



## PILOT PROGRAM RFP QUESTIONS & RESPONSES

### TIMELINE QUESTIONS:

- **Please confirm the proposal submission date is Wednesday May 5th, or Friday May 7th?**

Friday May 7 – will amend RFP.

- **Is the approved program expected to be live exclusively during the Tokyo Olympics period and/or Canada Summer Games period(s)?**

Return to sport will run throughout the year-long period beginning with Tokyo Games and concluding with Canada Summer Games – COVID pending. Safe sport sustained long term.

- **What is the degree of emphasis on having the pilot live and active during the Tokyo Games?**

It would be great to have a strong kick off coinciding with the Tokyo Games. Not knowing what the status of lockdown will be in Ontario in July, we need to be prepared to a grand launch as well as a plan B. Return to sport will run throughout the year-long period beginning with Tokyo Games and concluding with Canada Summer Games in August 2022 – COVID pending, this is based on some prior conversations with the funding partner about a 'Year of Sport' campaign. Safe sport is to be sustained long term as legacy to the campaign efforts for returning to sport safely.

**With regards to the pilot program timeline, are there specific deadlines, and/or milestones outside of the Olympics and Canada Summer Games, that agencies should be aware of?**

SPORT4ONTARIO will work with the successful bidder to establish a schedule of events and milestones between the Olympics and the Canada Summer Games. It's always a little easier when you collaborate/accentuate with other potential partners. While the funding needs to be allocated by Dec 31, 2021, we will work with the government to ensure success into 2022.

- **Is the timing of this launch to take advantage of the spotlight on sport, or are there assets the successful agency can access/leverage?**

SPORT4ONTARIO is anticipating a kickoff coinciding with the start of the Olympics. S4O does not currently have assets to leverage - yet. We look forward to building assets with the successful bidder as well as community partners. Return to sport will run throughout

the year-long period beginning with Tokyo Games and concluding with Canada Summer Games – COVID pending, this is based on some prior conversations with the funding partner about a 'Year of Sport' campaign. Safe sport is to be sustained long term as legacy to the campaign efforts for returning to sport safely.

## **BUDGET QUESTIONS:**

- **Does the \$2,000,000 budget include media?**  
Yes, the \$2M is all inclusive.
- **What is the expected time in the market? Dates span into 2022 (Canada Summer Games) but the budget needs to be spent by December 2021 – can you please clarify?**  
While the funding needs to be allocated by Dec 31, 2021, we will work with the government to ensure success into 2022.
- **Do we assume that part of the \$2M funding for this pilot program would be allocated towards the member organizations to promote Ontario sport and recreation activities through their networks?**  
Not planned to be a grant program, however the return to sport campaign activities and safe sport program activities are to be determined in partnership with the successful bidder.
- **Or would member organizations be engaged to participate outside of the allocated budget?**  
To be determined but yes, the sustainability of the programs long-term will require the members to engage outside of the pilot program funding.
- **Does the \$2M program budget include HST?**  
Yes.
- **For the financial bid portion, program costs may vary considerably depending on approved concepts and strategies. What level of detail is expected for the financial bid in the proposal due May 7th?**  
We are looking for high-level ideas, not a large amount of detail required. An approximate budget to help validate agency candidacy, experience, etc.
- **Re: timing “pilot program should coincide with the Tokyo Olympics (2021) and Canada Summer Games (2022)” but the funding for the pilot needs to be spent by December 2021.**
  - **Does this mean an allocation of the \$2M needs to be held back to execute the Canada Summer Games 2022 portion?** No.
  - **Or will additional pilot project funding be available in 2022 after the initial allocation has been spent by December 2021?** Unknown.
- **Does this budget include all advertising (creative) and media costs?**  
Yes, the \$2M is all inclusive.

## PROCESS AND APPROVALS QUESTIONS:

- **How many stakeholders will be involved in the process?**  
We are working on final structure but anticipate two levels of review: 1) Review of proposal submissions; 2) Review of presentations/interviews
- **Will we need to present to other not-for-profit organizations for their approval/buy-in? If so, how many?**  
The only stakeholders that will participate in this selection process are SPORT4ONTARIO board members and members of the marketing committee.
- **Will you be bringing those other organizations to the table or do you want the agency to facilitate?**  
No further facilitation required.
- **For the number of stakeholders once an agency is chosen. How many stakeholder presentations/rounds of approvals are expected to be needed?**  
1 set of stakeholders on the return to sport program and 2 sets of stakeholders on the safe sport program side.
- **The RFP indicates that should we be selected we would need to present 3 ideas; do we include these 3 ideas in the proposal due May 7th?**  
No.
- **Is a fully ideated plan expected as part of the Methodologies section of the RFP, or this an expectation for phase two (shortlist)?**  
Phase 2 shortlist.

## RESEARCH QUESTIONS:

- **Do you have any research relating to ontarian sentiment/feeling towards sport given COVID? or related opinion polls/surveys?**  
There are many surveys that have been completed and information that can be drawn from them. Example:  
[https://cdn.shopify.com/s/files/1/0122/8124/9892/files/jumpstart\\_state\\_of\\_sport\\_report\\_march\\_2021.pdf?v=1616793836](https://cdn.shopify.com/s/files/1/0122/8124/9892/files/jumpstart_state_of_sport_report_march_2021.pdf?v=1616793836)
- **Does SPORT4ONTARIO have, or can you point to any research or data that speaks to why people may be hesitant to return to sport?**  
There are many surveys that have been completed and information that can be drawn from them. Example:  
[https://cdn.shopify.com/s/files/1/0122/8124/9892/files/jumpstart\\_state\\_of\\_sport\\_report\\_march\\_2021.pdf?v=1616793836](https://cdn.shopify.com/s/files/1/0122/8124/9892/files/jumpstart_state_of_sport_report_march_2021.pdf?v=1616793836)

## PROGRAM QUESTIONS:

- **Can you please expand on what you mean by “program ideas” for round two. There isn’t much time between being contacted and presenting so trying to understand the expectation.**  
Program ideas are the potential ways we can build/share our safe sport program and return to sport safely campaign. Knowing the timelines are so short, we are not looking for a fully detailed program. We are looking for high-level ideas with an approximate budget.
- **Will there be a provided brief?**  
Yes.
- **Are you looking for spec work or will agencies be compensated for that work?**  
There will not be compensation for this work during the RFP bid process.
- **Are there any specific sports that we should focus on or feature as the “heroes” given seasonality/popularity/growth?**  
No, this is intended to be representative of all sport and recreation. "Heroes" can be based on personality, rather than what sport they play.
- **In regards to “heroes”, are there particular sports or recreational activities you want to showcase?**  
No prior decisions or directions are made in regard to sports or people to showcase. To be determined in partnership with the successful bidder.
- **Confirming the program will run in both English and French?**  
No, we don't have to include French.
- **In program deliverables, can you clarify what you mean by vendor lists under final report?**  
The vendor lists will include anyone that purchases were made from. Should there be a future need to replicate the purchase, we'd like to know where it was obtained.
- **When you say “promotions” are you referring to contest, incentives, etc., vs. or can you clarify are you referring to how messaging is “promoted”. Just looking for clarity.**  
A bit of both as a mix of campaign and activities will be important. The options are limitless.
- **What would your weighting be for communicating directly to children vs. adults vs. families?**  
Any chosen campaign or activity promotions will operate in accordance with advertising law and regulations. Promotions will need to be inline with regulations such as targeting laws. To be determined in partnership with the successful bidder.

## **KPI AND SUCCESS QUESTIONS:**

- **What are your benchmarks for success for evaluating RFPs?**  
See section 4.2 and section 5.1.
- **What do you consider winning? Is it awareness research or is it PSO/MSO registrations? etc.???**  
To be determined in partnership with the successful bidder.
- **How will you measure success?**  
To be determined in partnership with the successful bidder.
- **What are the outcomes of a successful pilot program? What are the specific KPIs that would reflect this success?**  
To be determined in partnership with the successful bidder.

## **OTHER QUESTIONS:**

- **Do you have an existing media partner or are you looking for the winning agency to do the media planning/buying?**  
No.
- **Does SPORT4ONTARIO have a creative and/or media buying agency partner?**  
No.
- **Are we to assume the hesitancy to engage with sport is due to the risks posed by the COVID-19 pandemic?**  
Yes.
- **Are there any other factors contributing to sport hesitancy we should consider?**  
On the safe sport side of the program – injury, concussion and maltreatment (abuse, harassment, discrimination, racism) are others.
- **Will the winning agency be provided with a comprehensive list of sport & not-for-profit partner organizations with which to develop the program?**  
Yes.
- **Please confirm the number of agencies participating in the RFP.**  
Unknown as this was an open call. The goal is to get a shortlist of up to 5 agencies.
- **Please confirm if there are restrictions on who can participate in the RFP.**  
No restrictions.
- **Does SPORT4ONTARIO have a relationship with the Canadian Olympic Team [Committee] or Canada Summer Games?**  
Yes.