

HALIFAX 2020 NORTH AMERICAN INDIGNEOUS GAMES HOST SOCIETY

REQUEST FOR QUOTE No.1

Social Media and Digital Management Support

Scope of Work

Between July 11-19, 2020, Halifax and Nova Scotia will host the 2020 North American Indigenous Games. 5,000 athletes, coaches and managers from 26 regions across Turtle Island will gather in Kijipuktuk (Halifax) to compete in 16 different sports. This will mark the first time that the North American Indigenous Games have been hosted in Nova Scotia and Atlantic Canada.

Detailed Scope of Work

The Host Society is seeking a qualified supplier to provide:

- **Development of social media & Digital strategy in consultation with NAIG 2020 staff**
- **NAIG 2020 website audit**
- **Social media onboarding and analytics set-up and tracking**
- **Training facilitation on publishing and measurements tools with NAIG 2020 communication staff**
- **Regular support in content creation (capturing & editing, photography & video)**
- **Management of social media channels (Facebook, Twitter, Instagram) with support from NAIG Staff and volunteers**
- **Placement and optimization of all digital advertising**
- **Monthly reporting on social media and digital advertising**
- **In and Post Games Management**
- **Approximately 60 – 65 billable hours a month of support**

Any technical questions in reference to this RFQ, should be directed to Karalee Clerk, Manager, Marketing, Communication & Media, karalee.clerk@naig2020.com

Timelines

Quotes for this scope of work will be requested by **February 28, 2020**

Support required from **March 1, 2020 (or as soon as awarded) to July 30, 2020**

The proponent is expected to work closely and cooperatively with the Host Society staff.

Quote responses

Please submit responses **by 2pm February 28, 2020 Atlantic Daylight Time**, to Micheline Robichaud, Executive Assistant, micheline.robichaud@naig2020.com

Quote responses should include, but are not limited to the following:

- Ability to meet technical requirements as per details above
- Provide information on successful history with similar projects
- Provide information regarding to your team that will be involved in the project
- Ability to meet timelines – please provide lead times for
- Provide information on how your company aligns with the four pillars of NAIG 2020 (Friends Made, Games Played, Culture Shared, Legacy Lives) and potential impact of NAIG 2020 on Indigenous youth and City of Halifax.

Contribution or Consideration for Marketing Rights

Companies may, at their option, provide to the Host Society, a specified amount of contribution in consideration for sponsorship rights associated with the Halifax 2020 North American Indigenous Games. The Halifax 2020 North American Indigenous Games Host Society is a **non-profit** organization and therefore all sponsorships and contributions help make these games a success. The contributions may be in the form of cash payments, price discounts, in kind supply of goods or services, and/or legacy options. All technically compliant bids shall be evaluated on the basis of the price quoted for this scope of work, including as the Host Society shall elect, the valuation of any contributions for sponsorship rights.

The Host Society reserves the right to evaluate and negotiate separately with all Contractors for the base cost of the quote either separately or in conjunction with the consideration offered by the bidder in respect to the sponsorship rights.

If interested, please include the following detail in your quote response:

Consideration for sponsorship rights:

Cash- \$ _____

Discount to Base Cost _____% or \$ _____

Other (i.e. Legacy), as detailed hereunder:
