Request for Proposals
Influencer marketing services
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 information about budget limitations and any relevant updates or modifications to the RFP.

E-mail: jobs@catie.ca
Bid Summary Sheet

Consultancy

Contact name

E-mail

Telephone

Proposed costs

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Proposed cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer sponsorship</td>
<td>$</td>
</tr>
<tr>
<td>Supplementary advertising</td>
<td>$</td>
</tr>
<tr>
<td>Project management</td>
<td>$</td>
</tr>
<tr>
<td>Other activities</td>
<td>$</td>
</tr>
<tr>
<td>TOTAL:</td>
<td></td>
</tr>
</tbody>
</table>

Declaration

I have read and accepted the contents of the RFP. I understand that submission of a proposal does not constitute a formal agreement. I understand that neither party shall have the right to make claims against the other with respect to the RFP process, the selection of any vendor or the failure to be selected. I understand that CATIE may cancel the RFP process at any time, and may elect not to consider, or cancel a contract awarded to a respondent whose submission contains misrepresentations or any inaccurate, misleading or incomplete information.

___________________________   ______________________   _________
Full name                     Signature                     Date
About CATIE

CATIE strengthens Canada’s response to HIV and hepatitis C by bridging research and practice. We connect healthcare and community-based service providers with the latest science, and promote good practices for prevention and treatment programs.

As Canada’s official knowledge broker for HIV and hepatitis C, you can count on us for up-to-date, accurate and unbiased information.

About the Consultancy

CATIE is developing and delivering a bilingual digital influencer strategy to increase awareness of new HIV prevention options among key populations affected by HIV in Canada. These prevention options include pre-exposure prophylaxis (PrEP) for HIV-negative people and HIV treatment as prevention for people living with HIV.

The strategy will leverage social media influencers with a demonstrated reach in specific communities affected by HIV in Canada. This awareness strategy is status-neutral, meaning that it will be relevant to audiences whether they are HIV-negative or living with HIV.

To carry out this strategy, CATIE is seeking a consultant or firm that has established relationships with social media influencers capable of reaching our target populations, and a proven track record of delivering influencer marketing campaigns. CATIE would work with the consultant to select influencers, brief
influencers on the subject matter, provide input and feedback during content development, and review and approve all content prior to publication.

This consultancy will include all aspects and expenses associated with this influencer marketing campaign, including sponsorship fees, content production fees, supplementary advertising budgets and any administrative costs.
Influencer Marketing Services Consultancy

Objectives

1. Research and coordinate, in consultation with CATIE, the selection of multiple English- and French-speaking influencers with a demonstrated social media reach in the populations most affected by HIV in Canada. At least 20% of selected influencers must be francophone.
2. Liaise between CATIE and selected influencers during the content development process.
3. Coordinate all administrative aspects of the influencer marketing campaign.

Activities

1. Meet with CATIE to develop an understanding of the subject matter and communications goals.
2. Develop a roster of eligible influencers from which to select, providing relevant metrics and audience details.
3. Coordinate the sponsorship of selected influencers, including all associated costs and permissions.
4. Facilitate opportunities for CATIE to brief influencers on the subject matter and answer questions.
5. Facilitate CATIE’s input, feedback, review and approval during the content development process.
6. Manage supplementary advertising to extend the reach of influencer content.

7. Play an assistive role in the pre- and post-campaign evaluation, to be carried out by CATIE.

8. Other activities as proposed by the consultant.
Applicant Criteria

CATIE will contract a consultant with experience delivering similar projects, which must include influencer marketing services. We ask that you supply the following information within your proposal to verify this:

- A brief description of your consultancy, including the full range of your services. Please include examples of influencer marketing services you have provided for other clients.
- Three references of clients that are similar to CATIE in size, mandate or requirements, indicating the nature and scope of the work you completed for them and the dates of the projects.
- Any relevant promotional materials for your consultancy.
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 Wednesday, March 31, 2021. Please use the subject line “RFP – Influencer Marketing 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 Pages 7 and 8, and any additional proposed activities.
☐ Information about your consultancy as outlined on Page 9 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

March 31, 2021
Deadline to submit RFP

April 9, 2021
CATIE staff review all RFPs and may contact candidates with further questions

April 12-16, 2021
CATIE invites agencies for an interview (face-to-face or via online meeting)

April 23, 2021
CATIE notifies the successful candidate and a contract is signed

April 26, 2021
Work on the project commences

June-August 2021
Influencer marketing content is disseminated