



RFP: FBA Asset Development


Supporting the Food and Beverage Industry

DATE OF ISSUE: 1 June 2021

INTRODUCTION	Food and Beverage Atlantic is a non-profit entity that is growing rapidly. With many new initiatives and projects, the need for improved assets has been identified as a priority.
STATEMENT OF PURPOSE	The purpose of this project is to develop FBA assets for the use of the new website and future promotional efforts.
FBA BACKGROUND INFORMATION	<p>Vision: Making a positive difference in the Atlantic Canada food and beverage processing industry.</p> <p>Mission: Educate, guide and celebrate Atlantic Canada Food & Beverage Processing companies through collaborative partnerships, networking & member engagement.</p> <p>Goals:</p> <ul style="list-style-type: none"> ✓ Engage directly with industry to determine current and future needs to support growth. ✓ Providing high quality networking, skills and competitiveness development programs. ✓ Build a guidance tool to align elements of the regional food and beverage ecosystem like resource providers, funding partners, co-packers and skills providers for processors. ✓ Create a marketing plan and have assets to talk to our target audience, manufacturer and processors.
SCOPE OF WORK	<p>Scope of Work:</p> <p>A photographer will be contracted to produce a library of images taken from FBA members across the four Atlantic provinces (food, beverage, and seafood processor companies). Selected applicant will be expected to produce a minimum of 150 different images made from a mix of pictures taken from all over Atlantic Canada.</p> <p>Things to note about the photography:</p> <ul style="list-style-type: none"> ✓ Use creativity to capture images representing Atlantic Canada's food and beverage processors and manufacturers.

	<ul style="list-style-type: none"> ✓ Capture diverse members products, packaging, and workers in production lines and using food automation equipment ✓ Capture images of various FBA training and events ✓ Capture products on shelves at retail stores ✓ Capture action shots showcasing the logistics side of the business. ✓ Picture file sizes should be high-res. <p>Overall Goal:</p> <p>Using photos to enhance website and marketing materials. We also want to increase the appeal of being part of the food and beverage processing industry and Food and Beverage Atlantic. Also, to attract the young generation to the industry.</p>
<p style="text-align: center;">PROPOSAL COMPONENTS</p>	<p>Interested applicants should be prepared to present a proposal which will include the following:</p> <ul style="list-style-type: none"> ✓ Proposed timeline to complete this scope of work. The latest allowable completion date is August 25th. ✓ Proposed process on how the selection of the companies will be done. ✓ Plan on how images will be produced from all four provinces. If a sub-contractor from any particular province will be used, please include their resume and portfolio. ✓ How the images will be gathered presented to FBA. Images should be properly labeled and categorized.
<p style="text-align: center;">PRICING</p>	<p>Pricing should include a breakdown such as:</p> <ul style="list-style-type: none"> ▪ Day rate and the number of days proposed to complete this project ▪ Travel expenses ▪ Sub-contractor fees ▪ Any licensing fees if applicable ▪ Overall admin/management of the project <p>Proposal should also indicate the minimum number of pictures that will be submitted within the proposal price.</p>
<p style="text-align: center;">PROJECT SCHEDULE</p>	<p>Expected start date is June 2021.</p>
<p style="text-align: center;">CONTRACT TERMS</p>	<p>Images submitted for this project will be the property of Food & Beverage Atlantic and may be used in any way the association chooses to use them with the purpose of marketing and promotion. Credit to photographer will not always be possible when using the photos.</p> <p>Payment terms to be negotiated. Invoicing must be complete before August 25th.</p>

<p>RFP TIMELINE AND REVIEW PROCESS</p>	<p>Deadline to submit the proposal is June 23, 2021, at 12:00pm.</p> <p>Services proposed shall be reviewed and evaluated on completeness and compliance of the proposal and responsiveness with the requirements of FBA. The proposal that complies with all the requirements, meets all the evaluation criteria and offers the best value for money shall be selected.</p>
<p>REQUIREMENTS FOR PROPOSALS</p>	<p>The proposal must include the following:</p> <ul style="list-style-type: none"> • A company profile including résumés and roles of project team. • Proposed approach and methodology to address all deliverables. • Work plan and timelines. • A portfolio of 2-3 similar work projects undertaken in the past three years (3). • Corporate references and/or testimonials for similar work completed. • Cost (in Canadian dollars) determination of best value may not result in the lower cost being accepted. <p>Detailed proposal may be submitted via email to Tammy Brideau, Executive Director - tammy@atlanticfood.ca. Agency submissions are to be clearly labeled 'FBA Asset Development. It is anticipated that the contractor would begin work immediately upon approval to proceed.</p>
<p>Notification Procedure</p>	<p>Thank you for your interest in this RFP. Only successful bidders will be notified of contract awards.</p>
<p>Amendment Notice:</p>	<p>June 16, 2021 – please see the addendum below which has been added to the RFP above:</p> <p>Please note we have revised the original RFP request to allow for the submission of quotes on video production. If you would like to send an appendix to your RFP to quote on this service, you are welcome to do so before June 23rd. Please note this will not impact your scoring for the Photography RFP.</p> <p>We are seeking quotes for the following:</p> <ul style="list-style-type: none"> • Short edited videos (60-90 seconds) showcasing a food and beverage establishment, their manufacturing, and final packaged goods, same 30 companies that will be selected for the photography. This will include a brief interview with the owner or selected employee. • B roll footage taken while visiting the company that can be used by Food & Beverage Atlantic for future promos • Videos are to be labeled and shared in an organized manner



Should you decide to submit for video services, please provide pricing for the items above as well as your hourly rate for additional work. Please provide an overview of your experience producing video.