produced by the agency for this qualification step will be hereinafter referred to as Agency Overview (AO). The maximum score that can be attributed per Proponent for this step is 1,000. A score of 700 or higher needs to be obtained to meet minimum technical requirements.
- Proponents who have gotten the minimum technical score will have their three references checked. The maximum score that can be attributed per Proponent for references is 300; a score of 210 or higher needs to be obtained to meet minimum reference requirements. In cases where Tourism Yukon has worked with the Proponent within the past five years, Tourism Yukon will serve as one of the three references and only two should be submitted. Any Proponent who has not worked with Tourism Yukon should supply three references. Please make sure your references are available between April 28th 08 and May 1st 08. References that cannot be reached during that time period will be given a point value of zero.

Up to four Proponents who have gotten the highest combined scores while meeting each of the minimum technical and reference scores will be invited to make presentations.

- Second step: Situation Scenarios, Team Members and Yukon Component (without price)

- The second step is a chance for selected Proponents to describe their vision of how they would tackle projects, which partnerships they would leverage to bring the projects to term and the resources that would be allocated to them. It is also the occasion to present how Yukon resources may be engaged in the projects. This will take the form of a written document and an oral presentation.
- The maximum possible score for step 2 is 1,100. There is no minimum score required to pass.

- Price

A price envelope is only required from Proponents who make it to the second step. Two component of price will be evaluated:

- An hourly rate inclusive of all administrative and other costs should be provided. The lowest price Proponent will be attributed 200 points. Price points to other Proponents will be awarded based on the ratio of the lowest price over the Proponent price x 200 points.

Ex: \$100/hour = 200 point
 \$125/hour = 160 points $(100/125) * 200 = 160$

- Travel Time and Third-Party Billings – 50 points

*****IMPORTANT: Your price information must be sealed with Proposal Form C in the White Envelope independent of your written submission. Your written submission must be included in the Green Envelope along with the White Price envelope and Proposal Form B.*****

1.2 Summary of grading

<i>Criteria</i>	<i>Point Value</i>	<i>Weight Factor</i>	<i>Maximum possible score</i>	
Step 1				
Technical Capabilities	60	see 4.1.2	1,000	Passing score: 700
References	30	see 4.1.5	300	
Step 2				
Presentation, Team Members & Yukon Component	80	see 4.2.2	1,100	
Price	250	see 4.3	250	
Total Maximum Score			2,650	

1.3 The AO for step one must be submitted, including the Proposal Form(s) A provided with this document, enclosed and sealed in the green tender envelope provided and:

Mailed to:	OR	Hand Delivered to:
Yukon Government Contract Services Box 2703 Whitehorse, Yukon Y1A 2C6		Contract Services Office Second Floor 9010 Quartz Road Whitehorse, Yukon Phone: (867) 667-5385

1.4 The Proponent shall identify, on the green tender envelope or package containing the document, their business name and address, **(the same as is on Proposal Form A)**, the name of the Proposal for which the document is intended, and the date and time of Closing.

1.5 For the second step, Proposal documents must be submitted including Proposal Forms B and C provided with this document, enclosed and sealed in the second green tender envelope provided and mailed to the same address provided above. The Proponent shall identify on the green tender envelope or package containing the Proposal, their business name and address, **(the same as is on Proposal Form B and Proposal Form C)**, the name of the Proposal enclosed, and the date and time of the second step Proposal Closing.

1.6 Documents must be received at the *Contract Services Office*, before the specified closing times. Documents received after these times will not be considered regardless of the reason for their being late and will be returned to the Proponent unopened.

1.7 Process steps and timeline

Steps	Timeline
Request for open contract service Proposal send out to the public	March 31 st 08
Closing date for receipt of Step 1, overview document proposals	4 pm local time, April 21 st 08
Selected Proponents and non –selected Proponents informed	May 2 nd 08
Closing date for Step 2, Situation Scenarios, Team Members & Yukon Component Proposals	4 pm local time, May 15 th 08
Presentations by agencies	May 22 nd and 23 rd 08
Evaluation of Step Two Proposals + Price Envelope	Week of May 26 th 08
Contract signature	Tbd
Non-selected Proponents informed	Tbd

1.8 If a Proponent wishes to verify that a document has been received prior to Proposal closing time, telephone the Contract Services Office (867) 667-5385. The Proponent must identify the business name before this information will be released. No other information concerning the Proposal will be released under any circumstances prior to Proposal opening.

1.9 Questions regarding the submission of Proposals may be directed to the Contract Services Office at (867) 667-5385 according to the schedule found on page six.

For step one, as soon as possible following the closing time of the qualification round, the large green tender envelope containing the proposal will be opened in the Contract Services Office at the address specified in Clause 1.3, above. In accordance with the “Two-Envelope Submission Process” described in the Supplementary Instructions to Proponents, as soon as possible following the closing time for the second step, the large green tender envelope containing the second step document will be opened in the Contract Services Office at the address specified in Clause 1.3, above.

1.10 Proposals may be withdrawn by submitting a written withdrawal request to the same address to which the Proposal was submitted prior to the Proposal Closing time. The Proposal will be returned to the Proponent unopened.

1.11 If discrepancies or omissions are found in the specifications or other documents in either packages, or if any clarification is required, contact the Project Manager (identified in Section 2, Supplementary Instructions). The Project Manager will respond in writing or by issuing addenda to all Proponents. If addenda are issued or if there are any changes to the work, all reasonable efforts will be made to inform all bidders in writing prior to the close of the Proposal periods. All addenda become part of the Contract Documents and receipt of addenda should be acknowledged by the bidder on the Bid Form. Failure to provide such acknowledgement will, however, not alter that all addenda will be incorporated into the terms of the Contract. It is the sole responsibility of the Proponent to ensure all addenda issued during the Proposal call period were received by the Proponent.

1.12 Proposals submitted by individuals shall be signed by those individuals. Proposals submitted by partnerships shall be signed by at least one partner. Proposals submitted by corporations shall be signed by properly authorized signing officers and sealed if the corporation has a seal.

- 1.13 Erasures and/or corrections shall be initialled by the person(s) authorized to sign the Proposal.
- 1.14 No Proposal faxed or e-mailed to the Contract Services office will be considered; **sealed Proposals are required**. However, where a formal Proposal has been received before the specified date and time of Proposal closing, amendments to the **Proposal** by facsimile (867) 393-6245 are acceptable, provided that such amendments are received at the locations specified in 1.3 prior to the specified Proposal closing time. **In order to maintain the confidentiality of the Proposal, an amendment in the form of a fax must specify only the change to the Proposal price, not the total revised Proposal price.**
- 1.15 The property and/or services contracted for are for the use of, and are being purchased by the Yukon Government with public funds and are not subject to the Goods and Services Tax under authority number R107442840.
- It is the responsibility of the Proponent to apply directly to Canada Revenue Agency for Input Tax Credits on any Goods and Services Tax paid.
- 1.16 The Owner need not accept the lowest priced, the highest ranked or any Proposal, and reserves the right to reject or accept any or all Proposals.
- 1.17 The Proposal shall be unconditional, irrevocable and open to acceptance by the Yukon Government at any time within thirty (30) days after the date on which tenders close.
- 1.18 This Request for Proposals does not commit the Yukon Government to award a contract.
- 1.19 Failure to comply with any instruction contained in this Request for Proposals may be deemed sufficient cause for the rejection of all or part of any Proposal. Any items omitted or any special conditions or qualifications added to the Proposal may cause the Proposal to be rejected, or affect the evaluation of the Proposal. Any Proposal submitted on forms other than those provided may be rejected. No escalation clauses will be accepted.
- 1.20 Submission of a Proposal shall be deemed to be confirmation that the Proponent acknowledges and agrees to the General Conditions of the contract, set out in Section 5 and Section 6 if applicable.
- 1.21 Proponents are solely responsible for their own expenses of preparing and delivering their Proposals.
- 1.22 Proponents are reminded that most courier services to Whitehorse offer a minimum service time of two full business days or more. Delivery of Proposals prior to the Proposal closing time is the sole responsibility of the Proponent.
- 1.23 If, in the opinion of the Yukon Government, any Proposal contains a minor defect, or fails in some way to comply with any requirement of this Request for Proposals that, in the opinion of the Yukon Government can be remedied without providing an unfair advantage with respect to the other Proponents, the Yukon Government may request clarification from the Proponent, and the Yukon Government, upon receipt of the appropriate clarification, may waive the minor defect or any irregularity, and accept the Proposal. Any failure by the Proponent to provide a written response that, in the opinion of the Yukon Government, properly clarifies its Proposal within the specified time of receiving a request for clarification from the Yukon Government may result in rejection of the Proposal.
- 1.24 Once Proposals are opened, they become the property of the Yukon Government, and will not be returned. Subject to the Access to Information and Protection of Privacy Act (ATIPP), information, other than price, contained in Proposals submitted will be held in confidence. However, please note that all documents submitted to the Yukon Government are subject to ATIPP. While ATIPP permits members of the public to access records in the Yukon Government's custody or control, it also prohibits some, but not necessarily all, disclosures by the Yukon Government, in particular of personal information or confidential business information. Disclosure is prohibited if it would be significantly harmful to business interests or would be an unreasonable invasion of personal privacy, as defined in sections 24 and 25 of ATIPP. Accordingly, Proponents are encouraged to:

- a) **identify those portions of their submissions which they are supplying in confidence and for which disclosure to others would be significantly harmful to their business, or would be an unreasonable invasion of their personal privacy, as defined in sections 24 and 25 of ATIPP and;**
- b) **be prepared to justify that determination if challenged to do so by someone who applies for access to the information.**

1.25 Subject to the Access to Information and Protection of Privacy Act, Proponents are entitled to receive information about their own Proposals, and how they were evaluated.

1.26 After final evaluation, the Owner may negotiate changes to the terms of the contract with the highest ranked Proponent. Such changes, if any, shall be within the scope of the Request for Proposals, and limited to those items which would not have an effect on the ranking of Proposals.

1.27 This procurement is subject to the Government of Yukon Contract Regulations and Contracting Directive.

1.28 **Conflict of Interest**

Proponents cannot propose as a member of their agency team on the account, any person who, over the six months prior to this request for Proposal, has been employed with Tourism Yukon or has been directly or indirectly involved in the development of this open service contract RFP.

SECTION 2: SUPPLEMENTARY INSTRUCTIONS TO PROPONENTS

2.1 Direct all questions in reference to the work on this contract to:

Denny Kobayashi
Tourism and Culture
100 Hanson Street
Whitehorse, Yukon Y1A 6C2
867-667-8795
denny.kobayashi@gov.yk.ca

Information obtained from any other source is not official and may be inaccurate.

2.2 This will be a value-driven open service contract. AO documents, step two documents and presentations will be evaluated on the basis of evaluation criteria included in this Request for Proposals (See Section 4 – Document and Proposal Evaluation Criteria)

2.3 Six paper copies and two digital copies on CD or DVD of the **AO** proposals should be submitted.

- Proposal Form "A" shall be submitted as a cover page of the AO. It must be completed in full and include the signature of a person authorized to bind the Proponent(s) to the contents of the AO and to the clauses included on Proposal Form "A". Entire AO are to be enclosed in the large, green tender envelope provided, or packaged appropriately because of bulk and labelled with the information requested in Section 1: Instructions to Proponents, section 4.
- After the closing date of the qualification step, the green, tender envelope will be opened and the documents forwarded to the Project Manager for the evaluation.

Up to four Proponents who have successfully made it through the qualification round (step one) will then have to provide the following documents for the second step of the selection process.

2.4 Six bound paper copies and two digital copies on CD or DVD of the step 2 proposals documents should be submitted. The two envelope procedure outlined below Must be followed:

- Proposal Form "B" shall be submitted as a cover page of the step two documents. It must be completed in full and include the signature of a person authorized to bind the Proponent(s) to the contents of the documents and to the clauses included on Proposal Form "B". Entire step two documents shall be enclosed in the second large, green tender envelope provided, or packaged appropriately because of bulk and labelled with the information requested in Section 1: Instructions to Proponents, section 5.
- Proposal Form "C" (price information) shall be submitted in a separate envelope, or the white, "price" envelope supplied, separate from the rest of the Proposal. It also must be completed in full and include the signature of an authorized person. This white, price envelope is then enclosed in the Proposal package, or large, green tender envelope.
- Both envelopes must be clearly labelled, including the name of the Proposal , Proposal closing date and the Proponent's company name and address; the same name as is on Proposal Forms "B" and "C".
- Proposals shall contain no pricing information, other than in Proposal Form "C" and on one-pager giving information about travel time and third-party billing. Both Proposal Form "C" and one-pager must be included in the White Envelope.
- After the closing date of the second step, the green, tender envelope will be opened and separated with the documents being forwarded to the Project Manager for the evaluation. The white, price envelopes will still be retained in safe keeping until the evaluation of step two components is completed.

- When step two is complete the price envelopes will be opened. Price will then be scored according to the evaluation criteria.
- * **NOTE: Proponents, please be sure ALL of your price information is in the white, PRICE envelope, including proposal form C.**
- 2.5 All Travel and disbursement costs are the responsibility of the contractor including any costs that may be incurred for the presentation.
- 2.6 In the event that this document contains attachments or appendices in an electronic format, the Owner is not responsible for the accuracy, completeness, utility, compatibility or usability of such electronic materials.

SECTION 3: DETAILED NEEDS

3.1 Roles and Responsibilities

3.1.1 Department of Tourism and Culture

In partnership with the private sector, governments, and other stakeholders:

- Generate long-term economic growth and revenues for the benefit of Yukon people through the development and marketing of the Yukon tourism industry; and
- Generate long-term economic growth and maximize social and cultural benefits for Yukon residents and visitors through the preservation, development and interpretation of historic resources, visual, literary and performing arts and cultural industries in Yukon.

3.1.2 Department of Tourism and Culture – Tourism Branch (Tourism Yukon)

Tourism Yukon is responsible for the marketing and promotion of the Yukon as a year-round visitor destination.

3.1.2.1 Tourism Yukon's Four Operational Units:

- Visitor Services
- Marketing Operations – North America
- Marketing Operations – Overseas
- Product Development and Research

3.1.2.2 Administration of the Contract

The Marketing Operations North America Unit is responsible for managing all communications and marketing initiatives for Canada, the US and Mexico. Due to the size of the unit, the management of all consumer marketing initiatives is led by one key contact in the unit. The client lead manages the work and relationship with the agencies on behalf of Tourism Yukon.

Where initiatives are targeting overseas consumers, trade, industry or media, the client lead for Tourism Yukon may vary.

3.2 Tourism Yukon's Partners

- Tourism Industry Association of the Yukon (TIAY)

TIAY's mandate is to ensure that tourism remains a strong, vibrant and sustainable industry across the Yukon. TIAY facilitates tourism awareness campaigns in the Yukon and, working in cooperation with Tourism Yukon, delivers essential tourism information to industry from government, the Canadian Tourism Commission (CTC), Tourism Industry Association of Canada (TIAC), and other industry associations. TIAY advocates the importance of tourism as a significant contributor to Yukon's economy. TIAY provides secretariat services to the Yukon Tourism Marketing Partnership (YTMP) - Senior Marketing Committee.

- YTMP- Senior Marketing Committee (SMC)

The SMC is composed of up to 15 industry representatives appointed by the Tourism Industry Association of the Yukon. SMC members bring marketing communications and industry experience to the table that enables them to fulfill their mandate to:

- Ensure that the priorities of Yukon's tourism industry are communicated to the department;
- Participate in the tourism marketing strategy and marketing plan development;
- Evaluate the effectiveness of Tourism Yukon marketing programs; and
- Advise the Department of Tourism and Culture and TIAY on marketing and other tourism issues.

“Tourism Yukon’s marketing will be industry-led, market-driven and research-based”

- o Interactive Agency

Tourism Yukon presently has an interactive agency, Outcrop Yukon. The contract with this agency is until March 31st 2009. The full service agency selected through this RFP will work collaboratively with the interactive agency on all relevant marketing initiatives that include an interactive component.

3.3 Objectives and Overview of Expectations Pertaining to the Mandate

3.3.1 Communication Objectives

Through its various communications initiatives, Tourism Yukon wishes to:

- o Raise the awareness of Yukon as a destination;
- o Promote Yukon's Larger Than Life brand;
- o Position Yukon's unique experiences;
- o Help move potential visitors up the destination decision-making process;
- o Position partners' offers;
- o Generate qualified leads; and
- o Elicit engagement with Yukon as a destination.

3.3.2 Designated Market Areas (DMAs)¹

- o Maintenance (Primary)
 - Canada: Greater Vancouver Area, Calgary, Edmonton, Greater Toronto Area
- o Growth (Secondary)
 - Canada: Greater Ottawa Area
 - US²: L.A, San Francisco, New-York (Tri State Area) and key R.V markets (California, Florida, Texas, Arizona, Washington State)
- o Acquisition (Tertiary)
 - Province of Québec³
 - Mexico

¹ Tourism Yukon presently invests most of its budget into the “maintenance” DMAs. Our Overseas Unit also prioritizes its markets. Knowledge of those markets is not considered key to the successful execution of this contract, awareness that some creative may be used for overseas markets is sufficient.

² Aligned with Canadian Tourism Commission priority markets for the US.

³ Tourism Yukon will be launching a fully bilingual French-English website environment by the end of 2008.

3.4 Detailed Description of Expectations – Full Service Marketing Agency Services

3.4.1 Deliverables and Expected Services

3.4.1.1 Mandate

Amongst other smaller mandates, the successful Proponent is expected to deliver the following:

- A strategy that will support the evolution of the Larger Than Life brand creative platform; and
- One to two integrated campaigns;

3.4.1.2 Detailed Mandate

- The successful Proponent will work with Tourism Yukon to further identify, define and “bring to life” unique Yukon experiences and characteristics that support the growth and the evolution of the Larger Than Life brand;
- The successful Proponent will support the North America-Marketing Operations Unit in the development of its communication-marketing strategy and develop integrated campaigns issuing from this strategy;
- The successful Proponent will be responsible for managing every step in the design and execution of the campaigns including: the development of the creative platform, production, media planning and media buying. In addition, when appropriate, key performance indicators will need to be prepared and shared on a regular basis. Following the completion of the campaign, the performance of the campaign will need to be assessed and compared to results from previous campaigns;
- The successful Proponent will be responsible for communicating closely with Tourism Yukon’s Interactive agency during the design, implementation and assessment of campaigns in order to insure collaboration between the two agencies is fluid, efficient and productive; and
- Various smaller mandates could be given to the successful Proponent depending on skill set and expertise including: specific web strategic counsel, ad hoc design and production of communication marketing materials, research studies, etc.

3.5 Desired Approach

While Yukon has some unique attributes that sets it apart from other destinations, the size of Tourism Yukon’s budget limits the number of initiatives it can undertake to promote destination and travel experiences it has to offer. It is thus essential that while working on each aspects of the mandate, the successful Proponent:

- Demonstrates abilities to maximize budget effectiveness and market exposure for Yukon products through innovative and creative leveraging strategies that include traditional and non-traditional media, event marketing, retail promotions, etc.; and
- Identifies traditional and non-traditional co-op marketing opportunities and partnerships with the Canadian Tourism Commission (CTC), other jurisdictions, organizations and corporate entities.

3.6 Length of the contract and work schedule

3.6.1 Length of the Contract

The contract will commence when the open service contract is signed and be given for a period of three years, conditional to a satisfactory annual review.

3.6.2 Work Schedule

Although some work will be required on an ongoing basis, it can be assumed that the summer and the fall will be busier times initially for the brand evolution portion of the work and for the campaigns' planning and implementation.

3.7 Size of the Contract

The size of this account has averaged approximately \$1.0 million annually including media.

Media must be billed at net cost inclusive of all discounts and commissions. Agency compensation will be through hourly billings, fixed price contracts or a combination of the two.

3.8 Expectations

3.8.1 General Client Service Requirements

- Tourism Yukon requires the Agency to supply a “team” who will be dedicated to the account. This team should be comprised of individuals whose roles may be account strategist, account executive, client account director, creative/art/production staff, media planner and buyer, etc. In a limited number of circumstances, subcontractors, as deemed appropriate to the activity being undertaken within the contract lifecycle may also be added to the team. The client account director should have strategic capability demonstrated by previous relevant experience. This person must have the ability to manage people and lead a high energy, motivated agency team. This team is to provide ongoing tourism marketing advice and support to Tourism Yukon.
- Tourism Yukon expects the Agency to follow general reporting and contract procedures with Tourism Yukon. These procedures include, but are not limited to: general planning meetings, presence at key meetings with public/private sector project partners, written contact reports from client meetings, weekly written status reports on active projects, daily contact on a project-by-project basis, budget control reports by project and on the overall account as well as written responses to annual reviews.

3.8.2 Planning

- The successful Proponent must supply a planning document giving an overview of the projects that will have been identified with the client as being central to the successful completion of the mandate. Following the initial

approval of this document, a more detailed planning document must be produced for each project. These documents will form the basis for further work needed to complete the planning stage. Once this is completed a detailed production schedule needs to be presented for approval to Tourism Yukon. This schedule will need to factor in the necessary time to get approval from the Department of Tourism and Culture.

3.8.3 Production

- Depending on the specific deliverables or activities, the agency is responsible for receiving client approval as the work progresses and before it is delivered.

3.8.4 Implementation/execution

- Proof of media placement and delivery must be provided for each activity or component of activity when relevant.

SECTION 4: EVALUATION CRITERIA

4.1 First Step: Pre-Qualification (Agency Overview)

The AO document will be reviewed and evaluated by a committee of four. This committee will be made up of two members of the North America – Marketing Operations Unit, one marketing and communications specialist from outside of Government and a Fairness Monitor who will chair the committee. This committee will also be evaluating Proponents who will move on to the second step.

4.1.1 Evaluation Criteria: Technical Qualifications

Point Value 60

Proponent's overall Experience and Expertise in Integrated Marketing and Communications.

4.1.1.1 Company profile

Point Value 10

- Company name, address, telephone, fax, contact, email, web site, years in business.
- Please state a total value of your accounts for the last complete fiscal.
- Please provide a breakdown by percentage of your business segments. e.g. - interactive, media, account services, public relations, etc.
- Please provide a list and a brief explanation of accounts acquired and lost in the past twelve months.
- Please state based on \$1 million for marketing services where Tourism Yukon would rank in your client roster.
- Is your agency accredited by a professional marketing organization(s)? Which organization(s) and how long have you been accredited?
- Detailed company structure and affiliates.
- Conflict of Interest – are you currently doing any work for other tourism destination marketing organizations?
- Do you have an office or branch in B.C., Alberta, NWT or the Yukon?

4.1.1.2 Capabilities – Depth and Breadth of In-House Services offered

Point Value 10

Describe which services you offer and the size of each team dedicated to those services.

- Advertising (specify if it is mostly traditional or none traditional media and if it includes media buying)
- Promotion
- Public relations
- Interactive (specify which services)
- Event management
- Etc.

Amongst the services you provide, please state where you feel your strengths reside.

4.1.1.3 Capabilities – Strategic Counsel and Planning

Point Value 10

Describe your strategic planning capabilities utilizing at least two and up to three campaign case studies from the past two years. They should all be consumer focused. One should specifically be dealing with product marketing. Each case study should be a maximum of three pages, recto only, with a minimum font size of 12 points, 1.5 spacing.

- Define how your company identified the problem.
- What were the client's objectives?
- What process was used to arrive at the strategies?
- What were the performance measures?
- Were the client's objectives met?
- Describe the results and key findings.

In addition, provide the following information:

- Was the project developed with partners outside of your agency? If so, who were they and what role did each of them play.
- Two examples of creative for each case study
- Name of a reference for at least one of the case studies (points will later be attributed to the level of satisfaction with reference check)

4.1.1.4 Capabilities – Branding

Point Value 10

- Describe your overall experience, over the past two years, with branding projects targeting consumers. Specify the exact nature of those projects. If the project was developed with partners outside of your agency, state who they were and what role each of them played.
- Please describe your experience in developing and implementing a destination, place or product brand in the past five (5) years.

4.1.1.5 Capabilities – Consumer Marketing

Point Value 10

- Demonstrate your level of understanding and experience as it pertains to consumer focused marketing. Furthermore, specifically situate it within the North American market context.

4.1.1.6 Capabilities – Leveraging

Point Value 10

- What are your capabilities and experiences working on integrated advertising and marketing campaigns with multiple industry partners?
- Describe and give past examples of your agency's capability to initiate partnerships to leverage additional resources to support client projects. Please describe networks, affiliations, organizational divisions, etc.

Describe the reach of your agency in North America that would enhance your ability to leverage new resources for Tourism Yukon (e.g. international offices, contractors, partnerships, other clients, etc.)

4.1.2 Technical Qualifications Grading

For each technical category, the Proposal evaluation committee will award up to 10 points on the following basis:

- Poor 1 – 3 points
- Fair 4 – 6 points
- Good 7 – 8 points
- Excellent 9 – 10 points

The awarded unit points will be multiplied by the weight factor for each component to produce a final score for technical merit. For the first step those factors are the following for each component:

Criteria	Point Value	Weight Factor	Maximum possible score
Company profile	10	10	100
Capabilities			
- Depth and breadth of in-house service	10	25	250
- Strategic counsel/planning	10	20	200
- Branding	10	15	150
- Consumer Marketing	10	20	200
- Leveraging	10	10	100
Total	60		1,000

A minimum technical score of 700 must be obtained to be considered for the second step of the selection process.

4.1.3 References

Point Value 30

At this time, Proponents who have met the minimum qualification criteria will have their three references checked.

The first reference must be tied to one of the case studies presented. The second reference is up to the Proponent. The third reference will automatically be Tourism Yukon if the Proponent has worked for Tourism Yukon over the past five years. If not, the Proponent may choose a third reference for whom they have done consumer product marketing work.

4.1.3.1 References Evaluation Criteria

References will provide comments on the following:

- Project planning capability and execution
- Respect of timelines
- Respect of budget
- Client service mentality
- Strategic Capabilities
- Capacity to deliver on strategy and creative
- Overall professionalism
- Reporting

4.1.4 References Grading

For each reference, the Proposal evaluation committee will award up to 10 points on the following basis:

- Poor 1 – 3 points
- Fair 4 – 6 points
- Good 7 – 8 points
- Excellent 9 – 10 points

The awarded unit points will be multiplied by a weight factor for each reference to produce a final score for references.

References	Point Value	Weight Factor	Maximum possible score
# 1	10	10	100
#2	10	10	100
Tourism Yukon or Consumer Product Marketing	10	10	100
Total	30		300

A minimum reference score of 210 must be obtained to be considered for the second step of the selection process. Please make sure your references are available between April 28th and May 1st 08. References that cannot be reached during that time period will be given a point value of zero.

Up to four Proponents who will have received the highest combined qualification and reference scores, while meeting minimum requirements for each, will move on to the second step.

4.2 Second Step: Situation Scenarios, Team Members and Yukon Component (without price)

The members of evaluation committee for this step will be match the same criteria as for step one.

4.2.1 Evaluation Criteria: Analysis and problem solving capabilities/Team Members/ Yukon Component

Up to four Proponents will be invited to prepare a document containing:

- A solution for each of the two situation scenarios that will be provided in writing by Tourism Yukon;
- Information about the team members who would be working on Tourism Yukon's account; and
- Information about their knowledge of the Yukon and the Yukon resources they plan on engaging for this contract.

These documents will be reviewed by the evaluation committee prior to presentations.

4.2.1.1 Written Documents

4.2.1.1.1 Situation Scenarios

Point Value 20

The two situation scenarios will be faxed to each Proponent when they are informed that they have made it through the AO qualification round. They can also ask to have the situation scenarios emailed to them as well. The Proponents will also be provided at this time with information about Tourism Yukon's past marketing initiatives. This information will be found on the same FTP site mentioned in Annex A of this RFP.

The document should demonstrate the level of understanding and problem solving capabilities of the Proponents regarding the objectives and the challenges linked to the situation scenarios. Each solution should abide to the following guidelines:

- They should be no longer than three pages per scenario, one-sided only;
- Font size should be no smaller than 12 points and no less than 1.5 line spacing.

Task

- Analyse the needs of Tourism Yukon based on the Proponents' understanding of the dynamics at play in the destination marketing sector; and
- Demonstrate their understating of the objectives and challenges put forth in the situation scenarios; and
- Present the perceptions Proponents have of Tourism Yukon and the Yukon as a destination.

Please refer to section 1.7 for timeline. The evaluation committee will review the documents prior to the presentation.

4.2.1.1.2 Proposed Team Members

4.2.1.1.2.1 Account / Project Manager's experience (the Manager)

Point value 10

The expertise and experience of the Account / Project Manager as it relates to projects of this nature, scope and complexity will be evaluated.

More specifically, the following elements will be considered:

- This person must be a permanent member of the Proponent's staff;
- This person is responsible for the coordination of the various components of each project as well as the overall account;
- The Account / Project Manager is responsible for the quality insurance and budget control of the various components of each project as well as the overall account;
- This person is the link between the Proponent and Tourism Yukon; and
- This person must have demonstrated exceptional client services aptitudes and capabilities.

In order to evaluate this person properly, please provide a CV.

4.2.1.1.2.2 Relevant Experience of the Account Team

Point value 10

The relevancy of the team proposed and the experience of each of its members as it pertains to the market in which Tourism Yukon evolves will be evaluated. If in specific cases the Proponent works with subcontractors, they need to be included in this section as well but presented as such.

The following elements will be considered:

- The number of employees who will make up the dedicated team;
- The organizational structure of the team;
- The role played by the team and each of its respective members; and
- The CV of each team member.

4.2.1.1.2.3 Account / Project Management and Quality Control Processes

Point value 10

Processes followed and mechanisms in place to guarantee service and product quality will be evaluated. This may include but not be limited to budget control reports, performance analysis, contingency plan, etc.

In order to make such an evaluation possible, Proponents must:

- Describe the processes that will be used to ensure efficient collaboration with Tourism Yukon;
- Describe the process that will be used to guarantee the quality of the campaign and the work executed in general;
- Measure the effectiveness of the media plans;
- Measure the effectiveness of the various components of the campaigns / projects;
- Test the creative if desired;

- Review and validate the results;
- Compare historical data and put new results in perspective; and
- Control budgets.

4.2.1.1.3 Yukon Knowledge and Resources

Point value 20

- Indicate your knowledge of the Yukon and how this will assist you in completing this contract. (10 points)
- Share with us how you will engage Yukon resources in the execution of this contract. (10 points)

4.2.1.2 Presentation

Point Value 10

The Proponents will have to make a presentation to the evaluation committee the week following the deadline for the written documents. At the sole discretion of Tourism Yukon, presentations may be hosted in Whitehorse, Vancouver and/or Calgary. The cost to attend presentations will be the sole responsibility of the agency.

Each Proponent will have an hour to speak to what makes them the right fit for Tourism Yukon and present their two situation scenarios. Tourism Yukon will have forty (40) additional minutes to ask questions.

Up to three people from the agency are allowed to be at the presentation. It is essential that these individuals be involved on an ongoing basis with the account.

4.2.2 Situation Scenarios, Team Members and Yukon Content Grading

For each component, the Proposal evaluation committee will award up to 10 points on the following basis:

- Poor 1 – 3 points
- Fair 4 – 6 points
- Good 7 – 8 points
- Excellent 9 – 10 points

The awarded unit points will be multiplied by a weight factor for each component to produce a final score. The weight factors are the following for each component:

Criteria	Point Value	Weight Factor	Maximum possible score
Written documents			
- Situation scenario #1	10	15	150
- Situation scenario #2	10	15	150
- Account manager exp.	10	15	150
- Account Team experience	10	15	150
- Management and QA processes	10	10	100
- Yukon knowledge	10	10	100
- Yukon resources	10	10	100
<u>Presentations</u>	<u>10</u>	<u>20</u>	<u>200</u>
Total	80		1100

When the situation scenarios, team members and Yukon component evaluation is completed, the white price envelopes will be opened.

4.3 Price

Point value 250

Agency Fees – 200 points

- Provide an hourly rate inclusive of all administrative and other costs
- Lowest price Proponent= 200 points
- Price points to other Proponents will be based on the ratio of the lowest price over the Proponent price x 200 points

Travel Time and Third-Party Billings – 50 points

- Proponents need to describe in price what rates will be charged and how time will be charged for travel. Note: travel expenses for meals, mileage and other approved expenses will be paid at Yukon Government rates and expense criteria
- Media buying compensation will be fee based rather than commission based. No commission will be paid on media or any third-party purchase on behalf of Tourism Yukon. Conditions and payment requirements should be provided in the price envelope.

Proposal Form C and one-pager about travel time and third-party billings must be enclosed in the White Price envelope.

The Proponent with the highest combined score (scores from step 1, 2 and price) will be recommended to the Deputy Minister for the award of the contract.

SECTION 5: GENERAL CONDITIONS OF THE CONTRACT

The following conditions shall be incorporated into the contract between the successful contractor and the government:

For the purpose of interpretation, the Yukon Government is the "Owner" in this contract.

5.1 TIME OF ESSENCE Time is of the essence of this Contract.

5.2 COMPLETION This contract will be for the delivery of services as described in the contract specifications, Section 3.

5.3 CONFIDENTIALITY The Contractor will treat as confidential and will not, without the written permission of the Owner, publish, release or disclose or permit to be published, released or disclosed either before or after termination of this contract, any information supplied to, obtained by or which comes to the knowledge of the Contractor under this contract. The Contractor will ensure its facilities, systems and files are secure and that access to data and confidentiality of data and information gained while performing the contract, are strictly controlled, to the satisfaction of the Owner.

5.4 PERFORMANCE The Contractor's obligations under this Contract are to be performed to the complete satisfaction of the Owner.

5.5 WARRANTY BY CONTRACTOR The Contractor warrants that the Contractor is competent to perform the work required under this contract, in that the Contractor has the necessary qualifications, including the knowledge, skill and ability, to perform the work.

5.6 GOVERNING LAW This Contract will be deemed to have been made in and will be interpreted and enforced in accordance with the laws in force in the Yukon.

5.7 LAWS, PERMITS AND BY-LAWS The Contractor will comply with all laws and regulations applicable to the place of the work, whether Federal, Territorial, or Municipal including the Fair Wage Schedule of the Employment Standards Act (Yukon), and will pay for all permits and certificates required in respect of the contract.

5.8 BUSINESS LICENSE The Contractor may be required to provide proof of a business license appropriate for the location of the work on the contract.

5.9 WORKERS COMPENSATION BOARD The Contractor must provide a "**Letter of Good Standing**" from the Yukon Workers' Compensation Health and Safety Board prior to first payment and a "**Letter of Clearance**" from the Yukon Workers' Compensation Health and Safety Board prior to the last payment.

5.10 INTERPRETATION Should any dispute arise concerning the meaning or intent of the Contract, the Owner will make a decision which will be final unless the Contractor disputes such decision by a written notice within 10 days of such decision, whereupon the dispute will be resolved according to GC 11 - DISPUTES, below.

5.11 DISPUTES If a dispute cannot be resolved immediately by the Owner's decision or negotiation between the parties, the dispute may be:

- referred by either party for mediation before a Project Mediator 10 days after commencing negotiations; and
- referred to arbitration 10 days following the end of such mediation, notwithstanding that other necessary parties will not be bound by any arbitrated resolution of this dispute.

If neither party required mediation or arbitration within 10 days after a written notice that negotiations or mediation are at an end, either party may refer the dispute to the courts or both may agree to proceed to mediation or arbitration.

- 5.12 **EXECUTION OF THE WORK** The Contractor will, for the stated contract price, provide all necessary labour, materials, tools and equipment and will carry out in a careful and professional manner and to the satisfaction of the authorized representative of the Owner, the work set out under description of the work and more particularly described in the specifications.
- 5.13 **NO ASSIGNMENT** Without the prior written consent of the Owner, the Contractor will not assign or sublet this Contract or any of the Contractor's rights, benefits or monies accruing hereunder, and any purported assignment without such consent will be void.
- 5.14 **CHANGES** Changes to the Contract will only be made on receipt of written instructions from the Owner. Any resulting adjustment to the contract price will be agreed upon by the Owner and the Contractor and will represent the reasonable and proper costs incurred by, or savings accruing to, the Contractor.
- 5.15 **DELAY** No payment will be made for any extension of the **completion date** for the contract given to the Contractor due to delay encountered during the execution of the contract, unless such delay was caused by the Owner.
- 5.16 **SUSPENSION OF WORK** In the event that work on the contract is suspended, the Contractor will arrange for protection of the work as directed by the Owner. The Contractor will be reimbursed for reasonable and proper expenses incurred in protecting the work.
- 5.17 **TERMINATION** The Owner may at any time, upon 6 days' notice in writing to the Contractor, suspend or terminate the Contract for reasonable cause. The Owner may additionally terminate this Agreement without cause by giving the Contractor 6 days written notice of its intention to terminate. The Owner's obligation to make payment to the Contractor will cease when payment for work satisfactorily performed has been made. Unless otherwise directed, the Contractor shall, until the date of termination, continue work on the project as appropriate and in consultation with the Owner.
- 5.18 **CO-OPERATION AND MAKING GOOD** The Contractor will perform work under the contract with minimum disturbance to personnel and the public and ensure that the health and safety of persons occupying adjacent or contiguous parts of the building or project is protected. The Contractor will obtain the approval of the Owner for the hours during which the work will be performed and will provide a work schedule for approval by the Owner.
- 5.19 **PROPERTY OF THE OWNER** The Contractor will be liable to the Owner for any loss or damage to any property of the Owner arising out of the performance of the contract, unless and to the extent that such loss or damage is caused or contributed to by the Owner.
- 5.20 **FACILITIES** The Contractor will comply with all rules, policies and standards governing access to, and use of, facilities owned or occupied by the Yukon Government and in or around which the Contractor will be working. The Owner will provide the Contractor with copies of, or information regarding applicable rules, policies and standards.
- 5.21 **PAYMENT** *The Contractor will submit monthly invoices.* Subject to verification by the Owner, payment of the Contractor's invoice for work satisfactorily completed will be made not later than 30 days after receipt thereof. As the price is not subject to GST, the Contractor's invoice is to show the amount claimed for work satisfactorily performed excluding GST.

- 5.22 **INTEREST ON OVERDUE ACCOUNTS** If the Owner fails to make payment to the Contractor within 30 days from the date of the satisfactory receipt of an invoice, interest will be paid at the current prime rate of the Bank of Canada on such unpaid accounts provided such accounts are greater than \$100. Such interest will be calculated and added to any unpaid amounts monthly.
- 5.23 **DEDUCTIONS** The Contractor will pay all valid claims for wages and other expenses it incurs in respect of the contract, as and when such claims become due. If the Contractor fails to do so, the Owner may do so and deduct from monies owing to the Contractor such sums including: any outstanding wages owing to persons employed to perform the contract; any assessments of the Yukon Workers' Compensation Health and Safety Board or the Employment Insurance Commission relating to the contract; and any other claims, charges or encumbrances arising in any manner whatsoever from the operations of the Contractor which the Owner determines to be valid and enforceable. The Owner may also set off against amounts owing to the Contractor any sums owing by the Contractor to the Owner.
- 5.24 **WORKERS** The Contractor will ensure that all workers on the project are competent and qualified to do the work. The Contractor will be responsible for all assessments, returns, remittances, and deductions in respect of the Contractor's workers under the Workers' Compensation Act (Yukon), Employment Insurance Act, Income Tax Act and Canada Pension Plan Act.
- 5.25 **INDEMNIFICATION** The Contractor will indemnify and save harmless the Owner from and against all claims, demands, losses, damages, costs, expenses, actions and suits that may arise, directly or indirectly, from its performance of the contract or by reason of any matter or thing done, permitted or omitted to be done by the Contractor, subcontractors or their agents or employees with respect to the contract.
- 5.26 **INSURANCE** The Contractor, during the period of time the Contract is in force and during any warranty period stated in this contract, will maintain the following insurance with minimum policy limits as specified below, in forms and with insurers acceptable to the Owner.
- Commercial General Liability Insurance with a minimum liability limit of \$2,000,000 per occurrence covering bodily injuries and property damage and including the Contractor's premises, property and operations; contingent liability with respect to the Contractor's subcontractors; and contractual liability covering the Contractor's liability under this Contract with the Owner;
 - Automobile Insurance covering all vehicles used in the performance of the contract;
 - Aircraft Liability Insurance with a minimum liability limit of \$5,000,000 per occurrence, if aircraft are to be used in the performance of the contract.

The policy will state that it cannot lapse, be cancelled, or be materially altered without at least 30 days' notice in writing to the Owner. Any deductible will be borne by the Contractor.

The Yukon Government will be specified as an additional insured on all insurance policies contemplated in this contract.

Once the contract is signed, the contractor may be requested to provide a Yukon Government certificate of insurance, form YG(4548Q)F1 confirming the existence of the required insurance.

If the Contractor fails to provide, maintain and pay for insurance as required by this clause, other than Automobile Insurance, the Yukon Government shall have the right to obtain and pay for the required insurance, the cost of which shall be payable on demand by the Contractor. The Yukon Government shall have the right to offset such amounts from monies due to the Contractor if not paid within 15 days.

- 5.27 **ACCESS TO WORK** The Contractor will permit the Owner or its representatives to have access to the work at all times during the execution of the work and will co-operate fully with other contractors or workers sent to the place of the work by the Owner.

- 5.28 **SECURITY REQUIREMENTS** Where in the opinion of the Owner, it is in the public interest to obtain security to ensure the due performance of this contract, the Owner may require security, in such form and such amount as the Owner specifies.
- 5.29 **OWNERSHIP** The Owner is the sole owner of any material produced under this contract. Any material produced under this contract cannot be used or disclosed for any purpose other than the performance of this contract without the written approval of the Owner. "Material" includes both tangible and intangible (including intellectual) property.
- 5.30 **FINANCIAL ADMINISTRATION ACT** Payment by the Owner to the Contractor is expressly subject to section 24(2) of the Financial Administration Act (Yukon) as follows:
It is a term of every contract that money that becomes due under the contract is not payable unless a provision of this or another Act authorizes the payment to be made in the fiscal year when the payment falls due.
- 5.31 **ENTIRE AGREEMENT** This Contract, Request for Proposals and the Proposal submitted, constitute the entire agreement between the Parties in respect of the subject matter of this Contract and supersedes all previous negotiations, communications and other agreements in respect of it, unless they are specifically incorporated by reference into this Contract. Where a conflict exists between any provision of this Contract and a provision of the Proposal, the provision of this Contract shall prevail.
- 5.32 **WAIVER** The failure by the Owner to exercise or enforce any of the terms or conditions of this Contract will not constitute or be deemed a waiver of the Owner's rights to enforce each and every term of this Contract. The failure by the Owner to insist upon strict performance of any of the terms or conditions of this Contract will not be deemed a waiver of any subsequent breach or default in the terms or provisions herein.
- 5.33 **INTELLECTUAL PROPERTY:** The Owner is the sole owner of any intellectual property produced under this Contract. Any intellectual property produced under this Contract cannot be used or disclosed for any other use without the written approval of the Owner. The Consultant waives all moral rights regarding the intellectual property produced and will ensure that if the Consultant is not the author that the author waives their moral rights over any intellectual property produced under this Contract. The Consultant warrants that it owns or has the right to use all intellectual property (including software) required for the performance of this Contract.

SECTION 6: SUPPLEMENTARY GENERAL CONDITIONS OF THE CONTRACT

- 6.1 **CONFLICTS.** Where a conflict exists between a General Condition clause and the Supplementary General Conditions, the Supplementary General Conditions will govern.
- 6.2 **TRAVEL/DISBURSEMENTS.** All costs for this Proposal process are the responsibility of the Contractor.
- 6.3 **COMPENSATION.** Media buying compensation will be fee based rather than commission based. When production services are to be provided by a third party, the agency will secure at least two competitive quotes and will favour Yukon vendors to the extent consistent with maintaining standards of quality and timeliness agreed upon by both parties. The cost and selection of all such subcontracts shall be subject to Client approval. In all instances, the Agency shall be the project manager for subcontracts, unless otherwise directed by the Client. The Client shall reimburse the Agency for any cash outlays or other disbursements such as freight, courier, mail, telephone, faxes, incurred for its account. Each category of disbursement shall be noted on such invoicing. These disbursements shall be invoiced to the client at net cost and no agency mark up or commission shall be allowed. Travel expenses shall be reimbursed according to the Yukon's government travel expenses grid.

PROPOSAL SUBMISSION FORMS

PROPOSAL FORM "A"

Advertising Agency/ Step One – Agency Overview Qualification

This document must be submitted with the Proponent's Agency Overview document, in one of the large green tender envelope.

1. I/We hereby submit a Proposal for the Full Service Marketing Agency Services in accordance with these documents.
2. I/We have carefully examined the specifications together with all other factors affecting the work and hereby propose to furnish the services in the manner called for in the specifications.
3. In the event of our Proposal being accepted, I/we agree to enter into a contract with the Owner on the Yukon Government Contract form, which will form part of this contract.
4. I/We acknowledge receipt of the following addenda issued during this Request for Proposal:
#_____ #_____ #_____ #_____ #_____
5. Proposal Closing Date: **4:00 p.m. Local Time - April 21st 2008**
6. In consideration of being permitted to tender, I/we agree that this Proposal is irrevocable and open to acceptance by the Owner at any time within thirty (30) days after opening of the Proposal(s), whether any other Proposal has been accepted or not.
7. I/we represent and warrant that the Proponent has full power and authority to enter into, perform and execute the Contract, and each person signing this Proposal Form on behalf of a Proponent is properly authorised to do so. I/we agree to be bound by statements and representations made in this response.
8. I/we have read these documents, understand them and intend to be bound by them.

PROPONENT'S FULL LEGAL NAME: _____

DOING BUSINESS AS (if different from above): _____

FULL BUSINESS ADDRESS: _____

BUSINESS LICENSE #: _____ TELEPHONE NUMBER: _____

FAX NUMBER _____

Sign this form as follows:

Sole Proprietorship: Sole Proprietor to sign where indicated. Insert the words "Sole Proprietor" under Title(s).

Partnership: Partner(s) to sign where indicated. Insert the word "Partner" against each signature under Title(s).

Limited Company: This Form must be signed by duly authorised signing officers of the company, designating beside each signature the official capacity in which the signing officer acts. The Corporate seal of the company, if any, must also be affixed to this Form by a person authorized to do so.

Executed by or on behalf of the Proponent this _____ day of _____, 200_____.

SIGNATURE(S): _____ TITLE: _____

(AND SEAL IF ANY)

PRINTED NAME: _____

PROPOSAL SUBMISSION FORMS

PROPOSAL FORM "B"

Full Service Marketing Agency Services / Step Two – Situation Scenarios, Team Members and Yukon Component

This document must be submitted with the Proponent's Situation Scenarios and Team Members document, in one of the large green tender envelope.

1. I/We hereby submit a Proposal for the Full Service Marketing Agency Services in accordance with these documents.
2. I/We have carefully examined the specifications together with all other factors affecting the work and hereby propose to furnish the services in the manner called for in the specifications.
3. In the event of our Proposal being accepted, I/we agree to enter into a contract with the Owner on the Yukon Government Contract form, which will form part of this contract.
4. I/We acknowledge receipt of the following addenda issued during this Request for Proposal:
#_____ #_____ #_____ #_____
5. Proposal Closing Date: **4:00 p.m. Local Time - May 15th 2008**
6. In consideration of being permitted to tender, I/we agree that this Proposal is irrevocable and open to acceptance by the Owner at any time within thirty (30) days after opening of the Proposal(s), whether any other Proposal has been accepted or not.
8. I/we represent and warrant that the Proponent has full power and authority to enter into, perform and execute the Contract, and each person signing this Proposal Form on behalf of a Proponent is properly authorised to do so. I/we agree to be bound by statements and representations made in this response.
8. I/we have read these documents, understand them and intend to be bound by them.

PROPONENT'S FULL LEGAL NAME: _____

DOING BUSINESS AS (if different from above): _____

FULL BUSINESS ADDRESS: _____

BUSINESS LICENSE #: _____ TELEPHONE NUMBER: _____

Sign this form as follows:

Sole Proprietorship: Sole Proprietor to sign where indicated. Insert the words "Sole Proprietor" under Title(s).

Partnership: Partner(s) to sign where indicated. Insert the word "Partner" against each signature under Title(s).

Limited Company: This Form must be signed by duly authorised signing officers of the company, designating beside each signature the official capacity in which the signing officer acts. The Corporate seal of the company, if any, must also be affixed to this Form by a person authorized to do so.

Executed by or on behalf of the Proponent this _____ day of _____, 200_____.

SIGNATURE(S): _____ TITLE: _____
(AND SEAL IF ANY)

PRINTED NAME: _____

PROPOSAL FORM "C"

Request for Proposal for **Full Service Marketing Agency Services**

This document must be submitted in the enclosed, white, Price Envelope.

1. I/We have carefully examined the specifications, together with all other factors affecting the work, and hereby propose to furnish the services in the manner called for in the specifications for:

HOURLY BLENDED RATE IN FIGURES: \$ _____

PROPONENT'S FULL LEGAL NAME: _____

DOING BUSINESS AS (if different from above):

FULL BUSINESS ADDRESS: _____

Sign this form in the space(s) below as follows:

Sole Proprietorship:

Sole Proprietor to sign where indicated. Insert the words "Sole Proprietor" under Title(s).

Partnership:

Partner(s) to sign where indicated. Insert the word "Partner" against each signature under Title(s).

Corporation:

This Form must be signed by one (or more if required by the corporation's own procedures) duly authorized officer of the company, and the officer's position in the corporation indicated beside the signature. The Corporate seal of the company, if any, must also be affixed to this Form by a person authorized to do so.

Executed by or on behalf of the Proponent this _____ day of _____, 200__.

SIGNATURE(S): _____ TITLE: _____
(AND SEAL IF ANY)

PRINTED NAME: _____

Annex A

Please visit the following FTP site for brand information and marketing plan:

<ftp://www.gov.yk.ca/>

UserID: travelyukon

Password: Yukon2008