

# Request for proposals: 30 by 30 Conference Sponsorship Coordinator

**Date issued:**

October 17<sup>th</sup>, 2023

**Proposal Submission Deadline:**

November 2, 2023 5pm EST

Questions concerning this Request for Proposals should be directed to:

Heidi Theelen

Director, Strategic Planning and Organizational Excellence

[Heidi.Theelen@engineerscanada.ca](mailto:Heidi.Theelen@engineerscanada.ca)

(the “Contact Person”)

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## 1 Statement of purpose

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The 30 by 30 initiative was adopted by Engineers Canada in 2014, with the goal of increasing the proportion of newly licensed women engineers to 30 per cent by the year 2030.

In May 2024, Engineers Canada will be organising its annual 30 by 30 Conference in Winnipeg, MB, which will bring together key target audiences including: engineering regulators, higher education institutions, employers, industry leaders, and gender equity champions to discuss the approaches and strategies toward achieving gender equity within the engineering profession.

This in-person conference is estimated to have approximately 250 people in attendance.

Engineers Canada is seeking entities (“Bidders”) who will:

- Be responsible for conceptualizing, developing, and implementing a strategy to secure \$75,000 in sponsorship for the 2024 30 by 30 Conference.
- Work collaboratively with, and report to the Manager, Belonging and Engagement, to ensure sponsors champion gender equity, as evident in their values and work.
- Manage sponsorship records towards the support of the 30 by 30 Conference.

## 2 Background information

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### 2.1 Engineers Canada background

Engineers Canada upholds the honour, integrity, and interests of the engineering profession by supporting consistent high standards in the regulation of engineering, encouraging the growth of the profession in Canada, and inspiring public confidence. For over 80 years, we have worked on behalf of the provincial and territorial engineering regulators that regulate engineering practice and license the country’s more than 300,000 members of the engineering profession.

Our work is focussed on ten core purposes, as established by Engineers Canada’s members, the engineering regulators:

- 1 Accrediting undergraduate engineering programs.
- 2 Facilitating and fostering working relationships between and among the regulators.
- 3 Providing services and tools that enable the assessment of engineering qualifications, foster excellence in engineering practice and regulation, and facilitate mobility of practitioners within Canada.
- 4 Offering national programs.
- 5 Advocating to the federal government.
- 6 Actively monitoring, researching, and advising on changes and advances that impact the Canadian regulatory environment and the engineering profession.
- 7 Managing risks and opportunities associated with mobility of work and practitioners internationally.
- 8 Fostering recognition of the value and contribution of the profession to society and sparking interest in the next generation of professionals.
- 9 Promoting diversity and inclusivity in the profession that reflects Canadian society.

10 Protecting any word(s), mark, design, slogan, or logo, or any literary, or other work, as the case may be, pertaining to the engineering profession or to its objects.

More information about Engineers Canada can be found on our website at [www.engineerscanada.ca](http://www.engineerscanada.ca).

## 2.2 Engineers Canada and 30 by 30 Conference

Engineers Canada is working to increase the representation of women in engineering through its 30 by 30 initiative. This initiative, first conceived by the Association of Professional Engineers and Geoscientists of Alberta (APEGA) in 2010, was adopted by Engineers Canada as the national goal of raising the percentage of newly licensed engineers who are women to 30 per cent by the year 2030. Thirty per cent is universally held as the tipping point for sustainable change—reaching 30 by 30 will help drive the shift in the overall membership of the engineering profession as more and more women continue to enter the profession.

30 by 30 has received national support across all provinces and territories. Engineers Canada collaborates with engineering regulators and other interest holders to facilitate a national vision on this issue and bring these interest holders together annually through a national conference. Our next conference will be taking place in Winnipeg, MB, on May 22, 2024, and will be Engineers Canada's third annual 30 by 30 conference.

## 2.3 Project objectives

The objective of this project is to secure sponsorship from interest holders that promote and champion gender equity, as evident in their values and work. Our goal is to raise \$75,000 in sponsorships to support the 30 by 30 conference by March 2024 in support of the May 22 conference.

## 3 Deliverables, Project Timeline, and Budget

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While Engineers Canada staff have made every attempt to ensure that the below scope of work is complete, the services and deliverables are subject to change and may be expanded by Engineers Canada, in its sole discretion.

This is a six-month contract with three deliverables. Work arrangements are flexible with both in-person or remote options. The successful bidder will work closely with Engineers Canada's Belonging and Engagement team, and the Communications team, to deliver the following key services and deliverables:

- **Sponsorship Strategy:** Create a detailed sponsorship strategy for the 30 by 30 Conference to meet our sponsorship goal.
- **Sponsorship Package:** Support with the development of sponsorship and fundraising materials such as sponsorship pitch materials and package.
- **Implementation of Sponsorship Strategy:**

- Identify interest holders, organisations, and groups that hold similar values to Engineers Canada, in relation to gender equity and more broadly, EDI, and lead efforts to solicit sponsorship opportunities for Engineers Canada’s 30 by 30 conference.
- Cultivate relationships with potential sponsors and manage communications with acquired or potential sponsor.
- Create and manage a searchable sponsorship and fundraising list (using a tool that is agreeable to Engineers Canada and can be used by Engineers Canada after this project is completed) to track sponsorship outreach, revenue, and fulfillment. The contents of this list will be developed collaboratively with Engineers Canada.
- Monitor, evaluate, analyze, and report on the success of fundraising strategies, including future potential.

### 3.1 Deliverable high level milestone dates

The table below outlines the anticipated timeline of deliverables. Engineers Canada is cognizant of the tight timelines and is committed to concise and quick review periods on the deliverables. The final timeline will be developed in collaboration with the successful bidder.

No.	Deliverable	Description	Target delivery date
1	<i>Conceptualize a sponsorship strategy to secure \$75,000 in sponsorship for our annual 30 by 30 Conference.</i>		
a	Discovery Session	Includes project kick off and comprehensive briefing with project team.  Review of past sponsors and conference value proposition to potential sponsors.	November 10, 2023
2	<i>Development of a sponsorship strategy to secure \$75,000 in sponsorship for our annual 30 by 30 Conference.</i>		
a	Sponsorship Strategy (approved by Engineers Canada)	Creation of sponsorship package, related communication, and tracking.  Context, objectives and KPIs, target audiences, key messages, tactics, tracking, evaluation, and adaptation.	November 24, 2023
b	Sponsor pipeline (with ongoing status reporting)	Creation of sponsorship pipeline in collaboration with Engineers Canada.  Research and support in development of sponsorship material (information package, benefit package, pitch).	December 1, 2023
3	<i>Implementing the approved sponsorship strategy to secure \$75,000 in sponsorship for our annual 30 by 30 Conference</i>		

No.	Deliverable	Description	Target delivery date
a	Outreach and strategy implementation	Outreach to potential sponsors and interest holders and execution of sponsorship strategy.	January 15, 2024
b	Sponsorship record management (Sponsorship and fundraising List)	Collation and organisation of all records of contacted sponsors and secured sponsors for the 30 by 30 conference.	January 15, 2024 – April 20, 2024
c	Evaluation and reporting (sponsorship target met)	engagement and analysis of implemented strategy that can evolve for future years.	April 20, 2024

### 3.2 Budget

Proposals should cite a total Project cost not exceeding \$20,000 plus taxes.

The following is a proposed breakdown of the budget for this project aligned to deliverables.

Task	Cost
Discovery session	\$1000
Sponsorship Strategy	\$7,000
Sponsor Pipeline	\$5,000
Outreach and strategy implementation	\$4,000
Sponsorship record management	\$2,000
Evaluation and reporting	\$1,000
<b>Total (excluding taxes)</b>	<b>\$20,000</b>

## 4 RFP submission and evaluation process

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### 4.1 Submission schedule

The following is a list of key dates from Request for Proposal (“RFP”) issuance through to Notice of Award. The dates are subject to change by Engineers Canada, at its sole discretion.

Description	Key dates
Issue RFP	October 17, 2023
Proposal Submission Deadline	November 2, 2023

Evaluation of proposals, including any Bidder interviews and reference checks  Note: Engineers Canada will be reaching out to references included in submission at their discretion.	November 3 to 10, 2023
Notice of Award	November 13, 2023

## 4.2 Inquiries

Bidders with questions concerning this RFP are invited to submit their questions via email to the RFP Contact Person. Responses to questions that are relevant to all Bidders will be made available to all Bidders through postings on the Engineers Canada website. It is requested that all Bidder questions be received no later than **October 30, 2023**.

## 4.3 How to submit a proposal

Proposals must be submitted electronically, by email, no later than **November 2, 2023, at 5:00 pm Eastern Time** (the “**Proposal Submission Deadline**”) to the RFP Contact Person at:

Heidi Theelen

Director, Strategic Planning and Organizational Excellence

Engineers Canada

[Heidi.Theelen@engineerscanada.ca](mailto:Heidi.Theelen@engineerscanada.ca)

Confirmation of receipt will be sent to Bidders by reply email.

## 4.4 Required proposal content

In responding to this RFP, all Bidders should provide the following information:

- **Qualifications and relevant experience:** Detail your experience in providing services similar to those required for this Project. Provide a brief description of your company’s history, including its size, the number of years it has been in operation, and the names of personnel who would be assigned to work on this Project, including their qualifications and experience as they relate to the Project. Also include the Bidder’s full contact information, including mailing address, telephone number and email address, as well as the name and contact information for the individual who would be the main point of contact for the Project.
- **Approach and methodology:** Describe how you will approach the Project. Include recommended methodology and work to successfully achieve the objectives of the Project and provide the deliverables. Include a timeline that identifies Project milestones and when they

would be completed. Describe potential additional services the Bidder recommends be provided, if any. Identify the expected challenges for the Project and the proposed mitigation strategies, and provide the communication process you will use to engage with Engineers Canada throughout the Project.

- **Fees:** Include the total cost of the Project, as well as a cost breakdown of the various services to be provided.

In addition to the above, Bidders must supply the name, email address, and phone number of two recent clients who have received services similar to those requested in this RFP and who may be contacted as references. Include a short description of the work performed, including how it is similar to this Project.

Engineers Canada will communicate with the successful Bidder throughout this Project in English. All submissions must therefore be submitted in English.

## 4.5 Evaluation process

Upon the closing of the Proposal Submission Deadline, all proposals received by Engineers Canada will be assessed by a Review Team comprised of Engineers Canada staff, which may include:

- Manager, Belonging and Engagement
- Any other individuals(s) that the Review Team deems necessary.

The assessment of each proposal will be based on the contents of the Bidders' written proposal and any statements provided in writing, if needed, in response to requests for clarification made by Engineers Canada. Staff will ensure compliance with the stated mandatory requirements and will score each proposal, in accordance with the Scoring Legend.

The Review Team may conduct interviews with Bidder(s) to further confirm their ability and fit to deliver the services related to the Project. The references of the Bidder(s) may also be contacted.

Once the Review Team completes its assessment, Engineers Canada will select and notify the successful Bidder. Thereafter, Engineers Canada will draft and provide the successful Bidder with an agreement governing the provision of services.

## 4.6 Mandatory requirements

Engineers Canada has several requirements that are deemed mandatory when submitting a response to this RFP. The following criteria have been identified as mandatory:

- Proposals must be received prior to the Proposal Submission Deadline.
- Proposals must indicate that the Bidder is able to deliver the services and complete the Project within the stated timelines.
- Proposals must include the information requested in Section 4.4 (Required Proposal Content) of this RFP.
- Proposals must clearly state the total Project cost, including all fees and expenses, in Canadian funds, and that cost must fall within Budget.



Proposals which fail, in the sole discretion of Engineers Canada, to meet any mandatory requirement will be eliminated from further consideration in the evaluation process. However, Engineers Canada reserves the right to waive any mandatory requirements if it deems fit and appropriate to meet the interests of and provide best value to Engineers Canada. This clause should be interpreted solely for the benefit of Engineers Canada and not for the benefit of the Bidders.

## 4.7 Scoring

Bidders will be evaluated and scored by Engineers Canada, using predetermined criteria to determine which bidder potentially provides the best value. Scoring of bidders and evaluation comments are confidential and will not be disclosed.

In terms of relative importance, each criterion is given a pre-assigned weight, as outlined in section 4.9 (Bidder Evaluation), by which each proposal will be evaluated. Each criterion is rated on a scale of 0 to 10 (see section 4.8, Scoring Legend, below). Each criterion’s rating is then multiplied by the assigned weight to yield a total for that element. Summation of the individual totals yields a total score, which represents the overall degree of satisfaction for the respective submission.

## 4.8 Scoring legend

<b>0 Points</b> <b>Deficient</b>	<b>1-3 Points</b> <b>Poor</b>	<b>4-6 Points</b> <b>Fair</b>	<b>7-8 Points</b> <b>Good</b>	<b>9-10 Points</b> <b>Excellent</b>
The bidder fails to meet the requirements of the applicable scoring criteria in a suitable and documented manner.	The bidder fails to meet the requirements of the applicable scoring criteria in a suitable and documented manner.	The bidder barely meets the requirements of the applicable scoring criteria in a suitable and documented manner.	The bidder reasonably demonstrates that the requirements of the applicable scoring criteria are met in a documented and suitable manner.	The bidder fully demonstrates that the requirements of the applicable scoring criteria are met in a documented and suitable manner.
The bidder fails to demonstrate that the Project will be performed in an acceptable manner	The bidder reveals significant weaknesses that could result in unacceptable shortcomings in performance of the Project.	The bidder reveals weaknesses that could result in tolerable or reasonably correctable shortcomings in performance of the Project.	The bidder reveals minor weaknesses that should not significantly impact performance of the Project.	There are no apparent weaknesses.

## 4.9 Bidder evaluation

The bidders will be evaluated based on the following criteria considering proposals received, interviews and reference checks:

No.	Criteria/Factor	Weight
1	Mandatory requirements	Elimination
2	Qualifications and Relevant Experience	40
3	Approach and Methodology	40
4	Proposed cost	15
5	Quality of submission	5
	<b>Total</b>	<b>100</b>

## 5 Confidentiality

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Proposals and information submitted by Bidders will be treated as proprietary, held confidential, and used only for evaluating the ability of the Bidder to handle the Project. The details of any proposals will be shared only with the persons involved in the Project evaluation and any others, as may be deemed necessary from time to time (for example, to our legal advisors for the purpose of conducting contract negotiations with the successful Bidder).

## 6 RFP terms and conditions

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### 6.1 Process conditions

This RFP is not an offer by Engineers Canada to any person, and no contract of any kind whatsoever (including, without limitation, no "Contract A") is formed between Engineers Canada and any Bidder upon the submission of a proposal in response to it. For greater certainty, nothing in this RFP, including without limitation, the use of mandatory language, language reserving rights to Engineers Canada, or other language that might, but for this clause, be indicative of contractual intention, is intended by Engineers Canada to indicate an intention to be contractually bound to any Bidder in any manner whatsoever. Engineers Canada retains the right, in its absolute discretion, to consider and analyze the proposals, negotiate with any Bidder at any time, select a preferred Bidder, or enter a service contract with a Bidder. Without limiting the foregoing, since this clause precludes Contract A, none of the usual Contract A terms apply, and Engineers Canada may:

- Reject or accept any proposal, whether or not complete, and whether or not it contains all the required information;
- Require clarification of any proposal;
- Request additional information on any proposal;
- Reject any or all proposals without any obligation, or any compensation or reimbursement to the Bidders;

- Refuse to enter into a service contract with any of the Bidders;
- Re-advertise for new submissions, or call for tenders for this work or for work of a similar nature.

Engineers Canada may, in its sole discretion, independently verify any information in any proposal. The proposals submitted by Bidders must be offers made in good faith, and Engineers Canada reserves the right to make a choice from the various proposals, or not choose any. Engineers Canada shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

## **6.2 Competitive process**

With the issuance of this RFP, Engineers Canada is making a business opportunity available to Bidders having the experience, competence, and managerial sophistication to enter into a service contract to complete the work.

## **6.3 Proposal revisions**

All proposal revisions must be received by Engineers Canada prior to the RFP submission/closing date and time stated in Section 5 (RFP Submission and Evaluation Process), above.

## **6.4 Cost of preparing proposals**

Bidders are solely responsible for all costs they incur in preparing and submitting proposals.

## **6.5 Clarification of proposal**

Engineers Canada reserves the right, but does not have an obligation, to request clarification of a proposal or request further information from any or all Bidders. In addition, if, in the opinion of Engineers Canada, any proposal contains a minor defect or irregularity or fails in some way to comply with any requirement of the RFP in a way that, in the opinion of Engineers Canada can be remedied without providing an unfair advantage to one or more Bidders, the Engineers Canada contact person (identified in Section 4.3) or their delegate may request rectification from the Bidder(s).

Engineers Canada, upon receipt of appropriate clarification and/or rectification, may waive the minor defect or irregularity and accept the proposal. Failure by a Bidder to provide a written response that, in the opinion of Engineers Canada, properly clarifies or rectifies its proposal, within the time specified in the request for clarification or rectification, may result in disqualification of the proposal.

## **6.6 Acceptance of RFP conditions**

Receipt of a proposal by Engineers Canada will be considered acceptance by the Bidder of the RFP terms and conditions, and will be incorporated in the Bidder's proposal.

## **6.7 Notification of success**

A written Notice of Award shall be the only valid form of notification of success in response to this RFP.

## **6.8 Negotiation delay**

Time is of essence. If a written agreement in the form developed by Engineers Canada cannot be concluded within ten (10) business days of notification to the successful Bidder, Engineers Canada may, in its sole discretion, terminate negotiations with that Bidder and either negotiate a service agreement with another Bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the Bidders.

## **6.9 Reservation of rights**

Engineers Canada reserves the right, in its sole discretion, to:

- modify, amend, delay, cancel or suspend the selection process, or any or all stages of the selection process, including before or after provision of a Notice of Award, at any time for any reason;
- accept or reject any proposal based on the evaluation criteria in section 4, above, as determined in the sole discretion of Engineers Canada;
- not accept any proposal; and
- reject or disqualify all or any proposal without any obligation, compensation, or reimbursement to any Bidder.

## **6.10 Limitation of damage**

Each Bidder, by submitting a proposal, agrees that:

- In the event any or all proposals are rejected or disqualified, or the Project or selection process is modified, delayed, suspended or cancelled for any reason, neither Engineers Canada, nor its employees, agents, officers, or directors will be liable under any circumstances for any claim, or to reimburse or compensate any person in any manner whatsoever, including but not limited to costs of preparation of the proposal, loss of anticipated profits, loss of opportunity, or for any other matter; and
- The Bidder waives any claim for loss of profits or loss of opportunity if: (i) the Bidder is rejected or disqualified or is not successful in the selection process; (ii) the selection process for the Project is delayed, suspended, cancelled or modified at any time; or (iii) cancellation occurs per the above.

## **6.11 Proposal Documents**

All documents submitted by Bidders will become the property of Engineers Canada.