



Request for Proposal

RFP-MUN-07-2025

Marketing and Design Promotional Services

www.bonfieldtownship.com

1. Introduction

The Township of Bonfield is pleased to invite you to respond to this Request for Proposal (RFP) for Marketing and Design Promotional Services. The intention of this RFP is to solicit responses and formal proposals from qualified Marketing and Design Companies, and to select a single organization to provide these services to the Township of Bonfield on an as-needed basis.

The Township of Bonfield is located along Highway 17 east, in the District of Nipissing with a population of ~2,148. The Township is a single-tier municipal government with a five-member Council.

Operations of the Township of Bonfield are managed out of the municipal office located at 365 Highway 531, Bonfield with ten (10) full-time staff, and four (4) part-time staff.

2. Intent of the Proposal

The Township of Bonfield is seeking to engage the services of a qualified firm (respondent) to provide marketing and design-related services on an as-needed basis. The Township's goal is to work in conjunction with the selected business - producing the required final draft materials - which would then be fully branded, designed, produced, and/or printed as required by the marketing and design firm. All marketing and design-oriented materials produced by the firm will successfully and consistently promote the Township's vision, mission and brand, in ways that achieve high standards for design quality and visual appeal.

One example of a project which the firm could be asked to produce design-related content for is the Township's new Business Retention and Expansion (BR+E) Initiative. Specified tasks may include:

- The preparation of a new typeface naming the project which can be replicated across different marketing and design materials (including social media content produced in-house by Township-staff).
- Marketing materials including digital and hard copy posters, mailouts, and other communication-based resources considered necessary to promote the initiative.
- The final design and formatting of project outputs including written reports, executive summaries and fact sheets; plus
- Other relatable, accessible, and science communication-friendly content.
- All logos and materials produced will be deemed to be the property of the Township of Bonfield.

Please note: the above list is not exhaustive, and dependent on the precise outcomes and outputs arising from this work, other contractual work could be made available.

The Township intends to seek the best solution, based on the evaluation criteria contained in this RFP. The successful marketing and design firm will be engaged early-on in the process to refine the scope of work, and the initial outputs required; and will be expected to produce on-demand materials and resources in accordance with set deadlines; and in ways which enable the Township to clearly and effectively communicate its activities with local residents.

3. Township Existing Systems

The Township of Bonfield recommends that each bidding contractor visits the Township's website at www.bonfieldtownship.com before submitting their bid documents. The selected contractor must be satisfied regarding the terms and conditions of the contract [to be signed] as they apply to the work as specified. The Contractor shall not claim that there was any misunderstanding of the terms and conditions of the contract related to marketing and design services at any time following the submission of their proposal.

4. Scope of Products and Services

The CMS listing in the Functionality Table below represents functional categories and is not comprehensive. Others may be recommended or added. The Township's preferred marketing and design consultant must be able to deliver the desired components as shown in the following chart:

#	COMPONENT / MODULE	FUNCTION	OFFERED (Y/N)	CONTRACTOR COMMENTS
1	Design Services	Conceptualize, draft, discuss, review, modify, substitute, and/or remove design-oriented content as necessary, on a project-specific basis. Commitment to share all design-led works with the Township of Bonfield in various file formats, including jpeg and vector formats.		
2	Marketing Services	High-level review and/or editing of written materials prepared by Township staff; combined with the detailed design, layout, formatting, and development of written reports; and the sourcing and import of licensed and unlicensed images as necessary on a project specific basis.		
3	Translation Services	Support the creation and management of content in English and French.		

4	Print Services	Coordinate the final design, scaling, publishing and printing of final written reports, and other program related materials, including the coordination of competitive quotes (if necessary) to ensure high quality printed products and best value for money on behalf of taxpayers.		
5	Other Services	<p>Additional design-oriented services and support in regard to:</p> <ul style="list-style-type: none"> a) The preparation of bar / pie charts, graphs, infographics, and other science-communication-friendly information to interpret and explain data. b) The crafting of social media specific imagery for use on various online and social media platforms including the Township's newsletter(s), and other media-facing content. c) Assurance that all related materials are compliant with best practice standards related to accessibility in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) 2005, and other prescribed legislation. d) Assistance with the design, printing, and production of the annual calendar. e) Other services as required. 		

5. Date of Proposal Submission

One (1) original proposal shall be submitted in a sealed envelope addressed as follows:

RFP-MUN-07-2025
Nicky Kunkel, CAO - Clerk Treasurer

Proposals must be submitted under the following instructions:

PROPOSAL CLOSING DATE: **Friday August 22, 2025**
TIME: **2:00 p.m.**, EST (local time)
LOCATION: Township of Bonfield Office
365 Highway 531
Bonfield ON P0H 1E0

Submissions received by the date and time of closing will be opened immediately following the time of Tender closing.

Project Contact

Nicky Kunkel
CAO, Clerk-Treasurer
Township of Bonfield
705-776-2641
cao.clerk@bonfieldtownship.com

6. Proposal Content Requirements

6.1 Company Profile and Experience (>1500 words)

- a) Provide an introduction to your firm and include the number of years in business under this company's name, and the firm's primary business.
- b) Describe the capability and experience of delivering the proposed marketing and design services in a municipal setting, including the implementation methodology and customer support services.
- c) Describe any implementation challenges you faced in your past projects and how you solved them.
- d) Identify the proposed team leader and any additional key team members that would work with the Township. Highlight the relevant qualifications and experience of each.
- e) Provide up to three projects of similar or greater magnitude and have been successfully completed within the past three (3) years.
- f) Include a reference for each project, including their name and contact information. References may be contacted, and their response may be used to form part of the evaluation score.

6.2 Proposal

- a) Describe your approach to client relations, and your understanding of the municipal context (>250 words).
- b) Summarize any additional value-added support services that can be made available to the township in the context of marketing and design (>250 words).
- c) Describe your preferred approach to project management, including an estimation of the timeframes required to produce design-based content; and/or described marketing materials and associated information on behalf of the Township of Bonfield. Include any details regarding the timing and necessity of Township staff resources (>250 words).
- d) Commitment to signing a contract with staff representing the Township of Bonfield.

6.3 Budget

The Proponent's submission shall include:

- a) A breakdown of the hourly rate(s) of named employees and/or sub-contractors, exclusive of HST.
- b) Other anticipated or estimated costs (i.e., related to mileage / travel, printing costs, or other disbursements).

6.4 Submission Format

- a. The Form submitted alongside your proposal must be completed in its entirety and signed as a hard copy. All entries shall be clear and legible and made in a non-erasable medium and signed in ink.
- b. Submissions may be mailed, couriered, or hand-delivered to the Township of Bonfield's Municipal Offices located at **365 Highway 531, Bonfield, ON, P0H 1E0**.
- c. Delivery of the Tender through a third-party courier service shall be at the risk of the Proponent and must be arranged in due time for the Tender to arrive at the specified location before the Tender closing time. Failure of a third-party courier to submit the Tender prior to the Tender closing time will result in the disqualification of the Tender and will be at no fault of the Township.

7. Proposal Evaluation

All submissions must be in compliance with the requirements of the RFP process in order to be considered for evaluation.

All qualified Proposals will be reviewed and evaluated by staff for approval prior to acceptance of the successful Proposal by Council.

7.1 Proposal Selection

For the purpose of evaluation, the following criteria will be utilized to score each Proponent's Proposal.

Category	Description	Points
Experience, Qualifications, and approach to Project Management	The Evaluation Staff will consider the Proponent's demonstrated experience on similar projects and key personnel. Proponents should include a statement of their approach to project management, and the features of their services that give them a competitive advantage.	10
Budget and Cost	Materials and cost list. HST must be shown separately. Approach to schedule and cost controls	30
Marketing & Design Services	Can the Proponent meet the requirements of the RFP. How easy will the contract be to administer. How flexible and accommodating can the consultant be?	40
References	List of previous clients / professional references	10
Support Services	What are the hours / days of support, the estimated response time to inquiries, and the availability of the consultant to meet with Township Staff on a periodic basis.	10

7.2 Proposal Award Procedure

All Proposals shall be final and binding on the Proponent for a period of 60 (sixty) days from the closing date and may not be altered by any subsequent offerings, discussions, or commitments unless the Proponent is requested to do so by the Township. The Township reserves the right to invite shortlisted responders to an interview as part of the evaluation process.

The Township will notify the Successful Proponent of the award. The Successful Proponent agrees to accept the terms of the RFP document as the work agreement.

The Township reserves the right to reject any or all proposals.

The Township also reserves the right not to proceed with use of the consultant's services, without stating a reason thereof.

GENERAL CONDITIONS

1. Indemnification

The Successful Proponent shall indemnify and hold harmless the Township, its officers and employees from and against any and all liabilities, claims, demands, loss, cost, expenses, damages, actions, suits or other proceedings by whomsoever made, directly or indirectly arising from the provision of services attributable to bodily injury, sickness, disease, or death or to damage to or destruction of tangible property caused by any acts or omissions of the Proponent, its officers, agents, employees, or other persons for whom the Proponent is legally responsible.

2. Occupational Health and Safety Act

The Proponent's attention is drawn to the regulations issued by the Ministry of Labour for the Province of Ontario under the Occupational Health and Safety Act. The Proponent acknowledges that they will comply with the Act, and all applicable regulations related to the contracted work. For construction-related agreements, the Proponent agrees to assume the role of the Constructor under said Act as it relates to the completion of this agreement.

3. Freedom of Information

The Township is subject to the Municipal Freedom of Information and Protection of Privacy Act, as amended (MFIPPA) with respect to, and protection of, information under its custody and control. Accordingly, all documents provided to the Township by the Proponent pursuant to this document may be available to the public unless the party submitting the information requests that it be treated as confidential.

Any specific scientific, technical, commercial, proprietary, intellectual or similar confidential information, the disclosure of which could cause them injury or damage may be identified as confidential. Proponents are encouraged to place all such details and information within a separate section of their submission. Complete Proposals are not to be identified as confidential.

4. Accessibility for Ontarian's with Disability Act, 2005

The Proponent's attention is drawn to the regulations within the AODA and acknowledges that they will comply with the Act as it relates to the completion of this project.

5. Cancellation

If the Proponent should neglect to execute the work properly or fail to perform any provision of this Award, the Township, after three (3) business days written notice to the Proponent, may, without prejudice to any other remedy in existence, make good such deficiencies and may deduct the cost thereof from any payment then and thereafter due to the Proponent. Continued failure of the Proponent to execute the work properly shall result in termination of Agreement.

6. Proposal Withdrawal or Replacement

Any Proposal may be withdrawn prior to the scheduled time for Proposal Closing by submitting written notice to the RFP contact. Replacement Proposals are welcome until the Proposal Closing.

7. Disqualification

The Township reserves the right to reject the lowest, and/or any proposals. Failure of the Proponent to satisfy any term or condition of this RFP may result in the rejection of said Proposal. Further, any incomplete proposals, qualified proposals, proposals not properly signed or dated, proposals received after the closing date / time, proposals completed in pencil, proposals with incomplete calculations, and proposals lacking required information will be rejected as incomplete.

8. Solicitation of Council Members, Township Staff and Township Consultants

Service Providers and their agents shall not contact any member of the Township Council, unauthorized Township staff or Township consultants with respect to this RFP, other than the Contract Administrator at any time prior to the award of a contract or the cancellation of this RFP.

Should the Service Provider or any of his agents give or offer any gratuity to or attempt to bribe any member of the Township Council, Officers or Servants, the Township shall be at liberty to cancel the contract forthwith or to direct the Township to take the whole or any part of the works out of the hands of the Service Provider under the same provisions as those specified.

No Service Provider may discuss or communicate about, directly or indirectly, the preparation or content of its Quotation with any other Service Provider or agent or representative of any other Service Provider or prospective Service Provider. If the Township discovers there has been a breach at any time, the Township reserves the right to disqualify the Quotation or terminate any ensuing Agreement.

9. Examination of Documents

Each Proponent must satisfy themselves by a personal study of the RFP documents, by calculations, and by personal inspection of the site, respecting the conditions existing or likely to exist in connection with the proposed work. There will be no consideration of any claim, after the submission of Proposals, that there is a misunderstanding with respect to the conditions imposed by this RFP. Prices must include all incidental costs, and the Proponent must be satisfied as to the full requirements of the RFP.

**FORM OF PROPOSAL - MAIN
Responders Information**

1. Contact Information

Company Name (hereinafter called the "Proponent"): _____

Mailing Address: _____

Email Address: _____

Phone Number: _____ Alt Number: _____

Proponent's Representative, Authority and Title: _____

Authorizing Signature: _____

2. Company Profile

i. Website address: _____

ii. Years in Service: _____

iii. Main Products / Services: _____

iv. Main Market / Customers: _____

v. Total Number of Employees: _____

vi. Number of Employees in Technical /Maintenance Support: _____

3. Attestation

- a) No person, firm or corporation, other than the Proponent, has any interest in this Proposal or in the proposed agreement for which this Proposal is made and to which it relates.
- b) This Proposal is made by the Proponent without any connection, knowledge or comparison of figures, or arrangements with, or knowledge of any other corporation, firm or person making a Proposal for the same service and is in all respects fair and without collusion or fraud.
- c) No member of the Municipal Council or any other officer of the Corporation of the Township of Bonfield will become interested directly or indirectly as a contracting party without disclosing their interest and otherwise complying with the Municipal Conflict of Interest Act, RSO 1990.
- d) The content and requirements of this Proposal document have been read and understood.
- e) All prices are quoted in Canadian funds.

Date: _____

Signature of Witness: _____

Signature of Authorizing Proponent: _____

Printed names: _____

Bid Form Pricing Submission – Projects

Quantity	Category	Description of Service	Price (+HST)
Design Services			
Please put details here			
Marketing Services			
Translation Services			
Print Services			
Other Services			
TOTAL			

Other Service Offers / Recommendations - Optional

Qty.	Description	Unit Price
_____	_____	_____
_____	_____	_____
_____	_____	_____

Note: Please provide additional information on all options quoted above to demonstrate the cost benefit and value-added approach of these services to the Township of Bonfield.

Date: (MM/DD/YYYY) _____ Signature: _____