

SHUMKA

UKRAINIAN SHUMKA DANCERS

REQUEST FOR PROPOSALS

Ukrainian Shumka Dancers

RFP #16.0701

Issued:

Date: Monday July 4, 2016

Email Proposal submittals will only be accepted by:

Ukrainian Shumka Dancers
c/o Fawnda Mithrush, Board Director
email: fawndamithrush@gmail.com

Closing date and time:

Date: Wednesday, July 27, 2016
Time: 14:00:00 Hours, Alberta Time

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REQUEST FOR PROPOSALS (“RFP”)

Marketing and Communications for Ukrainian Shumka Dancers 2016-2018

INVITATION

Ukrainian Shumka Dancers (the “Company”) is inviting submissions of RFP Submittals from qualified firms to provide marketing and communications services (hereinafter referred to as “Work”).

Through this RFP, the Company intends to select one Successful Proponent to provide marketing and communications services satisfactorily achieving the objectives described in this RFP.

RFP Submittals will be received until **14:00:00 Hours, Alberta Time, on Wednesday, July 27, 2016** by:

Ukrainian Shumka Dancers

c/o Fawnda Mithrush, Board Director

email: fawndamithrush@gmail.com

The selection of the Successful Proponent will be based upon the Company’s review of the information submitted in the Proponent’s RFP Submittal. This review will take into consideration such factors as the Proponent’s experience, knowledge and resource expertise in the required areas, available resources, and the ability to provide the Company with an effective and efficient product and service. The evaluation criteria to be applied in this RFP are included in the Terms of Reference.

The Company reserves the right to accept or reject any or all RFP Submittals, and to waive irregularities and informalities at its discretion. The Company reserves the right to accept a RFP Submittal other than the lowest cost RFP Submittal without stating reasons.

By submitting a RFP Submittal, the Proponent waives any right to contest, in any proceedings or actions, the right of the Company to accept or reject any RFP Submittal in its sole and unfettered discretion. Without limiting the generality of the forgoing, the Company may consider any other factor besides price and capability to perform the Work in its sole and unfettered discretion.

All written inquiries regarding this RFP shall be emailed to Fawnda Mithrush at fawndamithrush@gmail.com however the Proponents acknowledge and agree that the Company does not have an obligation to provide a response to any written inquiry and that it is in the sole and unfettered discretion of the Company to provide any written response to a written inquiry. Telephone and facsimile inquiries will not be replied to. **The cut-off for written inquiries is Wednesday, July 27, 2016 at 14:00:00 Hours, Alberta Time.**

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Terms of Reference

1. Company Background

The Ukrainian Shumka Dancers present full-length, dance-theatre touring productions, as well as intimate concert repertoire across Canada and around the world. Shumka is Canada's only professional Ukrainian dance company. Along with Alberta Ballet and Edmonton Opera, Shumka is honoured to be a resident company of the Northern Alberta Jubilee Auditorium.

More than 50 years of performance history has shaped Shumka's signature music and dance style. While maintaining deep respect for their heritage, Shumka continually challenges conventional boundaries in order to define the experience of Ukrainian dance in the context of today's society. Shumka strives to ensure that artists who believe in Canada's rich Ukrainian heritage have a distinct voice on the national and international performing arts stage. This voice gathers its strength from Shumka's profound passion to create original work that steadfastly reflects the changing world in which we live.

"One doesn't just watch the Shumka Dancers – they are absolutely thrilling to experience. Their dash and vigour, their number and harmony, their sheer joy of dance makes them unquestionably unique."

— VERONICA TENNANT

Shumka's creative vision is built on the foundation of: diverse Canadian life experiences of Shumka's artists; a rich heritage of Ukrainian folk and urban culture; and seeking a balance between the Ukrainian heritage "classics" while introducing original dance works and emerging artists.

The Shumka Dancers commission and produce original music and choreography based on Ukrainian rural and urban culture, both historical and contemporary. In the last four years Shumka's works were enjoyed by live audiences in Canada, China, and Ukraine, and on television when *White Boots to China* was broadcast internationally on BRAVO. In the last three years Shumka has brought 18 new works to the stage.

"Shumka has turned the idea of folk dance into a living breathing art form, and emerged as one of the most contemporary dance companies around."

— PAMELA ANTHONY, EDMONTON JOURNAL

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Marketing and communications services have been provided by a contractor for the previous 10 years. No contract is currently in place for the Work.

2. Objective

The intent of this RFP is to ensure high-quality marketing and communications services specifically tailored for the performing arts are provided to the Company, including the school and the facility.

By meeting this objective, patrons are exposed to expanded performing arts experiences.

The Successful Proponent's level of service delivery and execution must recognize Ukrainian Shumka Dancer's stature in the marketplace as a leader in dance and dancer theatre in Canada.

The contract for the Work shall commence August 1, 2016. The Company is seeking to enter into a new contract for an initial term of three (2) years, with an optional two (2) year extension.

3. Key Dates

To assist Proponents, the following are the Key Dates and Events with respect to this RFP process. Such dates are not guaranteed and may change based on upon circumstances, without notice:

A. RFP issued	July 4 2016
B. Closing Date for submission Enquiries 14:00:00 Hours, Alberta Time	July 20 2016
C. Closing Date for submission of Proposals 14:00:00 Hours, Alberta Time	July 27 2016
D. Evaluation and clarification of Proposals (if any)	July 27-July 29 2016
E. Short-list presentations (if any)	July 30 2016
F. Award to Successful Proponent (if any)	July 31 2016
G. Finalize contract and sign off with Successful Proponent (if any)	August 1 2016
H. Commencement of Contract	August 1 2016

4. Inquiries

Proponents shall make in writing all inquiries and investigations necessary for the preparation and the submission of their RFP Submittals. Written inquiries that relate to additional information, discrepancies, errors or omissions are to be emailed to:

Fawnda Mithrush: [Email: fawndamithrush@gmail.com](mailto:fawndamithrush@gmail.com)

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The subject line of the email inquiry should reference the following:

RFP 16 0701 Marketing and Communications for Ukrainian Shumka Dancers – your firm's name

Proponents acknowledge and agree the Company does not have an obligation to provide a response to any written inquiry and that it is in the sole unfettered discretion of the Company to provide any written response to any written inquiry.

The cut-off for written inquiries is 14:00:00 Hours, Alberta Time, July 20, 2016.

5. Project Scope

The Successful Proponent provides marketing and communications services for Ukrainian Shumka Dancers. The Company staff will direct requirements to the Successful Proponent during the term of the agreement.

6. Project Deliverables and Timelines

The Successful Proponent commences work August 1 2016.

The Work requires regular execution by the Successful Proponent of the following deliverables:

Ongoing Operational Marketing:

Enewsletter Management

- Planning, copywriting, editing and image collection for a monthly Enewsletter sent to all Company contacts and stakeholders
- Layout and distribution of Enewsletter

Social Media Management

- Ongoing social media plans, implementation and updates related to Company initiatives
- Development and implementation of new social media platforms as deemed appropriate

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Materials Development, General Advertising & Media Relations

- Work with graphic designer in the creation of various operational marketing materials including copy collection, copywriting, editing, proofing
- Arranging all official company photo and video shoots for promotional purposes
- Ad booking and material distribution for operational activities (ie: Special Occasion ads, Congratulatory ads, Fundraising initiatives, etc.)
- Provide relevant marketing materials (including images, video, bios, scripts, social media details) for presenters/clients who are booking the Company for performances
- Media Release/Notice preparation and distribution for general operational events and announcements of the company

SSD (Shumka School of Dance) and USD (Ukrainian Shumka Dancers) Programs Marketing

- Planning and implementation of the marketing of ongoing SSD programs with a focus on SSD recruitment for seasons/camps and SSD performances
- Planning and implementation of the marketing of ongoing USD programs and special events including fundraisers, public programs, community events, educational programs, etc.

Shumka Dance Centre Marketing

- Planning and implementation of facility marketing to promote rentals/use of the facility by the community at large

Show Marketing

Based on two major shows a season including *Clara's Dream* in December, and a second spring or fall performance

- Full show marketing including planning, budgeting and implementation; utilizing advertising, direct marketing, promotions and public/media relations to maximize awareness and ticket sales. A focus on existing audiences plus audience development.



7. Project Governance

The Proponent will work directly with the Executive Director and other Company staff as required and directed during the term of the agreement.

8. RFP Submittal Requirements

The Company requests all RFP Submittals follow the below sequence:

9. Vendor Suitability

The following points are general requirements intended to demonstrate the Proponent's capability to provide a comprehensive solution for the Work:

a. Company Profile

The Proponent must provide a statement of the Proponent firm's experience and qualifications, specific to this industry only with **emphasis on marketing and communications for performing arts**, to meet the requirements of the Company as outlined herein. Include a general overview and history of your company, number of years in business, number of employees, corporate structure, corporate directions and areas of recognized expertise. Proponents may include an annual report, if available, but it shall not substitute for the written narrative requested for this item.

b. Firm Capacity

The Proponent must provide evidence of their firm's capacity and capability to successfully undertake a project of this size. Where a consortium and/or subcontractor arrangement is proposed, equivalent information must be provided for all companies participating in the arrangement.

10. Project Approach

The Proposal shall include a project plan or other documentation describing the methodology, milestones, and time table for the implementation of the Work and the delivery of services including,

- A description of all major deliverables;
- Communications plan, including a schedule of planned checkpoints;
- Any assumptions made regarding the involvement of Company personnel in the planning and delivery of the Work; and,
- Critical success factors, any risks anticipated, and the proposed actions to be taken to mitigate these risks.

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The Proponent must provide details of the tools, techniques and methods that will be used during the Work. Examples of method/techniques/deliverables are recommended.

The Proponent must provide a proposed list of documents that the Proponent will be delivering to the Company as part of this project. The minimum expectations of documents are as follows:

- Initial kick-off meeting, onsite in-person at the Company;
- Weekly status reports on the progress of projects; and,
- Annually, provide to the Company the yearly summary of all activities conducted during the year, including all documentation (such as clippings).

11. Fee Proposal

In this section, the Proponent shall provide their Fee Proposal for the Work. The Fee Proposal shall be expressed in Canadian Dollars, exclusive of GST.

All components of the Fee Proposal will be fixed and firm for the three (2) years of the contract (August 1, 2016 to June 31, 2018).

The only deviation from the agreed upon pricing will be if the Company elects to change the scope of the contract during its term. Change of scope could include modification of the required service levels and major changes to the scope of the contract.

12. Evaluation Process

Evaluations of RFP Submittals will be completed by a committee of the Company Board.

Reference checks will only be carried out for those Proponent's RFP Submittals the Company has short-listed for the Work. Unfavorable references may result in disqualification from this RFP process.

The Company reserves the right to not complete a detailed evaluation of a RFP Submittal if the Company concludes, having undertaken a preliminary review of the RFP Submittal, that the Proponent or RFP Submittal compared to all the RFP Submittals is not in contention to be the selected RFP Submittal.

RFP Submittal evaluation scores are confidential and will not be released to Proponents.



13. Bidding Costs

All costs and expenses with respect to the preparation and submission of a RFP Submittal pursuant to this RFP shall be the sole responsibility of the Proponent and the Company assumes no liability whatsoever for any Proponent costs and expenses throughout the entire selection process.