



REQUEST FOR PROPOSAL

SPORT4ONTARIO (S4O)

Pilot Program for Safe Sport/Return to Sport

Issue Date: April 21, 2021

SPORT4ONTARIO
www.Sport4Ontario.ca

1. INTRODUCTION

1.1 WHO IS SPORT4ONTARIO?

SPORT4ONTARIO is a not-for-profit non-partisan organization dedicated to the promotion of sport and physical activity in Ontario. The organization is governed by a newly voted in volunteer Board of Directors and there are no current paid professional staff – there will be a Managing Director hired soon. The board operates under collaborative model with common principles and frameworks.

Established in 1998, SPORT4ONTARIO has provided the collaborative environment, knowledge and resources to build capacity and drive leadership excellence in the Ontario sport community. SPORT4ONTARIO also oversees the National Sport Trust Fund – Ontario. This initiative allows PSOs/MSOs and their members to establish revenue generation programs for which charitable tax receipts are provided for qualifying donations (recognized by the CRA).

The COVID-19 Pandemic has had a severe impact on all aspects of sport in Ontario, and the new Board of Directors will develop strong relationships and work together with staff and officials at the Ministry of Heritage, Sport, Tourism and Culture Industries, and other government leaders to implement strategies to help revive the sport sector. The Board will also seek to align with similar provincial entities across the country and with the national sport system.

1.2 BACKGROUND

SPORT4ONTARIO received funding in 2020-2021 to deliver a pilot program that helps children, adults and families regain confidence in sport and recreation activities. The program will support grassroots physical activity and recreation programming. It will promote mental wellness and safety in sport that is free from harassment, abuse and discrimination.

This program will include a strategy to promote safe sport as well as return to sport and activity. A return to sport at all levels and abilities of play is critical, and so too is making sure sport is a safe and inclusive environment for all. The funding investment will also allow SPORT4ONTARIO to continue its promotion and adherence of [Rowan's Law](#), Ontario's concussion safety and prevention legislation, and its commitment to mental health advocacy and initiatives through sport and recreation. The final deliverable must include a communication and execution plan.

Through this investment, SPORT4ONTARIO is also interested in working with existing not-for-profit organizations and charitable sport foundations in Ontario to amplify the reach of this funding, with the goal of increasing accessible sport and recreation programming to more children and families in Ontario. SPORT4ONTARIO will follow all recommendations from our provincial and regional medical officers when planning for the return to play, and work with the Ontario Sport Sector ([see examples](#)) to consider the return to play protocols required.

1.3 KEY DATES

The following is the schedule for this process:

April 21, 2021	RFP Issued
April 24-28, 2021	Question Period <i>(All questions are to be submitted via email to info@sport4ontario.ca. Responses to all questions submitted before the deadline will be addressed in an addendum and posted on the SPORT4ONTARIO website by May 1st)</i>
May 7, 2021, 12PM ET	Deadline to submit proposal
May 14, 2021	Deadline for shortlisted agencies to be contacted
May 17-19, 2021	Interviews of shortlisted agencies <i>(Shortlisted agencies will be required to provide up to three (3) program ideas during their presentation interviews)</i>
May 25, 2021	Selection/Notification
July 2021	SPORT4ONTARIO pilot program launches

1.4 COMMUNICATION AND SUPPORT

Please contact info@sport4ontario.ca for any inquiries during the RFP process.

1.5 RFP SUBMISSION

Proposals will be accepted via email by **12PM (noon) ET on Friday, May 7, 2021.**

Submission method: Email electronic version of proposal in PDF format to info@sport4ontario.ca .

Proposals should include all the components listed below in 4.1. Upon receipt of proposals, SPORT4ONTARIO will review and invite a shortlist of agencies for interviews. **Shortlisted agencies will be invited to a meet with the evaluation committee for a broader conversation on skills and alignments to the RFP Requirements Section 4.2. Shortlisted agencies will be provide a list of criteria the committee will be using for evaluations along with a briefing document no less than 5 business days in advance.**

2. PILOT PROGRAM OBJECTIVES

2.1 PROGRAM OVERVIEW

The purpose of this RFP is to select an agency that can bring a pilot program to life with strong communication and collaboration that promotes safe sport and a return to sport for all of Ontario. The pilot program will include a virtual and in-person component in addition to a promotional strategy that targets kids, adults and the entire Ontario Sport Sector.

The Marketing and Communications Committee of the Board, the Board, and staff will work closely with the successful agency to develop the pilot program. It is also important that other not-for-profit

sports organizations be consulted in developing the program. Following the development of the program, the agency will work with a very small team of staff from SPORT4ONTARIO on the execution of the program to ensure the lasting legacy of safe sport.

The SPORT4ONTARIO's pilot program will support the following themes:

- Return to sport for grassroots sport organizations that cater to children, adults and families
- Equity, diversity and inclusion specific to recreation and sport
- Mental health and wellbeing for sport to be free from harassment, abuse and discrimination
- Rowan's Law and the safe practice of sport

The pilot program will also take into consideration that sport may not return quickly due to COVID-19 restrictions. Therefore, the program should be flexible by including virtual and in-person components that respect physical distancing and potential COVID-19 stay-at-home orders.

2.2 PROGRAM DELIVERABLES

There are two deliverables for the pilot program. These deliverables will be created collaboratively with the successful bidding agency and SPORT4ONTARIO.

1. Program Design: including the themes of safe return to sport; equity, diversity, inclusion and accessibility; mental health and wellbeing; Rowan's Law and the safe practice of sport
2. Promotional Strategy: targeting children, adults and grassroots sport and recreation organizations including the entire Ontario sport and recreation sector
3. Final Report: including all executional requirements that support the lasting legacy of the program (ie. vendor lists, work-back plans, recommendations)

3. BUDGET AND TIMELINES

3.1 BUDGET

The budget for this pilot program is \$2,000,000. The budget of \$2,000,000 should include the execution of the pilot program, the cost of promotions and all agency fees. The funding of the pilot program needs to be spent by December 2021.

3.2 TIMELINES

Pilot program should coincide with the Tokyo Olympics (2021) and the Canada Summer Games (2022).

4. PROPOSAL AND AGENCY REQUIREMENTS

4.1 PROPOSAL REQUIREMENTS

Agency Information

- Agency name, address and primary contact
- Agency profile and areas of expertise
- Organizational structure
- Personnel including names and titles of those who will lead and deliver the work

Methodologies

- Work plan and critical steps: including program ideation and conceptualization with

- SPORT4ONTARIO Board, staff and other partners
- Schedule of deliverables: including major milestones

Past Experience

- Past Work - Three (3) examples of similar programs that your agency has executed for children, adults and families including any of the themes of the pilot program
 - Partnership and Sponsorship - Examples should include how your agency has worked with other sport organizations and sponsors
 - Promotions - Examples should include creative promotional strategies for programs with short lead up times
 - Project Evaluation - Examples should include methodologies your agency used in the past to evaluate the efficacy of a program or campaign

Financial Bid

- Break down cost by planning, program execution, and promotional strategies
- Identify other expenses required to complete this project (i.e. agency fees, staffing)

Attachments

- Qualifications and Experience - Snapshot of past work including organizations
- Résumé of all who will work on this pilot program
- Minimum of three (3) references from past work; including contact names and telephone numbers

Proposals should include all the components listed above. Upon receipt of proposals, SPORT4ONTARIO will review and invite a shortlist of agencies for interviews. **Shortlisted agencies will be invited to a meet with the evaluation committee for a broader conversation on skills and alignments to the RFP Requirements Section 4.2. Shortlisted agencies will be provide a list of criteria the committee will be using for evaluations along with a briefing document no less than 5 business days in advance.**

4.2 AGENCY REQUIREMENTS

Bidding agencies should have a good sense of the following:

- A broad understanding of sports clubs in Ontario, especially the Ontario sport sector
- A proven track record of working with not-for-profit sport organizations
- An expertise in executing programs with COVID-19 restrictions
- An ability to work under tight deadlines with quick-turn times
- A demonstrated aptitude for analytics and evaluation processes and procedures
- An excellent reputation building influential programs, preferably multi-year programs

5. OTHER

5.1 RFP EVALUATION CRITERIA

The following criteria, shown in order of importance, form the basis upon which S4O will evaluate proposals.

- Qualifications and Experience – 20%
- Methodologies - 15%

- Financial Considerations - 25%
- Proposal (ability to provide all requested requirements) - 15%
- References - 10%
- Deliverable Schedule - 10%
- Additional Value Added Enhancements - 5%

Shortlisted agency presentations will be evaluated with a separate criteria.

See Appendix A for Terms and Conditions.

APPENDIX A

TERMS AND CONDITIONS

You must follow these guidelines and requirements when preparing and submitting your proposal:

1. Proposals received after **12:00pm (noon) ET Friday, May 7, 2021**, will not be accepted. Late proposals will not be opened or read, under any circumstances. S4O will not grant any exceptions to this requirement.
2. Once submitted, a bidder's proposal can be withdrawn at any time.
3. Any costs associated with preparing and presenting proposals in response to this RFP and for providing any additional information required by S4O to facilitate the evaluation process **are the sole expense and responsibility of the bidder and will not be reimbursed or paid by S4O**. S4O also reserves the right to discontinue this procurement process at any time, and makes no commitments, implied or otherwise, that this process will result in a business transaction with one or more parties. All supporting documents and manuals, submitted with this proposal, become the property of S4O, unless explicitly requested, in writing, by the vendor and approved by the S4O.
4. The statements made in a bidder's proposal are binding to the reliance of S4O; therefore, a representative of the bidder that is authorized to do so, preferably an officer of the company, must sign the vendor proposal.
5. If a bidder wishes to submit alternate solutions, they may do so. Alternate solutions should be treated as separate proposals.
6. A bidder is required to provide S4O with exact prices quoted in the proposal for at least 90 days from the date of submission. The price quoted should be inclusive. If the vendor price excludes certain fees or charges, the vendor must provide a detailed list of fees with a complete explanation of the nature of those fees.
7. If the execution of work to be performed by the bidder requires the hiring of sub-partners, the vendor must clearly state this in their proposal. Sub-partners must be identified and the work they will perform must be defined. In the vendor proposal, a vendor must provide the name, address, telephone number & expertise of the sub-partner. S4O will not refuse a proposal based upon the use of sub-partners; however, we retain the right to refuse the sub-partners selected.
8. By submitting a proposal, a vendor agrees to all the terms and conditions of this Request for Proposal.

9. S4O and vendor agree that all details of this Request for Proposal process, including both financial information and proposal concepts, shall be confidential during this process, and thereafter, and do whatever is reasonably necessary to preserve such confidentiality. The contents of all media announcements, if any, regarding the selection of the S4O's vendor shall be agreed upon by both parties prior to being released or published. Neither party shall unreasonably withhold its agreement to an announcement.
10. S4O does not bind itself to accept either the lowest cost tender or any tender submitted.
11. S4O will not be liable for any costs or expenses incurred in the preparation of a tender.
12. The vendor, if chosen, shall undertake to indemnify S4O against claims and litigation (including legal fees) related to/arising from the activities of the vendor.
13. The vendor, if chosen, shall undertake to disclose any conflicts of interests in the provision of the services.
14. S4O reserves the right to and may exercise any or all of the following rights and options with respect to this RFP:
 - a. To reject any and all proposals, to seek additional proposals, to enter into negotiations and subsequently contract with more than one vendor if such action is in the best interests of S4O. S4O will not be required to provide reasons for accepting or not accepting any particular proposal;
 - b. To evaluate separately the individual components of each proposal and decide to contract with such vendors for any such individual component(s);
 - c. At its sole discretion to cancel or withdraw this Tender with or without the substitution of another Tender, to alter the terms and conditions of this Tender (including, without limitation, extending the times and deadlines referred to in this document), and to conduct investigations as to the qualifications of each vendor at any time;
 - d. To alter the proposed implementation schedule at its sole discretion.
 - e. To not be bound at any time to the acceptance of any Tender and in no way does this invitation to treat process bind S4O into any contractual relationship whatsoever.
 - f. To contact vendor(s) to clarify or confirm information, without obligation to other vendors
 - g. Invite vendors to provide brief presentations.
 - h. Negotiate with one or more vendors.
15. The selection of any vendor is conditional upon the negotiation and execution of a satisfactory contract between S4O and the vendor(s).
16. S4O may, in its sole and absolute discretion, enter into discussions or negotiations with one, some or all of the vendors. Without limiting the generality of the foregoing, such discussions and negotiations may deal with terms that are different or in addition to those in this Tender or in a proposal. S4O shall not be required to enter into discussions or negotiations on similar or other terms or offer any modified terms to any vendor. S4O shall incur no liability to any vendor as a result of these discussions, negotiations or modifications. Such discussions and

negotiations shall not affect the irrevocability of the proposals as specified, which irrevocability shall remain in full force and effect until such time as the proposal is accepted or the proposal expires or the vendor and S4O mutually agree in writing on any modified terms as a condition to S4O's acceptance of the proposal.

17. The vendor(s) will indemnify and save harmless the S4O, its agents, employees and elected officials from and against any and all liability whatsoever for losses, liens, charges, claims, demands, payments, suits, actions, recoveries, and judgments including legal fees and expenses of every nature and description brought or recovered against either the S4O, its agents and employees, or the contractor by reason of an act, error or omission of the vendor, its agents employees or licenses in providing the services, including, without limiting the generality of the foregoing, loss or damage to property, injury to or the death of any persons, alleged copyright, patent or other intellectual property rights infringement or interference, defective design or damage to the environment.
18. A successful vendor shall obtain and maintain for the duration of the services, at its own cost, the following insurance, amounts to be approved by S4O, on terms and from insurers satisfactory to S4O:
 - a. Comprehensive General Liability coverage, covering premises and operations liability;
 - b. Completed Operations Liability coverage;
 - c. Contractual Liability coverage; and
 - d. Owned and Non-owned Automobile Liability Insurance coverage.