# APPENDIX A – Work Sample Details

The Proponent shall provide three (3) sample case studies demonstrating the following type of projects: strategic communications campaign, sponsored content planning and development and thought leadership strategy projects.

|  |  |  |
| --- | --- | --- |
| **Project**  **Description** | **Case Study Description of Project** | **Budget** |
|  | *Outline: Situation, communication objectives, key audiences, tactical plan and evaluation of results* | *High-Level Breakdown* |
|  |  |  |
|  |  |  |

# APPENDIX B – Reference Form

*Each Proponent must provide references from three (3) different clients or work* (may include the Partnership) *to whom each candidate proposed for a key role has provided services within the last three (3) years in a role similar to that set out for the candidate in your submission.*

*Please include in your submission a separate copy of this part of the reference form for each candidate proposed for each key role set out in the Proposal.*

|  |  |
| --- | --- |
| Name of Candidate: |  |
| Proposed Role: |  |

**Reference #1**

|  |  |
| --- | --- |
| Company Name: |  |
| Company Address: |  |
| Contact Name: |  |
| Contact Title: |  |
| Contact Telephone Number and email address: |  |
| Date Work Undertaken: |  |
| Nature of Assignment: |  |

**Reference #2**

|  |  |
| --- | --- |
| Company Name: |  |
| Company Address: |  |
| Contact Name: |  |
| Contact Title: |  |
| Contact Telephone Number and email address: |  |
| Date Work Undertaken: |  |
| Nature of Assignment: |  |

**Reference #3**

|  |  |
| --- | --- |
| Company Name: |  |
| Company Address: |  |
| Contact Name: |  |
| Contact Title: |  |
| Contact Telephone Number and email address: |  |
| Date Work Undertaken: |  |
| Nature of Assignment: |  |

# APPENDIX C – Submission Form

The Proponent must not amend this Form in any way other than by providing the requested information. This form must be completed, signed and submitted as part of the Proponent’s Proposal.

**To the Canadian Partnership Against Cancer:**

1. **Proponent Information**

The full legal name of the Proponent is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any other relevant name under which the Proponent carries on business is:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The jurisdiction under which the Proponent is governed is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The name, address, telephone, facsimile number and e-mail address of the contact person for the Proponent is:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Proponent is:

*Proponents must select one of the following choices.*

an individual {Provide HST/GST #}

a sole proprietorship {Provide HST/GST #}

a corporation {Provide HST/GST #}

a partnership {Provide HST/GST #}

a joint venture {Provide HST/GST #}

an incorporated consortium {Provide HST/GST #}

a consortium that is a partnership {Provide HST/GST #}

other legally recognized entity: {Specify type, provide HST/GST # or state "N/A".}

|  |
| --- |
|  |

The Proponent has carefully examined the RFSQ documents and has a clear and comprehensive knowledge of the Deliverables required under the RFSQ. By making this submission, the Proponent agrees and consents to the terms, conditions and provisions of the RFSQ.

1. **Forms**

(a) The Proponent encloses herewith as part of the Proposal, the mandatory forms set out below:

| **MANDATORY FORMS:** | **Yes** | **Page** |
| --- | --- | --- |
| Work Sample Details (Appendix A) |  |  |
| Reference Form (Appendix B) |  |  |
| Submission Form (Appendix C) |  |  |

1. **Addenda**

The Proponent is deemed to have read and accepted all Addenda issued by the Partnership prior to the Deadline for Issuing Addenda. The onus remains on the Proponent to make any necessary amendments to the Proposal based on the Addenda. The Proponent confirms that it has received the following Addenda:

|  |
| --- |
| {List Addenda numbers or, if no Addenda were issued, state “None”.} |
|  |
|  |
|  |

1. **Conflict of Interest**

The Proponent, by submitting the Proposal, confirms that to its best knowledge and belief no actual or potential Conflict of Interest exists with respect to the submission of the Proposal or performance of the contemplated Agreement other than those disclosed in this Submission Form. Where the Partnership discovers a Proponent’s failure to disclose all actual or potential Conflicts of Interest, the Partnership may disqualify the Proponent or terminate any Agreement awarded to that Proponent as a result of this procurement process.

Conflict of Interest includes, but is not limited to, any situation or circumstance where:

1. in relation to the RFSQ process, the Proponent has an unfair advantage or engages in conduct, directly or indirectly, that may give it an unfair advantage, including but not limited to
   * 1. having or having access to information in the preparation of its Proposal that is confidential to the Partnership and not available to other Proponents;
     2. communicating with any person with a view to influencing preferred treatment in the RFSQ process; or
     3. engaging in conduct that compromises or could be seen to compromise the integrity of the RFSQ process and render that process non-competitive and unfair; or
2. in relation to the performance of its contractual obligations under the Agreement, the Proponent’s other commitments, relationships or financial interests
   * 1. could or could be seen to exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgment; or
     2. could or could be seen to compromise, impair or be incompatible with the effective performance of its contractual obligations;

*Proponents must choose one of the following two options.*

The Proponent declares that: (1) there was no Conflict of Interest in preparing its Proposal; and (2) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFSQ.

**OR**

The Proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its Proposal, and/or the Proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFSQ. The details of the actual or potential Conflict of Interest are as follows:

|  |
| --- |
|  |

1. **Disclosure of Information**

The Proponent hereby agrees that any information provided in this Proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or if required by order of a court or tribunal. The Proponent hereby consentsto the disclosure, on a confidential basis, of this Proposal by the Partnership to its advisers retained for the purpose of evaluating or participating in the evaluation of this Proposal.

1. **Execution of Agreement**

The Proponent understands that, in the event its Proposal is selected by the Partnership, in whole or in part, the Proponents agrees to finalize and execute a Services Agreement incorporating the terms and conditions set out in Appendix D to the RFSQ, as the second phase of the engagement.

I confirm that this Submission Form has been completed with no changes to the text provided in the RFSQ.

Please provide the following pricing information. All prices quoted in response to the RFSQ shall be firm, shall be in Canadian dollars, excluding taxes.

The Partnership reserves the right to clarify any information provided to fully understand potential cost impacts associated with a Proposal.

Please fill out the chart below to identify your availability for work identified Section 2.0 Scope of Work and the blended hourly rate for this work.

Proponents are asked to provide a blended hourly rate of their professional fees, which will be used as the basis for the financial score, individual team members’ hourly rates and a summary of markup for out-of-pocket costs. Please provide these in the table below:

**Table 1: Professional Fees**

|  |  |
| --- | --- |
| Blended hourly rate: | $ |
| Markup for out-of-pocket costs (as %age) |  |

Individual Hourly Rates

|  |  |
| --- | --- |
| **Service** | **Hourly rates**  **(ie. Director, Associate Director, Counsel)** |
| Strategic counsel/Communications planning |  |
| Writing/communications product development (e.g. news releases, op-eds, sponsored content) |  |
| Media relations planning and national/regional outreach |  |
| Media training |  |
| Sponsored content planning and development |  |