

**Request for Proposal
August 30, 2021
Branding Strategy Development**

Return Completed Proposal to:

New Brunswick Association for Supported Services and Employment
634 Champlain Street
Dieppe, NB
E1A 1P4

Attention: Carol Simpson

Issue Date: August 30, 2021
Closing Date: September 17, 2021
Closing Time: 4:00 pm

All submissions must be clearly marked with "**Branding Strategy Development**", closing date and closing time.

Issuing Organization: New Brunswick Association for Supported Services and Employment
c/o Carol Simpson, Executive Director

In signing below, the applicant certifies that it has read, understood, and agrees with the Scope of Work (Section 3), Proposal Requirements (Section 4) and Terms and Conditions (Section 6) contained herein.

This section must be completed by a representative(s) of the applicant's organization who has legal signing authority to enter into contractual agreements.

(Please Print)

Organization Name: _____

Address: Street: _____ City: _____

Province: _____ Postal Code: _____

Telephone No. (____) _____ Fax No. (____) _____

E-Mail Address _____

Contact Person: _____ Date: _____

Signature: _____

Signature: _____

Position: _____

Position: _____

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TERMS OF REFERENCE

1.0: BACKGROUND

NEW BRUNSWICK ASSOCIATION FOR SUPPORTED SERVICES AND EMPLOYMENT (NBASSE)/

L'ASSOCIATION DE SOUTIEN AUX SERVICES ET À L'EMPLOI DU NOUVEAU-BRUNSWICK (ASSENB)

Formed in 1978 and incorporated in 1984, the Association was run as a volunteer driven association until 2019 when we hired our first Executive Director and two project staff. We provide representation to government for our 38 member anglophone and francophone agencies province-wide. Our members work under the Employment Supports and Services Program (ESSP) formerly known as Adult Development Activities, Programs and Training (ADAPT) sometimes referred to as 'Sheltered Workshops'. The ESSP agencies currently serve approximately 1200 people throughout the province of New Brunswick with intellectual and/or developmental disabilities.

In October 2019, New Brunswick implemented an 'Employment First' model. The employment First philosophy is focused on normative experience, inclusion, and capacity building. It recognizes that everyone has skills and abilities that can be developed and used to contribute to the workplace and to their community. Employment First is considered a best practice in disability services. It is an approach to service delivery that supports working-age adults, regardless of any perceived level of disability, to have choice and opportunities to earn a living through paid employment in the open labour market. NBASSE's project staff have been supporting these agencies through a 2-year transition to the new standards (the transition is being extended to March 2022 due to Covid-19).

In September 2020, NBASSE embarked on the development of a 12-18 Strategic Plan which was completed in April 2021. One of the four key priorities identified was 'Brand Identity - Elevate the level of awareness about the association, its purpose and the value it contributes to its membership'. The goals identified for this priority are as follows:

- Have a clear understanding of how we want to be known for our different stakeholders
- Refreshed and relevant brand visual, messaging and communications aids
- Measured increased recognition and outcomes

The value of NBASSE is clear to many of our members however we need to be able to communicate that value equally and in a consistent manner to all of our existing and new stakeholders in New Brunswick.

NBASSE works in a variety of ways including:

- Central hub for resources and information e.g.
 - Developing standard reporting forms
 - Handling applications for Job Coach funding
 - Compiling statistics on employee training, employment successes, etc.

- Providing first-hand feedback to the government on the effectiveness of our agencies programs and issues impacting them including,
 - Changing practices
 - Organizational/operational changes
 - Funding
- Being a facilitator which can and does make things happen.
- Bringing together a variety of stakeholders to contribute to local solutions.
- Incubating partnership initiatives.
- Building capacity by developing and nurturing networks and relationships that result in working toward common objectives.
- Acting as conduits of information for training programs and providers.

(For additional information on NBASSE and links to our member agencies, go to the website at nbasse-assenb.ca)

2.0: OBJECTIVES

- 1) Develop new **bilingual** branding which can be used in full or in part to maximize awareness of NBASSE.
- 2) Create specific key messaging to assist in promoting our mandate and new branding etc. to various key stakeholders. These stakeholders include, but are not limited to, the following:
 - Our member agencies
 - Federal and Provincial governments
 - Other Employment Service Providers in New Brunswick
- 3) Create a new Logo and bilingual Branding to correspond with the strategic plan and the new Employment First model.

3.0: SCOPE OF WORK

3.1: Roles and Responsibilities

3.1.a) Contractor

- a) To develop new brand and associated strategies that can be used in part or in total to:
 - Express graphically NBASSE's role in the form of a new logo.
 - Communicates NBASSE'S purpose
 - Create specific key messaging for a variety of stakeholders
- c) to manage all aspects of the project
- d) Agree that the final products, including design and content, becomes the property of NBASSE

3.1.b) Client – NBASSE

- to monitor the work of the contractor
- to provide regular progress reports to the Board

3.2: General Requirements

3.2.a) Finished Product

A report which includes new bilingual branding strategies, using various media, for promoting the new mission, vision, mandate and logo of NBASSE and recommendations on how to promote the organization to its various stakeholders.

3.2.c) Project Management

The Contractor will be responsible for managing all aspects of the project including:

- Development of the finished product as per the objectives above
- Administration

3.3: Time Line/ Critical Dates

Project	September 27 – December 3, 2021
Questions Due Date	September 6, 2021
Questions Response Date	September 10, 2021
Proposal Due Date	September 17, 2021
Presentation to Board	September 21, 2021
Notification of Selection of Contractor	September 22, 2021

4.0: PROPOSAL REQUIREMENTS

4.1: Work Plan

The applicant will prepare a work plan that clearly indicates the manner in which the Contractor will co-ordinate the scope of work including:

- a) Design, development and production of the final product
- b) Project Management
- c) Budget
 - i. Detailed budget itemized by tasks
 - ii. Total Budget including GST not to exceed **\$11,000**
- d) The applicant must be prepared to present their proposed work plan to the Selection Committee at a virtual meeting on September 21, 2021.

4.2: Qualification Submission

The proposal should include the following:

- An executive summary, which outlines the applicant's relevant background and experience related to the scope of work outlined;
- A brief description of similar projects undertaken, including the scope of work conducted;
- A sample product produced for a client;

4.3: References

Two (2) letters of references should be included with the proposed submission, giving permission to NBASSE to contact the clients.

4.4: Mandatory Submission Requirements

- ✓ Four (4) hard copies of proposal on or before the submission deadline
- ✓ One clearly identified electronic copy
- ✓ Samples of materials produced for other projects
- ✓ Workplan as per proposal requirements
- ✓ Qualification Submission as per proposal requirements
- ✓ References as per proposal requirements
- ✓ Confirmation statement regarding conflict of interest as per 6.0

NOTE: To be delivered by: Canada Post (or courier service), or by hand to NBASSE between the hours of 9:00AM and 4:00 PM Monday through Friday. If delivering by hand, please call (506) 875-9092 to ensure someone is available to open the door.

4.5: Proposal Due Date

Proposal, including mandatory submission requirements, to be received in writing at the following address by 4:00 pm on September 17, 2021.

New Brunswick Association for Supported Services and Employment
634 Champlain St
Dieppe, NB
E1A 1P4

Attention: Carol Simpson

5.0: EVALUATION CRITERIA

The following criteria will be used in the selection of the successful contractor:

1. Total Cost (Weight: 30%)

Total cost for project itemized by tasks outlined in Work Plan.

2. Comprehension of Project (Weight: 30%)

Understanding of the project requirements demonstrated in the proposal and an assessment of the viability of the proposed approach to the project.

3. Relevant Experience/Qualifications (Weight: 30%)

Previous experience including references, managing similar projects.

4. Presentation of Proposal (Weight: 10%)

Clarity of the written proposal.

Thoroughness and approach of proposal.

Creative and innovative approaches to the project.

6.0: TERMS AND CONDITIONS

6.1. Questions Pertaining to RFP

Applicants will be able to submit questions pertaining to this RFP **by e-mail only to carol.simpson@nbasseassenb.com**

Questions will be accepted until **September 6, 2021**.

Responses will be available by return e-mail by **September 10, 2021**.

This will be the only opportunity for applicants to ask questions about this RFP. **Questions will not be accepted by telephone**.

Any attempt on the part of the applicant or any of its employees, agents, contractors or representatives to contact any person other than the Designated Contact, (Carol Simpson) with respect to this RFP, will be grounds for disqualification. Without limiting the generality of the foregoing, no attempt will be made to contact any member of the evaluation team, any expert or other adviser assisting the evaluation team.

In such event, and without any liability, NBASSE may, in its sole and absolute discretion, in addition to any other remedies available by law, revoke the applicant's status as an applicant and reject any potential or actual proposal submitted by the applicant.

6.2 Cancellation

The Board reserves the right to amend terms of this RFP, to circulate various addenda, or to withdraw the RFP at any time, regardless of how much time and effort applicants have spent on their responses.

6.3 Applicant's Acceptance of RFP Terms and Conditions

Each applicant, by submitting a Proposal, signifies that the applicant has read, completely understands and accepts the terms and conditions of the RFP in full.

6.4 Rejection of Proposal

NBASSE reserves the right in its sole discretion to reject any or all Proposals which do not adhere to the rules, schedules or any other part of this RFP.

6.5 Irrevocable

All proposals will be irrevocable for a period of twenty (20) days from the closing date of the RFP, or until the RFP is counter-signed and returned to the successful Applicant, whichever comes first.

6.6 Freedom of Information

Applicants are advised and acknowledge that all replies received in response to this request will be subject to the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.F.31. This acknowledgment shall not be construed as a waiver of any right to object to the release of any information or documents.

6.7 Confidentiality

This RFP, or any portion thereof, is strictly confidential and is not to be copied or used for any purpose other than the submission for proposal to NBASSE. Any information pertaining to NBASSE obtained by applicants as a result of this RFP is not to be disclosed without prior written authorization from NBASSE.

6.8 Conflict of Interest

Each applicant must include in its proposal submission confirmation of the following:

(i) that the Applicant does not and will not have any conflict of interest (actual, perceived or potential) in submitting its Proposal or, if selected, with the contractual obligations of the Applicant as Contractor under the Agreement.

Where applicable, an applicant must declare in its proposal submission any situation that may be a conflict of interest in submitting its proposal or, if selected, with the contractual obligations of the applicant as Contractor under the Agreement.

The Proposal submission of any applicant may be disqualified where the applicant fails to provide confirmation of the foregoing or makes misrepresentations regarding any of the above. Further, NBASSE shall have the right to rescind any contract with the selected applicant in the event that NBASSE, in its sole discretion, determines that the selected applicant has made a misrepresentation regarding any of the above, in addition to or in lieu of any other remedies that NBASSE has in law or in equity.