

CCIB Video Project 2025

Request for Proposals

STATEMENT OF PURPOSE

Canadian Council for Indigenous Business (“CCIB”) is seeking bids from independent suppliers (“Bidder”) who have demonstrated professional competence and experience in undertaking professional video development (“Services”), adhering to best practices related to concept ideation, storyboarding, filming professional video content, video editing, and brand standards as outlined in this Request for Proposal (“RFP”).

BACKGROUND INFORMATION

CCIB is a national member-based organization. Our membership includes Indigenous businesses, community-owned economic development corporations, and companies operating in Canada. We are governed by a voluntary Board of Directors that are representative of our membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

CCIB is a non-partisan/non-profit organization with a mission to promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities, and awareness. We are supported through corporate funding, event sponsorship, and membership dues.

SCOPE OF SERVICES REQUIRED

Canadian Council for Indigenous Business (CCIB) is seeking services from a firm to lead us through the production of a professionally produced video promoting its mandate, services, membership, and value to the Canadian economy. The completed video should include talking head interview footage of CCIB leadership and a select number of CCIB members, relevant B-roll footage as deemed necessary by CCIB and the proponent, animated production elements including lower third graphics, CCIB’s branding, stock music selection, and if necessary, the inclusion of stock footage and other motion graphic animations.

To complete the video, the proponent will learn about CCIB and its objectives for the project, providing direction on ideation, completing an approved storyboard, and executing the filming and editing of the final product. CCIB requests that the video be finalized in two separate versions at different lengths: the first at three minutes in length, and the second at one minute in length. These efforts should focus on the following:

Evaluation of CCIB and the Project

- What is your process for learning more about CCIB, including its mandate, members, positioning, branding and objectives/needs for the completed video?

Budget and Timelines

- The budget for this project is \$15,000, which the proponent will work within to complete the execution and delivery of the completed video project. Preference will be given to bidders in the Greater Toronto Area, as much of the filming will occur at CCIB's head office in Toronto. Preference will also be given to proponents with the capability to shoot nationally, as the video project needs to reflect the national scale of CCIB's work and should feature filming at a minimum of three locations. As such, bidders who can budget travel within the project's overall budget, or those that have partnerships that allow them to film across the country will be shown preference.
- Provide a budget and timelines regarding milestones and priorities through to completion of the project by Sept. 2, 2025. Milestones should include initial discovery conversation(s), concept ideation of the video, concept approval, storyboard drafting, storyboard revisions, potential travel to shooting location(s), filming of the video, footage selection, editing and completion.
- As CCIB requests the completed video in two cuts—the first three minutes in length, and the second one minute in length—it requests that the cost for each edited version be included as separate line items within the proponent's budget.

Recommendations, Planning and Development

- Meet with the CCIB RFP evaluation team to learn the necessary information about CCIB's mandate, members, positioning, branding and objectives/needs for the completed video project.

- Complete and provide to CCIB a detailed plan for creating and completing the video project, including but not limited to concept ideation, concept pitch, storyboarding, storyboard revisions, video filming, video editing, editing revisions and final delivery.
- Host virtual sessions with the RFP evaluation committee to receive approvals and present bi-weekly updates on project progress, timelines, next steps and budget requirements.

Execution and Deliverables

The successful bidder will ensure all required deliverables below are approved by the CCIB RFP evaluation committee and submitted on time and according to budget, including:

- Complete a concept ideation meeting with the RFP evaluation committee based on the knowledge gleaned from the initial discovery meeting.
- Deliver a concept pitch in a meeting with the RFP evaluation committee based on the feedback received in the concept ideation meeting.
- Finalize the concept from possible revisions to the concept pitch.
- Submit a storyboard for both cuts of the video project.
- Complete revisions to the storyboard.
- Determine the need for talking head footage (up to five subjects), B-roll footage, stock footage, stock music licensing, and motion graphic animations.
- Film the video. Please note that priority will be given to proponents with the capability to shoot nationally, as the video project needs to reflect the national scale of CCIB's work and should feature filming at a minimum of three locations. Preference will also be given to proponents who can travel or have partnerships that allow them to film across the country.
- Edit the video in both three-minute and one-minute cuts.
- Perform additional edits based on revisions provided by the RFP evaluation committee.
- Final video in two separate cuts completed.

TERMS AND CONDITIONS

Commencement and Termination of Services

The work will take place from July 7 to Sept. 2, 2025.

Work Performance

Performance of the work will be offsite, unless the work requires on-site filming – the successful bidder to carry out work in their office location and most communications will be via email, video conferences or telephone.

Intellectual Property

The Bidder shall not use any intellectual property of CCIB, including but not limited to, CCIB and CCIB partner and sponsor logos, registered trademarks, or trade names of CCIB, at any time without the prior written approval of CCIB.

Withdrawal or Amendment of Proposal

A Bidder may withdraw or make amends to a proposal by providing written notice to the CCIB contact person before the proposal submission deadline. A proposal may not be withdrawn or amended after the proposal submission deadline. CCIB has no obligation to return withdrawn or amended proposals.

CCIB Membership

If awarded the contract, the Bidder must become a CCIB member at their own expense unless they are already a current CCIB member. For more information visit:

<https://www.ccab.com/membership>

SUBMISSION DEADLINE

All proposals are due by 5:00 p.m. EST on June 20, 2025. Any late proposals will not be evaluated.

1. RFP distribution to bidders June 10, 2025
2. Proposal submission due June 20, 2025
3. Interviews with top 3 bidders (Points-based) Week of June 23, 2025

4. Final bidder selection June 26, 2025
5. Announcement of successful bidder(s) June 27, 2025
6. Initial meeting to discuss the project, Week of June 30, 2025

GUIDELINES FOR PROPOSAL PREPARATION

All materials submitted in response to the RFP become the property of CCIB and will not be returned. CCIB also reserves the right to obtain the working files used to create the completed video.

Proposals are submitted at the sole expense of the sender. It is the applicant's responsibility to secure proof that his/her proposal has been received by the CCIB within the prescribed time limit.

The submitted proposals are to include each of the following sections:

- Appendix A - Submission with References & Experience in Similar Projects
- Appendix B - Proposal and Budget
- Appendix C - Value-Added Bid Enhancements
- Appendix D - CCIB Participation

EVALUATION AND AWARD PROCESS

The proposals are evaluated by a committee comprised of CCIB members and staff as well as the CCIB President & CEO. All proposals are subject to a comprehensive analysis and evaluation, based upon the best overall value to CCIB. CCIB intends to retain the successful Bidder pursuant to a "Best Value" basis, not a "Low Bid" basis. For CCIB to properly evaluate the proposals received, all proposals submitted must be formatted in accordance with the sequence noted above. All bids will be graded based on the following criteria:

- Cost (40) – Appendix B
- Work Samples (30) – Appendix B
- Experience in Similar Projects (15)

- References (5)
- Value Added Bid Enhancements (10) – Appendix C
- TOTAL: 100 points (converted to a percent)
- Bonus Participation Points (15) - Appendix D

APPENDIX A – Submission with References & Experience in Similar Projects (40 pts)

CCIB reserves the right in its discretion to negotiate modifications to any proposal received without becoming obligated to offer to negotiate with any other vendor(s).

NAME AND CONTACT INFORMATION OF AUTHORIZED REPRESENTATIVE(S):

COMPANY NAME

SUBMITTED BY:

POSITION

TELEPHONE #

EMAIL:

WEBSITE:

BRIEF BIOGRAPHY/RESUME OF COMPANY (Please use the space below or attach a brief biography/resume of company.

REFERENCES: Please provide details on 2 relevant clients that you have worked with

Reference #1

NAME

COMPANY

POSITION:

TELEPHONE #

EMAIL:

PROJECT LINKS IF AVAILABLE

Reference #2

NAME

COMPANY

POSITION:

TELEPHONE #

EMAIL:

PROJECT LINKS IF AVAILABLE

I/We the undersigned HEREBY DECLARE AND ACKNOWLEDGE:

THAT I / WE have examined the documentation and information contained in this RFP and its appendices, and acknowledge the requirements and conditions contained therein.

THAT I / WE are compliant with the conditions contained in the RFP.

THAT all statements in this proposal are true and accurate in all respects.

THAT full disclosure has been made of any conflict of interest or potential conflict of interest.

THAT full disclosure will be made prior to engaging third-party contractors in the fulfillment of the contract.

THAT I / WE do hereby offer to enter a contract to do all the work as described in the RFP and to complete the work to the full and complete satisfaction of CCIB for the sum bid.

THAT my/our submission is irrevocable after close of bidding for a period of not less than thirty (30) calendar days from that date.

THAT the undersigned are duly authorized to execute this proposal on behalf of:

Name of Vendor: _____

Authorized Signature: _____

Contact Telephone # _____

Dated at

City / Province

This Day of X, 2025

Please submit in PDF format. Proposals are not accepted after the deadline. Any questions concerning requirements, contractual terms and conditions, or proposal format must be directed to the contact person listed below.

APPENDIX B – Fee Proposal (40 pts)

The authorized representative (signed in Appendix A) has carefully examined the information attached hereto, is fully informed as to CCIB's requirements, and is prepared to submit the following price quotations:

Bidders can use the financial breakdown below or submit their own version, which should include all major deliverables.

Phases	Deliverables	Proposed Fee	Charitable Discount (if Appendix C-2 applies)
<ul style="list-style-type: none"> Meet with the CCIB RFP evaluation team to learn the necessary information about CCIB's mandate, members, positioning, branding and objectives/needs for the completed video project. Complete and provide to CCIB a detailed plan for creating and completing the video project, including but not limited to concept ideation, concept pitch, storyboarding, storyboard revisions, video filming, video editing, editing revisions and final delivery. Host virtual sessions with the RFP evaluation committee to receive approvals and present bi-weekly updates on project progress, timelines, next steps and budget requirements. 			



<ul style="list-style-type: none">• Complete a concept ideation meeting with the RFP evaluation committee based on the knowledge gleaned from the initial discovery meeting.• Deliver a concept pitch in a meeting with the RFP evaluation committee based on the feedback received in the concept ideation meeting.• Finalize the concept from possible revisions to the concept pitch.• Submit a storyboard for both cuts of the video project.• Complete revisions to the storyboard.• Determine the need for talking head footage, B-roll footage, stock footage, stock music licensing, and motion graphic animations.• Film the video. Please note, priority will be given to proponents with the capability to shoot nationally, as the video project needs to be reflective of the national scale of CCIB's work. Preference will be given to proponents with the ability to travel, or those who have partnerships that allow them to film across the country.• Edit the video in both three-minute and one-minute cuts.			

<ul style="list-style-type: none"> • Perform additional edits based on revisions provided by the RFP evaluation committee. • Final video in two separate cuts completed. 			
Total Proposed Budget			

Proposed Invoicing/Payment Schedule

If applicable, provide a proposed payment schedule for the project.

APPENDIX C – Value-Added Bid Enhancements (5 pts each)

1. Have you worked with CCIB before? YES NO

a. If yes, describe: _____

2. Do you offer a charitable discount? YES NO

a. If yes, describe: _____

Program Participant (5 pts) YES NO

APPENDIX D – CCIB Participation (Additional points)

1. CCIB Member (5 pts) YES NO
2. Certified Indigenous Business (5 pts) YES NO
3. PAIR (5 pts) YES NO

CCIB CONTACT:

Shannon Sutherland,
VP Marketing, Communications & Events
Canadian Council for Indigenous Business
Email: ssutherland@ccib.ca