



Baffin Regional Chamber of Commerce

Building 987-C • PO Box 59 • Iqaluit, Nunavut • X0A 0H0

Phone (867) 979-4654 • Fax (867) 979-2929

www.baffinchamber.ca

Request for Proposal (RFP)

Marketing Services Shop NU Shop Local

Date Issued: August 20th, 2021

Closing Date: September 3rd, 2021



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Representing Business in The Qikiqtani Region Since 1987

Overview

Project Scope

The Baffin Regional Chamber of Commerce is a non-partisan organization established to foster, promote, and improve business development in a responsible manner while providing value to our membership through benefits, partnerships, communications, advocacy, and initiatives. The BRCC is located in Iqaluit and represents business throughout the Qikiqtani Region.

The Baffin Regional Chamber of Commerce in partnership with the Nunavut Chamber of Commerce, Kivalliq and Kitikmeot Chamber of Commerce will be introducing our own Shop NU Shop Local Campaign.

Shop NU Shop Local is a territorial wide initiative in partnership with ISED - Innovation, Sciences and Economic Development Canada/ Government of Canada.

As we head to economic recovery in Nunavut and throughout Canada, we are encouraging this shop local initiative as an opportunity for communities to give back to the businesses that are always so generously giving to community initiatives.

Shop NU Shop Local will launch for registration on September 17th, 2021, which will require logo and media coverage to encourage businesses to sign up. Shop-NU will launch and run from September 27th, 2021, to October 3rd, 2021, which will require posters and passports to get out after September 3rd, 2021, and throughout the campaign as well as media coverage. The remaining additional campaigns will run in the later part of 2021 with encouragement for the participating communities to make contact in September of 2021.

High -Level Requirements

Full Marketing Campaign Requirements:

- Creation of logos for the Shop-NU Campaign as well as work with regional chambers to create their own logo Logos must be able to be use media and website(s) as envisioned by each participating group.



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- Creation of marketing campaign for promotion of all shop local campaigns that will run through print and radio where applicable in each community.
- Creation of a Shop local App to be used by participants to enter contest throughout the campaign.
- Development of poster and passports for participants

Social Media Campaign

- Consistent social media content that will drive traffic to landing pages.
- High level consistent branding of Shop NU Shop Local
- Streamline our pages and or assist in the communities creating their own pages.

Budget

- Approved Budget: Up to \$286,500
- Graphic Work – up to \$3,500 (up to 3 logos – 1 for each region)
- Creation of Shop NU Shop Local App – up to \$50,000
- Media (Radio/Print/social media) up to \$231,000 (all 3 regions)
- Professional fee - \$2,000 (for all 3 campaigns)

Criteria

Firms are invited to submit a proposal for the components identified above
Criteria for evaluation will be as follows:

100% pricing

Preference will be given to members and Nunavut Businesses but is not limited to.

Proposal Submission

One copy of the proposal is to be delivered to the address below, no later than 4 pm EST
September 3rd, 2021, and shall be addressed to the following representative:

Chris West
Executive Director
Baffin Regional Chamber of Commerce
Building 987C P.O. Box 59
Iqaluit, NU
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Or delivered digitally to email: execdir@baffinchamber.ca
This will be downloaded, and a reply email sent to confirm receipt.

Project Questions

Questions submitted by any interested party can be submitted up to one week in advance of the final delivery date for clarification. Questions should be submitted via email to execdir@baffinchamber.ca before 4 pm EST August 27th, 2021, and both question & answer will be circulated to any party that has expressed an interest in this RFP.