Issued
October 2026

REQUEST FOR PROPOSALS

Influencer Marketing Campaign for Hepatitis B, Hepatitis C and HIV Awareness in Four Immigrant Communities

Social marketing consultancy

CATIE
Canada's source for HIV and hepatitis C information

Important Notice

Please notify us as soon as possible of your intention to respond to this Request for Proposals (RFP), to ensure that you receive any relevant updates or modifications to the RFP.

E-mail: jobs@catie.ca

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Bid Summary Sheet

Company _____

Contact name _____

E-mail _____

Telephone _____

Proposed costs

Quote all costs in Canadian dollars. Include all expenses needed to deliver the required scope. If a cost is included elsewhere, identify the relevant line to avoid double counting.

Cost Item	Amount (CAD)
Campaign planning and influencer research / selection	$_____
Influencer sponsorship fees: four influencers*	$_____
Content production: minimum x Stories, x videos and x in-feed posts	$_____
**Translation, language review, captions and accessibility	$_____
Coordination and project management	$_____
Results, analysis and final reporting	$_____
Content permissions and licenses, if not included above	$_____
Other required expenses — itemize in proposal	$_____
Subtotal, excluding taxes	**$_____**
Applicable taxes — identify type and rate	$_____
Total required scope, including taxes	**$ 30,000**

** Please note that CATIE can arrange translation to and from the four specified languages for this campaign as needed

CATIE has a maximum total budget of **$30,000 CAD, including applicable taxes**, to complete the full scope of work described in this RFP. This budget must include all professional fees and expenses required to deliver the campaign, including influencer fees and paid content amplification.

Proposals must clearly identify:

- the proposed number and profile of influencers;
- the languages and communities that will be reached;
- the proposed number and mix of content pieces, including Stories, in-feed posts, videos or other formats;
- the platforms on which the content will be published;
- the report that captures reach, impressions or other relevant performance targets;
- the period and terms of CATIE's rights to use or repurpose the content

Declaration

I have read and accepted the terms of the RFP. I understand that submitting a proposal does not constitute a formal agreement. I further acknowledge that neither party shall have the right to make any claim against the other arising from the RFP process, the selection of a vendor, or the failure to be selected.

I understand that CATIE may cancel the RFP process at any time. CATIE may also decline to consider a proposal, or terminate any contract awarded to a respondent, if the submission contains misrepresentations or inaccurate, misleading, or incomplete information.

_____	_____	_____
Full name	Signature	Date

About CATIE

CATIE is Canada's source for information on HIV, hepatitis C, harm reduction, and other sexually transmitted and blood-borne infections (STBBIs).
We increase knowledge about sexual health and substance use, we build the capacity of service providers to deliver prevention, testing and treatment services, and we promote policies and programs proven to work based on research, practice and lived experience.

About the Consultancy

CATIE seeks an agency to plan, coordinate and measure an influencer marketing campaign for Mandarin-speaking Chinese, Urdu-speaking Pakistani, Punjabi-speaking Indian and Tagalog-speaking Filipino communities living in Canada.
The campaign will engage four influencers, one from each community, to publish culturally relevant hepatitis B and C and HIV content and messaging in the corresponding language and direct audiences to CATIE's multilingual website, multilingual.catie.ca; CATIE will confirm additional destination URLs as required.

Objectives

1. **Increase awareness and understanding** of hepatitis B, hepatitis C and HIV by sharing accurate, accessible and culturally relevant information about transmission, prevention, testing and treatment in communities' own languages. The campaign will focus on hepatitis C among all adults in the Pakistani community, hepatitis B among all adults in the Chinese community, and both hepatitis B and hepatitis C among all adults in the Punjabi community. Within the Filipino community, the campaign will focus on HIV, specifically targeting adults who are gay, bisexual or queer, including gay, bisexual and other men who have sex with men (gbMSM), as well as international students.

2. **Help reduce STBBI-related stigma and misconceptions** through trusted community voices and respectful, informed conversations about **HCV, HBV and HIV as appropriate**.
3. **Connect community members with reliable information** by directing audiences to CATIE's multilingual website that provides information about prevention, testing and care.
4. **Expand CATIE's engagement** with immigrant communities through influencers selected for their audience relevance, credibility, and demonstrated reach within the identified communities in Canada.
5. **Evaluate campaign performance and inform future outreach** through audience demographics, reach, engagement, click-throughs and sentiment analysis, with clear reporting of findings and limitations.

Scope of Work and Deliverables

The successful agency will manage the following four deliverables. CATIE will provide subject-matter direction, approve the influencers and campaign plan, review content, and give final approval before publication.

Deliverable 1: Campaign Planning and Influencer Selection

1. Meet with CATIE to understand the subject matter, communications goals, intended audiences, key messages, branding requirements and calls to action. Confirm the roles, review process and campaign schedule.
2. Develop a campaign and measurement plan covering recommended platforms and formats, language and script choices, posting cadence, milestones, risks, moderation arrangements and reporting.
3. Research and prepare a roster of eligible influencers from each specified community for CATIE's consideration. The roster should include both men and women with demonstrated reach among these communities in Canada and provide key information about each candidate's community connection, language capacity, audience reach and fit, relevant experience, proposed fees, and availability.
4. Negotiate and coordinate sponsorships, including all fees, deliverables, permissions and analytics access.

Outputs: An approved campaign and measurement plan; an influencer roster with supporting metrics and costs; four approved influencers engaged; and a publication and review schedule.

Deliverable 2: Influencer Content and CATIE Review

Coordinate the content development process and support each influencer to produce original, accessible content in the relevant community language. The required number of posts will be agreed with individual influencers after they have been engaged.

1. Arrange meetings with all four influencers so CATIE can explain HIV, hepatitis B and C (HBV, HCV) content and respond to influencer questions. Key HIV, HBV and HCV messages will address transmission, prevention, testing, treatment, living well with these conditions and stigma.
2. Develop a content calendar and concepts for CATIE's review. Provide scripts or storyboards, captions, visuals, calls to action, links and funding acknowledgment for CATIE to review and approve.
3. CATIE's trained translators will complete in-language review for accuracy, cultural relevance and readability.
4. Use respectful, non-stigmatizing language and must follow CATIE guidelines.
5. Publish on the approved schedule and inform how long in-feed content must remain available. Cross-posts do not count as additional required outputs unless CATIE approves this in writing.
6. Provide publication evidence, links, copies of final approved assets and analytics. Capture Story metrics before the platform's reporting window expires. Coordinate corrections, removal or replacement promptly when CATIE identifies an error or safety concern.

Outputs: X linked Stories, X videos, and X in-feed posts developed, reviewed, and approved by CATIE, including all final content files and creative assets ready for publication across selected social media platforms.

Deliverable 3: Monitoring and Final Report

1. Monitor delivery and performance throughout the campaign. Provide progress updates at the frequency agreed with CATIE.
2. Report reach, impressions, engagement, and link clicks by influencer, community, platform, and content type, including available audience demographics. Distinguish organic from paid results and clearly identify any data limitations.
3. Interpret findings against the agreed targets and objectives, with recommendations for future campaigns.

Output: A final report, supporting analytics exports and a complete content / publication log. The report must include results, demographic breakdowns where available, sentiment findings, limitations, lessons and recommendations.

Deliverable 4: Campaign Administration

1. Manage influencer agreements, schedules, invoicing, payments, permissions and all related administrative arrangements.
2. Secure appropriate content, image, music and participant permissions. State the rights, duration, channels, territories and costs for CATIE's reuse of approved assets, including any restrictions on editing or paid amplification. CATIE must approve these terms before agreements are finalized.
3. Provide moderation guidelines to influencers for addressing misinformation, stigma, harassment and inappropriate comments. Influencers will be responsible for moderating comments on their posts in accordance with these guidelines. This includes refraining from directly answering medical or personal health questions, removing discriminatory or harmful content, and

directing health-related inquiries to CATIE website for accurate, evidence-based information.

4. Negotiate with the influencers the period and terms of CATIE's rights to use or repurpose the content

Applicant Criteria

CATIE seeks an agency or consultancy with the capacity to coordinate the four language campaigns and deliver the full scope. The applicants should have:

- Experience managing influencer marketing campaigns, including recruitment, contracting, content coordination, publishing and performance reporting.
- Experience reaching immigrant or culturally diverse audiences in Canada.
- An understanding of respectful health communication and stigma-sensitive content. Relevant experience with HIV, hepatitis B and C, sexual health, public health or nonprofit campaigns is an asset.
- Reliable project management and quality assurance experience and sufficient staffing to deliver the proposed schedule.

Required Proposal Contents

Submit a proposal that includes all of the following:

1. **Completed Bid Summary Sheet and detailed budget:** Include all required-scope costs, influencer fees by community, assumptions, exclusions, taxes, and optional services.
2. **Agency profile and team:** Describe services, relevant experience, the project lead and team roles.

3. **Campaign approach:** Explain how the strategy will achieve the five objectives and reach the four communities in Canada. Recommend platforms, formats and language.
4. **Influencer selection approach:** Explain how candidates will be assessed
5. and estimated costs. Final selection will be made with CATIE after the award of the contract.
6. **Workplan and timeline:** Address all four deliverables, review and approval milestones, revision allowances, posting cadence, monitoring, and reporting.
7. **Tracking and reporting approach:** Propose realistic targets, tracking methods, available demographic breakdowns, sentiment analysis methods and reporting formats.
8. **Relevant examples and references:** Provide comparable campaign examples and contact details for three current or former clients, identifying the scope and dates of the work. Clients similar to CATIE in mandate or requirements are preferred.
9. **Terms and exceptions:** State content reuse permissions, license restrictions, proposal validity period and any requested changes to the scope or contract conditions.

Instructions

Please notify us at jobs@catie.ca as soon as possible of your intention to submit a proposal, to ensure that you receive any relevant updates or modifications to the RFP.

Proposals must be received at jobs@catie.ca by **4:00 p.m. Eastern Time on Monday, Nov. 9, 2026.** Please use the subject line “RFP – Creative Services Consultancy”.

Proposals will only be considered if they are received in full by the application deadline, including the following elements:

- ☐ A completed Bid Summary Sheet (see Page 4) that includes a detailed breakdown of costs.
- ☐ Your proposed workplan and timeline to complete the activities identified on Page 8-11, and any additional proposed activities.
- ☐ Information about your consultancy/ company as outlined on Page 11 to confirm that applicant criteria are fulfilled.
- ☐ Contact details of at least three current or former clients who can be approached for references.

Evaluation Process

After conducting an initial technical review to verify applicant eligibility and proposal completion, CATIE will conduct an evaluation of proposals against a set of predetermined criteria. The contract will be awarded to the bidder determined to offer the best value.

Timeline

Nov. 9, 2026
Deadline to submit RFP

Nov. 10-13, 2026
CATIE staff review all RFPs and may contact candidates with further questions

Nov. 16-20, 2026
CATIE invites agencies for an interview (face-to-face or via online meeting)

Nov. 23, 2026
CATIE notifies the successful candidate and a contract is signed

Dec. 1, 2026
Work on the project commences

Dec. 15, 2026
Influencers start working on their campaigns

Jan. 10, 2026
Campaigns launched

March 2027
Reporting