

BHP
Enchanted
Forest
HOLIDAY LIGHT TOUR

Request for Proposal

Marketing Lead – Enchanted Forest

RFP Closing: NOVEMBER 18, 2024 at 2:00 PM Saskatchewan Time (UPDATED October 9, 2024)

RFP Contact:

Jennifer Lester

MNP LLP

Email: jennifer.lester@mnp.ca



Request for Proposal

This Request for Proposal (RFP) seeks the establishment of a three-year contract with a leader in the event marketing field to manage and lead all activities related to the Enchanted Forest annual event (the “Event”).

The Saskatoon Zoo Foundation and the Saskatoon City Hospital Foundation (the “Foundations”) together have established a Joint Committee to manage the development and implementation of an RFP process for this role and management following the engagement. The process was established to ensure additional transparency and fairness for the process of contracting a Marketing Lead as part of overall strong governance practices for this high-profile joint Event.

The Event is a significant generator of fundraising dollars for each Foundation via sponsorships and attendance. The successful Proponent will be working closely with members of the Joint Committee, which include staff and board members from each Foundation.

The Joint Committee engaged MNP LLP to support the administration of the RFP process; as such, Jennifer Lester, Senior Manager with MNP LLP, is the contact for all inquires related to this RFP. The Joint Committee is inviting Proponents to provide proposals for the provision of professional event marketing and management services related to the Enchanted Forest annual event. An individual or entity responding to this RFP is referred to in this document as a “Proponent”.

This RFP is not a tender and does not create contractual obligations between the Saskatoon Zoo Foundation and/or the Saskatoon City Hospital Foundation, the Enchanted Forest and/or the Joint Committee and any Proponent.

About the Enchanted Forest

The Enchanted Forest was established in 1998 by the Saskatoon City Hospital Foundation and the Saskatoon Zoo Foundation. This unique, drive-through Christmas light show set in an urban forest was established with a first set of displays at an initial investment of \$750,000. The first season was a huge success, and the rest is history. A decision was made to reinvest in a new display every year to keep the show fresh and to attract visitors year after year. The Event has now been in operation for 26 seasons. The Event attracts over 80,000 visitors annually and generates over \$200,000 for the two charities to share.

Submission of Proposals

To receive any further information related to this Request for Proposal, please complete and email an Intent to Respond form (Appendix A) to jennifer.lester@mnp.ca by no later than 2:00 PM Saskatchewan Time on September 23, 2024. The subject line of the email should read “Intent to Respond to RFP: Marketing Lead – Enchanted Forest”.

The Proponent’s proposal must be emailed as a PDF and received by Jennifer Lester at jennifer.lester@mnp.ca by no later than 2:00 PM Saskatchewan Time on October 14, 2024. The subject line of the submission email should read **“Response to RFP: Marketing Lead – Enchanted Forest”**.

Late proposals may be rejected at the sole discretion of the Joint Committee. The Joint Committee may, in its sole discretion at any time, extend the deadline for receipt of proposals. If the Joint Committee extends the deadline for receipt of proposals, it will be shared with Proponents who have submitted an Intent to Respond form.

The Joint Committee is not responsible for any costs incurred by Proponents in preparing their proposals, attending any meetings with the Joint Committee, making any presentations to the Joint Committee in connection with their proposals, or otherwise participating in this RFP process.

Proponents are solely responsible for ensuring their proposals are complete and delivered on time.

Inquires

Inquires concerning this RFP are to be directed in writing to:

Jennifer Lester, MNP LLP
jennifer.lester@mnp.ca

The subject line of the inquiry email should read “Question Regarding: Marketing Lead – Enchanted Forest”. All questions and inquires must be submitted no later than September 25, 2024, 2:00 PM Saskatchewan time. All questions submitted, and related responses will be provided to all Proponents who have submitted the Intent to Respond form (Appendix A).

Proponents are asked to refrain from contacting other employees, board members, or officials of the Saskatoon City Hospital Foundation and the Saskatoon Zoo Foundation with respect to the RFP process, including for the purposes of lobbying or attempting to influence the outcome of this RFP process. Any such contact may, in the Joint Committee’s sole discretion, result in disqualification.

Project Scope - Role

As noted, the Event is seeking to engage a professional marketing firm/individual (the Proponent) to take on the various tasks related to the Enchanted Forest annual event. The period of the contract is for three years, with the option for extension, up to an additional three years but the term extension is to be determined by the Joint Committee.

The following information outlines the anticipated key activities for the role. Proponents are asked to demonstrate their ability and experience in conducting these activities for similar sized and/or high-profile events. Proponents are encouraged to identify where they have innovative ideas or approaches to conducting the key activities and to describe these ideas/approaches.

The ideal Proponent should be familiar with and have established relationships within the local Not for Profit industry – organizations, donors, supporters etc., local businesses and the media. The Proponent will have a proven track record in event management and marketing of the event. The Proponent will be responsible for managing, implementing, and growing the Event, reporting to and collaborating with the Joint Committee, management team, and controller as appropriate. The successful proponent will understand the elements of grant writing and will be leading the submissions to various granting agencies as part of the role.

The Proponent will have the ability and experience working with Boards and possess an understanding of good governance concepts. The Proponent will have comfort and expertise in a variety of settings representing the Event throughout the year, including but not limited to acting as the Public Relations contact for the Event and acting as a Master of Ceremonies as required.

The following provides additional details on the various aspects of the role that should be addressed in your response.

1. **Budget** – The Proponent will develop an annual marketing budget in conjunction with event operations and other related Enchanted Forest departments. The Proponent will establish revenue and expense projections for the Event and actively monitor and manage the Event marketing budget.
2. **Sponsorships** – The Proponent will design and market Event sponsorship packages, as well as provide sponsorship fulfillment packages including delivery of complimentary passes. The Proponent will secure and work with a Title sponsor on long-term commitments and sell individual light display sponsorships. Sponsor events including the Title sponsor private preview night, the sponsors/media preview night, and the sponsor Christmas dinner will be managed by the Proponent.
3. **Marketing** – The Proponent will design the annual marketing plan, including annual event marketing themes and concepts, and special promotions, contests, and other activities to attract visitors and sponsors. The Event is to be promoted as a Saskatchewan Christmas Tradition and a “must do” event over the holiday season. The Proponent will develop and manage marketing partnerships to maximize Event visitation and will continually search for cross-marketing opportunities in the community.
4. **Enchanted Express Pass Sales** – The Proponent will develop and manage an Enchanted Express Pass sales program with retail partners, including the design and production of Point-of-Purchase (POP) sales materials to assist retail partners with Pass sales, delivering and setting up POP materials and Passes to all retail sales outlets, monitoring and managing Pass sales throughout the duration of the Event, and managing the collection of Pass sales revenues from the retail outlets at the conclusion of the Event.
5. **Media and Website Management** –The Proponent will design and manage a creative multi-media advertising campaign with all Saskatoon media outlets, negotiating all advertising deals and special

promotions. The Proponent will coordinate media announcements, releases, and special media events such as “Light Up the Forest”. Working with the two Foundations, the Proponent will arrange and represent the Enchanted Forest during media interviews, ensuring the interviews given and stories told facilitate the media’s work to promote the Enchanted Forest. The Proponent will design and manage an informative Event website and effective social media plan that includes use of Facebook, X (Twitter), and Instagram and others as identified by the proponent with approval by the Joint Committee. Media, including social media, will be used by the Proponent to maximize awareness of the Saskatchewan Blue Cross Light Walk, and to drive traffic to participating retail sales outlets to purchase Enchanted Express Passes.

The Proponent will develop contests and other opportunities for potential visitors to post information on the Enchanted Forest to expand the Event’s reach to a wider audience. The Proponent will keep the Enchanted Forest in the public eye for the duration of the seven-week run to maximize exposure for the Event.

Proposal Content – Response Requirements

Proponents are asked to include at a minimum the following information in their responses. Ensure in your response that you indicate how you (and your firm) can fulfill the following skill set requirements.

Introduce Yourself

Describe your firm and/or team and any sub consultants you intend to engage (e.g. firm history, size, locations, etc.) and what services each member will be providing. The Joint Committee would like to understand how the event aligns to your organization’s values and culture.

Outline how you would approach the required role and key activities as outlined in this RFP. Innovations and new ideas on how to execute and grow the Event are encouraged.

Experience and Expertise

How long have you been in business?

Describe your (and your team’s) experience with similar projects or events with a scope of \$500,000 (e.g. sponsorships, attendance, etc.).

Provide three (3) client references and contact information for the identified references.

Identify the key personnel that will be assigned to this Event and their related roles.

Professional Fees

Proponents should provide a fee proposal which outlines an estimate of professional fees (by year for three years) including an estimate of reimbursable expenses and costs. The Joint Committee will work

with the successful Proponent to finalize the project budget in advance of contract finalization. The Proponent is asked to outline any significant assumptions related to the fee proposal as required.

Evaluation Process

The following represent the key dates in the evaluation process for this RFP:

Release of RFP	September 16, 2024
Deadline for submission of Intent to Respond	September 23, 2024, 2:00 PM Saskatchewan Time
Deadline for RFP inquiries	September 25, 2024, 2:00 PM Saskatchewan Time
Answers to RFP inquiries shared	October 1, 2024