

Revamped Sponsorship Program

Request for Proposal

Oakville Festivals of Film & Art

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OAKVILLE
FESTIVALS OF
FILM & ART

OFFA: Revamped Sponsorship Program Project

Proposal Objective

Oakville Festivals of Film and Art (OFFA) plans on building a new B2B integrated sponsorship platform which consists of a sponsor web portal, sponsorship deck, and a new three year sponsor plan to drive sponsorship growth and engagement. The project is aimed at re-engaging past sponsors, as well as adding new sponsors, by offering an accessible digital platform, and custom-designed, graphically-enhanced sponsor pages, videos and materials

OFFA welcomes proposals for their OFFA Revamped Sponsorship Program Based on your previous work experience, your firm has been selected to receive this RFP and is invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time specified above under the "PROPOSAL SUBMISSION DEADLINE."

BIDDERS should note that any and all work deemed to be submerged as part of the BID SUBMITTAL must be facilitated by BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.

BACKGROUND ON OFFA

Celebrating its 10th year in 2023, the social-issues focused Oakville Festivals of Film and Art gives local, Canadian, and international filmmakers a chance to participate in a truly community-oriented festival, with a big heart, and a global reach and aesthetic. We feature features, shorts, webisodes and documentaries of established and award-winning Canadian and international filmmakers, as well as the work of new and local artists. OFFA also affords filmgoers unrivalled access to producers, directors, actors, and aspiring filmmakers, building community around film platform, and custom-designed, graphically-enhanced sponsor pages, videos and materials.

PROJECT OBJECTIVE

Increase sponsorship revenues substantially in the first year and sustain a 20% growth in sponsorship revenues over the next 3 years.

PROJECT STAGES

Stage 1: Initial Engagement;

- Review of OFFA's existing sponsor benefits and 3-tier sponsorship levels from the 2023 festival
- Conduct evaluation of existing film festivals with successful sponsorship programmes (TIFF, Whistler)
- Review findings/sponsorship plan from 2023 festival and assess its effectiveness.
- Review 2023 survey responses from sponsors and audience

Stage 2: Project Plan

- Develop detailed project plan, deliverables chart, and milestone calendar.
- Work with Board Members who have oversight of website development and sponsorship project accountability on website requirements for new sponsorship portal (with renewable ads).

Stage 3: Develop Logistics and Training Materials

- Present to, and educate OFFA board members on new sponsorship platform, by conducting training workshops, schedules and overview of web portal design and work.

Stage 4: Implementation

- Roll-out and integration of new sponsorship platform including web portal, marketing communications, and graphic design collateral, as well as new sponsorship deck.

Stage 5: Post Implementation Evaluation

- evaluation/tweaking of festival sponsorship platform, and surveying sponsors to evaluate the effectiveness of the sponsorship platform.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals submitted by the deadline will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

1. Proposals received by the stipulated deadline must be in the correct format.
2. Bidder's alleged performance effectiveness of their proposal's solution.
3. Bidder's performance history and qualifications and past history in delivering projects
4. Overall cost effectiveness of the proposal

Oakville Festivals of Film & Art reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder must include in their proposal submission:

Background Information

1. Bidder's Name(s)
2. Bidder's Address
3. Bidder's Contact Information (and preferred method of communication)
4. Bidder's Website Address
5. Legal Formation of Bidder (e.g. sole proprietor, partnership, corporation or independent contractor).
6. Description of Bidder's company/experience in terms of size, range and types of services offered, clientele
7. Description of the Bidder's team working on the project including years of expertise including financial statements & business number where applicable.
8. Evidence of established track record for providing services and/or deliverables as related to the proposal

PROPOSED OUTCOME

Summary of timeline and work to be completed

COST PROPOSAL SUMMARY AND BREAKDOWN

1. A detailed list of any and all expected costs or expenses related to the proposed project.
2. Summary and explanation of any other contributing expenses to the total cost
3. Brief summary of the total cost of the proposal.

SAMPLE WORK

Please provide relevant samples of your work.

REFERENCES

Please provide 2 references.

By submitting a proposal, Bidder agrees that Oakville Festivals of Film & Art may contact all submitted references to obtain any and all information regarding Bidder's performance