



361A Old Finch Ave.
Toronto, ON M1B 5K7
www.torontozoo.com

Telephone: 416-392-5900
Fax: 416-392-5934

Chair
Joe Torzsok

Chief Executive Officer
John Tracogna

Chief Operating Officer
Robin D. Hale

2014-01-06

**REQUEST FOR PROPOSAL
RFP 01 (2014-01)
HIGH DEFINITION VIDEO PRODUCTION FOR TORONTO ZOO**

The Toronto Zoo is inviting proposals from experienced and qualified video production service providers for a high definition video production. Work required for this video production, includes research, creative concept, scripting, production, filming, editing, sound (including voice over for video), supplies, services and equipment for a video production that would result in the following:

- 1) One (1) 5-7 minute feature video that highlights the Toronto Zoo role as a leader in Conservation, Education and Research
- 2) Five (5) 30-second vignettes with the same message/theme (consistent with first video)
- 3) B-roll of conservation, education and research activities at the Zoo

The Proposal package includes Instructions, Scope of Work, Terms & Conditions, Requirements, and Forms. Prices provided in your Proposal shall remain in effect for a period of ninety (90) days from the Proposal due date.

Due Date: Your proposal must be received at the office of the Purchasing & Supply Supervisor, Toronto Zoo, Administrative-Support Centre, 361A Old Finch Ave., Toronto, Ontario, M1B 5K7 by:

Tuesday, 2014-01-21, 1200 hours (noon, local time)

The Board of Management of the Toronto Zoo reserves the right to reject any or all Proposals or to accept any Proposal, should it deem such an action to be in its interests.

If you have any queries regarding the Proposal, please contact Peter Vasilopoulos, Purchasing & Supply Supervisor, at (416) 392-5916. Deadline for written questions is Monday 2014-01-13 1200 hours (noon) local time.

Yours truly,

Paul K. Whittam
Manager of Financial Services

Table of Contents

SECTION	SECTION DESCRIPTION	PAGE (S)
RFP LETTER	Invitation Letter	1
T.O.C.	Table of Contents	2
Instructions	Instructions	3
1.0	Definitions & General Provisions	4
2.0	Toronto Zoo Background Information	7
3.0	Scope of Work	8
4.0	Contractor's Responsibilities	9
5.0	Response to Request for Proposal	10
6.0	Proposal Evaluation	11
7.0	Communications	11
8.0	Proposal Form	12
	Submission Label	13
	Notice of No Bid	14

INSTRUCTIONS

1. Ensure that you have received all **14** pages of the RFP package.
2. Provide **four (4)** copies of your proposal, **one (1)** unbound signed and clearly marked as ORIGINAL and **three (3)** copies of the original proposal clearly marked as COPY in a sealed package or envelope. The original and all copies should be identical (excluding any obvious differences in labeling as noted above).
3. Any video support (optional) demonstrating past work three (3) copies)
4. Your sealed proposal including all forms must be completed, and received by Purchasing & Supply, Toronto Zoo, Administrative-Support Centre, 361A Old Finch Ave., Toronto, Ontario, M1B 5K7 by **Tuesday 2014-01-21, at 12:00 (noon) local time** or your proposal will not be considered
5. Include signed copies of any addenda with your proposal package.
6. All copies of all pages of the Proposal should be printed in duplex (i.e. on both sides of the pages) and 11 point font.
7. Proposals must not be submitted by facsimile or email or any other electronic means.
8. Proponent shall be permitted to withdraw their Proposal after the Proposal has been delivered to the Purchasing & Supply Unit at any time up to the official closing time by submitting a written request from the Proponent to the Supervisor, Purchasing & Supply, prior to the stipulated closing date and time specified for the RFP closing. Proponents will not be allowed to withdraw their Proposal following the RFP stipulated closing date and time.
9. All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal deadline.
10. If it becomes necessary to revise any part of this RFP, the revisions will be by Addendum posted electronically in Adobe PDF format on the Toronto Zoo's website. Bidders and prospective bidders should check the site frequently for any updated information and addenda issued, before the closing date and time.
11. Unless otherwise indicated herein, the prices stated are payable in Canadian Funds, HST excluded.
12. Include product information, samples, and pictures, as necessary.
13. If applicable, suggested alternative products or services are acceptable, however all such products must be quoted separately and should not replace the Toronto Zoo requested product or service.
14. For any questions concerning the RFP process including instructions and contract terms and conditions of this RFP, please contact:

Peter Vasilopoulos
Supervisor, Purchasing and Supply
Tel: 416-392-5916
Fax: 416-392-6711
E-mail: pvasilopoulos@torontozoo.ca

For any technical queries concerning the event of this RFP, please contact:

Katie Gray
Supervisor of Public Relations
Tel: 416-392-5941
Email: kgray@torontozoo.ca

15. Deadline for written questions is Monday 2014-01-13 1200 hours (noon) local time.

1.0 DEFINITIONS AND GENERAL PROVISIONS

1.1 Definitions:

- (a) **“Chief Executive Officer”** means the CEO of the Board of Management of the Toronto Zoo;
- (b) **“Chief Operating Officer”** means the COO of the Board of Management of the Toronto Zoo;
- (c) **“Contract”** means the contract agreement issued for the Work required;
- (d) **“Contract Price”** means the price payable under the contract to the contractor, being the Proposal Price eventually accepted by the Board of Management of the Toronto Zoo subject to any changes pursuant to the Contract Requirements;
- (e) **“Contractor”**, means the Preferred Proponent if any, who enters into the Contract;
- (f) **“Preferred Proponent”** means the Proponent whose Proposal provides the best value and meets the Toronto Zoo’s requirements as determined by the Toronto Zoo, in its absolute discretion, through the evaluation analysis and with whom the Toronto Zoo may negotiate and with whom a Contract, if any, will be considered
- (g) **“Proponent”** means an individual or company that submits or intends to submit, a proposal in response to this Request for Proposal
- (h) **“Toronto Zoo”** or the **“Board”** means the Board of Management of the Toronto Zoo;
- (i) **“Work”** means all work required under these documents, and in accordance with the Contract Requirements, General Requirements, and Specifications;

1.2 Proponent Assurance:

Unless otherwise stated, the goods, material, articles, equipment, work or services, specified or called for in or under this Proposal, shall be delivered or completely performed, as the case may be, by the Proponent as soon as possible and in any event within the period set out herein as the guaranteed period of delivery or completion.

1.3 Country of Origin:

Whenever possible, the goods, materials, articles, or equipment specified or called for in or under this Proposal, shall be of Canadian origin and manufacture.

1.4 Invoicing:

Unless otherwise indicated herein, the prices stated are payable in Canadian Funds at the head office of the Toronto Zoo. Provincial Sales Tax and Harmonized Sales Tax/Goods and Services Tax where applicable shall each be shown as a separate item. The Proponent’s HST/GST registration number must be indicated on the invoice.

The Proponent shall clearly show any special charges as separate items on the invoice.

Payments to non-resident Proponents may be subject to withholding taxes under the Income Tax Act (Canada). Unless a non-resident Proponent provides the Toronto Zoo with a letter from Revenue Canada Taxation waiving the withholding requirements, the Toronto Zoo will withhold the taxes it determines are required under the Income Tax Act (Canada). Further information is available at the [CRA website, www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)

1.5 Right to Cancel:

The Toronto Zoo shall have the right to cancel at any time this Proposal or any contract or any part of any contract resulting from this Proposal in respect of the goods, material, articles, equipment, work or services set out in this Proposal or any such contract or part of such contract, not delivered or performed at the time of such cancellation, and the Toronto Zoo will not be responsible to make

any payments in respect of any such goods, materials, articles, equipment, work or services and shall not incur any liability whatsoever in respect thereto.

In the event that the Proponent fails or neglects by any act or omission to comply with any of the conditions set out herein, this Proposal or any contract resulting from this Proposal may be unconditionally cancelled by the Toronto Zoo without notice to the Proponent.

1.6 Interest:

The Bidder/Proponent shall not be entitled to any interest upon any bill on account of delay in its approval by the Toronto Zoo.

1.7 Official Agreement:

No verbal arrangement or agreement, relating to the goods, material, articles, equipment, work or services, specified or called for under this Proposal, will be considered binding, and every notice advice or other communication pertaining thereto, must be in writing and signed by a duly authorized person.

1.8 Insurance and Policies

Provide minimum \$2,000,000 general liability insurance in respect of injury or death to a single person or for property damage in a manner satisfactory to the Chief Operating Officer must be maintained through the Project and included in the Fee Proposal.

All insurance policies shall be endorsed to provide a minimum advance written notice of not less than thirty (30) days, in the event of cancellation, termination or reduction in coverage or limits, such notice to be made to the Chief Operating Officer.

The Proponent shall, as applicable, conform to and enforce strict compliance with the Occupational Health and Safety Act and for purposes of the Act be designated as the "constructor" for the Service.

The Proponent must adhere to all relevant Zoo policies, including, but not limited to, the Contractor Safety Policy, Working in the Vicinity of Animal Containments Policy and the Vehicles on Site Policy, copies of which the Chief Operating Officer, Toronto Zoo, shall supply to the Preferred Proponent.

1.9 Indemnity:

The Proponent shall at all times well and truly save, defend, keep harmless and fully indemnify the Toronto Zoo, the Board of Management of the Toronto Zoo, the City of Toronto, the Toronto & Region Conservation Authority, and their servants, employees, officers, agents and invitees, from and against all actions, suits, claims, demands, losses, costs, charges, damages, and expenses, brought or made against or incurred by their servants, officers, employees, agents or invitees in any way relating, directly or indirectly, to goods, material, articles or equipment supplied or to be supplied, or to the supplying of goods or services, pursuant to this Proposal, or any other claim, action, suit, demand, loss, cost, charge, damage or expense relating to copyright, trademark or patent with regard directly or indirectly with any such goods, services, material, articles or equipment or the supply or performance thereof.

1.10 Governing Law

This RFP and any Proposal submitted in response to it and the process contemplated by this RFP including any ensuing Agreement shall be governed by the laws of the Province of Ontario. Any dispute arising out of this RFP or this RFP process will be determined by a court of competent jurisdiction in the Province of Ontario.

1.11 Guaranty of Proposal:

All goods, material, articles, equipment, work or services, specified or called for in or under this Proposal, shall be supplied or performed at the price or process and on the basis set forth or referred to in and in accordance with the offer and this Proposal. The basis on which this Proposal is given shall include any specifications, plans, price schedules, samples, addenda or other details pertaining thereto, or provided in connection therewith.

1.12 Award:

The Preferred Proponent will receive confirmation through a Purchase Order or if requested by the Toronto Zoo, execute and enter into a formal contract that is satisfactory to the solicitor for the Toronto Zoo, in order to document the contract resulting from this Proposal and to embody indemnity and related provisions that in the opinion of such solicitor are required to protect the Toronto Zoo.

1.13 Proposal/Quotation Costs:

The proponent shall bear all costs and expenses with respect to the preparation and submission of its proposal/quotation and participation in the proposal/quotation/proposal costs process, including, but not limited to: site visits and inspections, information gathering processes, interviews, preparing responses to questions or requests for clarification from the Toronto Zoo, and contract discussions and negotiations.

The Toronto Zoo shall not be responsible for or liable to pay any proposal/quotation costs of any proponent regardless of the conduct or outcome of the proposal/quotation Request, Purchase Order process or Contract process.

1.14 Copyright:

The final product, video and related materials is to be for the exclusive use of the Toronto Zoo. The Toronto Zoo shall be the only and sole owner of the product, video and related materials for the sole and unfettered use by the Toronto Zoo. Upon payment of the of the said product, video and related materials by the Toronto Zoo, the successful bidder shall have no hold, proprietary claim, ownership, use of any kind, intellectual or otherwise nor shall there be any restrictions place on the final product, video and related products by the successful bidder. By submitting a Proposal in this response to this RFP, the Bidder shall thereby acknowledge and agrees that the Toronto Zoo has exclusive ownership and sole and unfettered use of this final product, video and related products.

1.15 Addendum

If the Proponent finds discrepancies in or omissions from these Specifications or if he/she is in doubt as to their meaning, he/she shall notify the Toronto Zoo, who may issue a written addendum. The Toronto Zoo will make oral interpretations of the meaning of these documents and drawings.

If an addendum(s) are issued by the Toronto Zoo during the proposal period, such addendum(s) must be acknowledged by the Proponent in writing in their pricing submission.

1.16 Toronto Zoo Rights and Options Reserved:

The Toronto Zoo reserves the right to award the contract to any proponent who will best serve the interest of the Toronto Zoo. The Toronto Zoo reserves the right, in its sole discretion, to exercise the following rights and options with respect to the proposal submission, evaluation and selection process under this RFP:

- (a) To reject any or all proposals;

- (b) To re-issue this RFP at any time prior to award of work;
- (c) To cancel this RFP with or without issuing another RFP;
- (d) To supplement, amend, substitute or otherwise modify this RFP at any time prior to the selection of one or more proponents for negotiation;
- (e) To accept or reject any or all of the items in any proposal and award the work in whole or in part;
- (f) To waive any informality, defect, non-responsiveness and/or deviation from this RFP and its requirements;
- (g) To permit or reject at the Toronto Zoo's sole discretion, amendments (including information inadvertently omitted), modifications, alterations and/or corrections of proposals by some or all of the proponents following proposal submission;
- (h) To request that some or all of the proponents modify proposals based upon the Toronto Zoo's review and evaluation;
- (i) To request additional or clarifying information or more detailed information from any Proponent at any time, before or after proposal submission, including information inadvertently omitted by the proponent.

1.17 Performance:

All work to be done under the Contract shall be done to the satisfaction of the Toronto Zoo or their representative authorized to act for them, and the materials and process of preparation and manufacture shall at all times be subject to their examination and inspection and rejection in any stage of the preparation or manufacture.

1.18 Co-ordination of Work:

The proponent shall co-ordinate all work with the Toronto Zoo or their representative authorized to act for them, to ensure co-ordination and timely execution of service.

1.19 Education Institute Status

The Toronto Zoo is a registered educational institute and accordingly may be eligible for preferred pricing which should be reflected in the Bid as submitted

1.20 Charity Status

The Toronto Zoo is a registered charitable organization (registration #BN 119216398RR0001) and accordingly may be eligible for preferred pricing which should be reflected in the Bid as submitted.

2.0 TORONTO ZOO BACKGROUND INFORMATION

- 2.1 Zoos are generally perceived by visitors as places of wonder and intrigue. Since 1974, the Toronto Zoo has provided more than one million visitors a year the unique opportunity to witness, connect with, and learn about the extraordinary variety of life on this planet. Such an experience leads to understanding, and understanding leads to caring.
- 2.2 As one of the largest zoos in the world, the Toronto Zoo is a recognized leader in advancing knowledge about how animals interact with their environment. We are privileged to have in our care over 5,000 animals representing over 500 species on a site of over 700 acres of land and stunning natural exhibits. With this privilege comes deep complexity and great responsibility.
- 2.3 The Toronto Zoo has always placed environmental protection, awareness and sustainability at the heart of its mission. As a result, Conservation messages are an integral part of our interactive exhibits and education activities.

- 2.4 In today's society there is an increasing need to address pressing issues such as the mass extinction of species and the destruction of natural habitats. The demand to work with other zoos and wildlife organizations to preserve the most exotic, endangered, and rare species in the world will continue to grow as natural habitats are continually exploited. We have a responsibility as Canada's largest and most prestigious zoo to make a difference in wildlife conservation.
- 2.5 Conservation initiatives stem from research undertaken in our Wildlife Health and Nutrition centres. Some of our on-going areas of focus include reproductive research, habitat research, veterinary research, nutrition research and behavioural research. Progress in these areas is critical for the development of effective action plans for species conservation
- 2.6 Toronto Zoo Organizational Objectives include:
- Being recognized as the premier institution in Canada for the preservation and protection of endangered animals, and the conservation of their habitats around the world;
 - To be recognized and known as Canada's National Zoo;
 - Showcase the best Canadian interactive wildlife exhibits and programs in the world;
 - Connecting all visitors and Canadians to nature and create inspirational guest experiences;
 - To become a fiscally and environmentally sustainable organization for the long term;
 - Achievement of ISO-14001 status (Environmental Certification).

3.0 **SCOPE OF WORK**

3.1 Introduction

This is a request for proposals from experienced and qualified video production service providers for the production of:

- One (1) 5-7 minute video to highlight the Toronto Zoo's commitment to conservation through its Education, Research and international collaborations.
- Five (5) 30-second vignettes of the same content that could be used for marketing/promotional opportunities.
- B-roll of the Toronto Zoo "Behind the Scenes" conservation work that highlights this conservation commitment.

3.2 Creative Outline

In 2003 a video was commissioned to be used primarily for high level Zoo sponsorship opportunities. The video entitled "Why We Are Here" successfully conveyed an important conservation message in an inspirational and engaging way. The video is an excellent template/example of what we are looking for (although it is outdated) and can be seen at the following location:

<http://www.youtube.com/watch?v=6ktU0hzRcI4>

New Video Objectives:

- Highlight the Toronto Zoo as a world leader in conservation and species protection and their habitats;
- Connect the audience to the Zoo and its activities/programs;

- Connect the work done Behind the Scenes to directing saving/impacting species/animals in the wild;
- Inspire and motivate audiences to support the work of the Toronto Zoo;
- Leave people wanting to learn more and get involved with the Zoo.

Audience:

- General Public;
- Toronto Zoo Members;
- Toronto Zoo Donors (potential donors);
- Media;
- Other stakeholders/partners.

4.0 CONTRACTOR'S RESPONSIBILITIES

4.1 Production Expectations include the following:

- Detailed production schedule;
- Detailed cost estimate through to final deliverables ;
- An expanded creative approach, including a developed treatment, preliminary shooting schedule and outline shot list;
- Creative design (storyboarding) around the strategy and content (content provided by Toronto Zoo);
- Research, on-screen/voice talent needs, stock footage approach and search plan (if required based on proposal);
- Scripting and editing (in consultation with Toronto Zoo staff);
- Developed music and sound approach;
- Rights information;
- Subject research;
- Ongoing consultation with and reporting to the Toronto Zoo (including editing; sessions to confirm/change direction as deemed necessary by Toronto Zoo);
- Source film and image material as required;
- Shoot new footage as required;
- Acquire proper rights clearances for use of all archival and sourced material;
- Script and produce sound tracks, voiceovers and graphics;
- Final editing and production/post-production;
- HD Video must be accessible on web platforms (online viewing) and played from a cd/dvd.

4.2 Deliverables

Final delivery of to the Toronto Zoo:

- 10 HD DVDs of the feature video presentation;
- 10 HD DVDs of the five vignettes;
- B-roll (number of DVDs dependent on how much footage is obtained);
- Copies of all materials in Audio Video Interleave (AVI) format;
- Master production files;
- Rights documentation.

4.3 **Administration & Financial Management**

- Secure all outside resources.
- Manage all expenses pertaining to filming

4.4 **Timing**

- Once the project has been awarded, a meeting will be held with the successful proponent to review the filming schedule/plan.
- Filming onsite could begin as early as January 28, 2014.
- The final product is required by **April 30, 2014**.

4.5 **Budget to include costs based on the following:**

- Research
- Scripting
- Voice over for videos
- All production/filming costs
- Lighting
- Sound
- Music for video (including any copyright expenses)
- Any other costs/expenses that may be included in proposal/project (including travel costs for any video footage to be obtained off Zoo site for capturing footage of Conservation projects in the field, i.e. reintroduction programs)

4.6 **Inspection and Acceptance**

Work will be subject to periodic inspections by the Owner's Representative to assure satisfactory progress, to determine quantities of work performed for payment purposes, or, to be certain that work is being performed in accordance with contract specifications and to determine if work corrections are necessary,

5.0 RESPONSE TO REQUEST FOR PROPOSAL

As outlined in section 3 and 4 of the RFP, details in your proposal are to include, but may not necessarily be limited to the following:

- 5.1 Cover letter, maximum two (2) pages in the form of a business letter and submission form signed by an individual authorized to legally bind the Proponent.
- 5.2 Description of work/concept in related areas as outlined section 2, 3 and 4 of the RFP.
- 5.3 The proposal submitted shall indicate the ownership, history and references of your company including overview of your team lead and team member's services and relevant experience.
- 5.4 Provide references of three (3) or more filming projects that you have coordinated, including a contact name and phone number who we could contact for a reference on the project
- 5.5 Provide details of your professional background as it relates to the requirements of this project
- 5.6 Provide details of projected budget

6.0 PROPOSAL EVALUATION

The Evaluation Team will evaluate each valid submitted proposal, on criteria that will include, but not necessarily be limited to, the following:

- 6.1 Experience and expertise
- 6.2 Depth and breadth of the Proponent and team lead's relevant qualifications and experience.
- 6.3 Creative concept
- 6.4 Budget
- 6.5 Understanding of the purpose and expectation for this project
- 6.6 Evaluation of Presentations (if required).
- 6.7 References.

7.0 COMMUNICATIONS

For any questions concerning the RFP process including instructions and contract terms and conditions of this RFP, please contact:

Peter Vasilopoulos
Supervisor, Purchasing and Supply
Tel: 416-392-5916
Fax: 416-392-6711
E-mail: pvasilopoulos@torontozoo.ca

For any technical queries concerning the event of this RFP, please contact:
Katie Gray
Supervisor of Public Relations
Tel: 416-392-5941
Email: kgray@torontozoo.ca

8.0 FORMS

8.1 Proposal Form

The undersigned Proponent having reviewed and fully understood the RFP and all terms and requirements of the RFP and all terms and conditions of the RFP and information provided, hereby submits the attached Proposal and supporting materials (“the Proposal”) in accordance

I/We, hereby, have received, allowed for and included as part of our submission all issued Addendum numbered _____.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Proposals or to accept any Proposal, should it deem such action to be in its interests.

By signing and submitting this proposal, you are agreeing to the release of your proposal information, as deemed necessary by the Board, in order to conduct business associated with this proposal or project.

COMPANY INFORMATION	
Company Name:	
Name of authorized Signing Officer	Title:
Signature:	Date:
Contact Name:	Title:
Address:	
Telephone #:	Fax #:
Email:	Web Site:
HST #:	

DISCOUNT	Discount	Days
Discount allowed for prompt payment and period within which invoice must be paid to qualify.	%	

Name of Firm:	
Signature of Signing Officer(s)	

SUBMISSION LABEL

This address label should be affixed to the front of your sealed tender, quotation and proposal envelope/package submission. Toronto Zoo will not be held responsible for envelopes and packages that are not properly labelled or submitted to an address other than the one listed on this label.

Vendor Name _____

RFP 01 (2014-01) – HIGH DEFINITION VIDEO PRODUCTION FOR TORONTO ZOO
Closing: Tuesday , 2014-01-21, 12:00 (noon) local time

TO BE RETURNED TO

**TORONTO ZOO
C/O SUPERVISOR, PURCHASING & SUPPLY
ADMINISTRATIVE SUPPORT CENTRE
361A OLD FINCH AVE.
TORONTO, ONTARIO
M1B 5K7**

NOTICE OF NO BID

INSTRUCTIONS:

It is important to the Toronto Zoo to receive a reply from all invited bidders. If you are unable, or do not wish to submit a bid, please complete the following portions of this form. State your reason for not bidding by checking the applicable box(es) or by explaining briefly in the space provided. It is not necessary to return any other Request for Proposal/Quotation/Tender documents or forms. Please just return this completed form by fax or by mail prior to the official closing date. Purchasing and Supply Fax Number: (416) 392-6711.

A Proposal/Quotation/Tender is not submitted for the following reason(s):		
<input type="checkbox"/>	Project/quantity too large.	<input type="checkbox"/> Project/quantity too small.
<input type="checkbox"/>	We do not offer services or commodities to these requirements	<input type="checkbox"/> Cannot meet delivery or completion requirement
<input type="checkbox"/>	We do not offer this service or commodity.	<input type="checkbox"/> Agreements with other company do not permit us to sell directly.
<input type="checkbox"/>	Cannot handle due to present commitments.	<input type="checkbox"/> Licensing restrictions
<input type="checkbox"/>	Unable to bid competitively.	<input type="checkbox"/> We do not wish to bid on this service or commodity in the future.
<input type="checkbox"/>	Insufficient information to prepare quote/proposal/tender	<input type="checkbox"/> Specifications are not sufficiently defined
<input type="checkbox"/>	We are unable to meet bonding or insurance requirements.	

<u>Other reasons or additional comments (please explain):</u>

Company Name:	
Address	
Contact Person:	
Signature of Company Representative:	
Date:	
Phone Number:	
Email address	
Fax Number:	