

**October 24, 2017**

## **Request for Supplier Qualification (RFSQ)**

**SQ341-2017-01**

### **For Graphic Design Services**

Please see the answers below regarding any questions raised in relation to this RFSQ.

**1. Question:**

Can all fillable forms be supplied in editable Word format?

**Answer:**

Yes, provided as a separate document, issued with this final Q&A.

**2. Question:**

Can any Partnership contacts be used as references?

**Answer:**

No.

**3. Question:**

Can we show Partnership work as our samples?

**Answer:**

No.

**4. Question:**

Would complete websites be counted as Web/Digital samples?

**Answer:**

Website design is not a requirement, but the Partnership is open to seeing website design capabilities.

**5. Question:**

Regarding the client reference form, “to whom each candidate proposed for a key role has provided services within the last 3 years in a role similar to that set out for the candidate in your submission”. Could you please clarify? By candidate, are you referring to the ‘client’ and what do you mean by proposed role?

**Answer:**

‘Candidate’ refers to proposed team members and ‘proposed role’ refers to the role they will play on the Partnership account team.

**6. Question:**

With reference to submitting work samples i.e. 5 print and 5 web examples: if, for instance, a print ad was part of a campaign, are we permitted to include a few additional elements of the campaign to provide context and/or a better reflection of the scope of the project/mandate?

**Answer:**

Yes.

**7. Question:**

In regards to the work samples: On pg 7, XI., you state "Provide five samples....with a case study description (Appendix A)." Must we submit these samples and cases within the Appendix A table or can they be in a format of our choosing?

**Answer:**

Samples and cases do not need to be submitted within the Appendix A table.

**8. Question:**

On page 8, in the Criteria table, you have indicated that you want case study descriptions to outline objectives, audiences, results and high-level budget breakdowns. Can these be brief descriptions or do you want a more detailed explanation?

**Answer:**

Brief descriptions that outline the salient points will be accepted.

**9. Question:**

In regards to providing budgets for our work samples: We understand that this is to gauge how much various firms charge for their work, however there are so many variables that go into each project it will be impossible to compare apples to apples (i.e. a brochure varies by the number of pages, the number of images, stock/vs photoshoot, illustration purchased or custom drawn, size, versions, internal client approval process, etc.. as well, some clients may be charge a different hourly rates based on their agreement). Instead, would you be willing to provide specs for one or more projects and have all submitters provide a quote based on those specs? This would allow you a more realistic comparison.

**Answer:**

The Partnership understands the variability of each project, but would like Proponents to provide budgets or budget ranges for samples. Information provided in Appendix C will be used for comparison purposes.

**10. Question:**

In regards to the References: on page 13, Appendix B, Reference Form, it states "provide references from three (3) different clients...to whom each candidate proposed for a key role has provided services..." and goes on to ask for "Name of Candidate" and "Proposed Role". Does this mean we are to give different references for each staff member who would work on your business? If so, it will be difficult to offer unique references as staff works as a team. Or is the

'candidate' the firm name i.e. Acme Design as the Candidate? Are the references actually clients for whom we've done work? Please clarify.

**Answer:**

The Partnership requires three different references for each proposed team member, but the same reference can be used for more than one team member. References are clients for whom Proponents have done work. See question 5 for additional information.

**11. Question:**

Are copy writing services required as part of the RFP? Or will all copy be provided by CPAC?

**Answer:**

Copy writing is not a required service.

**12. Question:**

Will all five pre-qualified components be engaged to provide creative services over the initial three-year term?

**Answer:**

The Partnership is looking pre-qualify up to five proponents. Pre-qualified proponents may be engaged starting January 1, 2018, but there is no guarantee of volume of work (section 11.0).

**13. Question:**

For potential proponents who are awarded interviews, where will the interviews take place?

**Answer:**

Interviews will take place at the Partnership's new office at 145 King Street West, Toronto, ON.

**14. Question:**

Fixed hourly rate for service over the next three years – are these hourly rates fixed for the three-year period? Or is the rate able to change depending on financial/economic factors not foreseen in the future?

**Answer:**

Hourly rates are to be fixed for the three-year period.

**15. Question:**

It is noted under Appendix C that the Proponent must not amend the form in any way when submitting, however are the Proponents allowed to redesign how we submit both Appendix A and Appendix B? Or are the Proponents not allowed to amend those forms either?

**Answer:**

Proponents must not amend the content of the Appendix forms; yet, can redesign them..

**16. Question:**

Regarding: “V. List of relevant projects in the last three years including Name of Client.” Are we asked to simply list out the three projects and the corresponding client’s name, or is this intended to be answered in more of a robust case study format, similar to section “XI”?

**Answer:**

A robust case study format is not needed.

**17. Question:**

Ability to coordinate mailing services on behalf of the Partnership:

Does this apply to both digital and print mailing?

**Answer:**

Ability to coordinate mailing services on behalf of the Partnership applies only to print mailing.

**18. Question:**

Re: Appendix B:

To clarify, our proposal will include an Appendix B for each key member of our team, with three (3) references for each team member?

**Answer:**

Yes. See questions 5 and 10 for more information.

**19. Question:**

We do not retain many hard copies of the work done and is it acceptable to submit our samples in a digital format.

**Answer:**

The Partnership will accept digital portfolios.

**20. Question:**

If one has experience with working with Cancer organizations; but, has not done so since 2015, is it acceptable to have samples of design that would be older?

**Answer:**

Samples completed after January 1, 2015 are only required to be from similar (e.g. not-for-profit, national, government) organizations, not specifically cancer organizations.