



Request for Proposal: Marketing & Communications Specialist

Request For: **Professional Marketing & Communications Services**

Request Date: **May 10, 2022**

Closing Date & Time: **May 31, 2022 at 23:59 PST**

Contact Name: **Jennifer Keith, Executive Director**

Address Inquiries to: ed@bcartisticswimming.ca

Background

BC Artistic Swimming is the governing body for artistic swimming (formerly synchronized swimming) in BC and a grassroots organization of passionate people in communities across the province who are growing our sport, one athlete at a time.

Supporting athletes of all ages, abilities and backgrounds is critical for the growth of artistic swimming in BC and was the motivation to organize BCAS under three equal pillars: Operations, High Performance and Sport Development. Under this structure, with exceptional professional leadership and expert advisory committees for each pillar, BCAS supports artistic swimming members, communities, and programs in BC. In so doing, we are guided and united by five key values:

We are connected as a True Sport COMMUNITY.

We strive for EXCELLENCE.

We offer INCLUSIVE programs.

We act with INTEGRITY.

We communicate RESPECTFULLY.

Further guided by our mission to lead growth and development in artistic swimming, BCAS is seeking a Marketing & Communications Specialist to support our organization in achieving our strategic objectives:

GROW Participation

Increase participation in artistic swimming through growth and retention.

PROFESSIONALIZE our Organization

Develop resources, capacity, and commitment to professionally deliver artistic swimming in BC.

ASPIRE to Excellence

Realize measurable achievement within our artistic swimming community.

Project Overview

We are seeking professional marketing and communications services to work with staff and the Marketing & Communications Committee to develop marketing and communications strategies and resources that:

- ✦ Increase the profile of artistic swimming in British Columbia demonstrating that our sport provides a safe, welcoming, and inclusive environment where individuals thrive.
- ✦ Create an online community strategy to increase brand awareness and enrollment across the provinces at local club levels.

The project priorities are to **grow participation**, create and maintain **welcoming and safe spaces** that thrive through inclusion and diversity, and to showcase **organizational and sporting excellence**. Specifically, through this project, we hope to:

- ✦ **INCREASE** the profile of artistic swimming in British Columbia.
- ✦ **UNITE** the artistic swimming family – past and present – by creating an artistic swimming continuum through programs that are safe, welcoming, accessible, celebrate diversity, and nurture sport for life.
- ✦ **GROW** participation:
 - ✦ Attract new athletes, coaches, and officials to join artistic swimming.
 - ✦ Retain participation from those who join.
 - ✦ Identify and attract new demographics that support equity, diversity, and inclusion goals (participants who are under-represented in artistic swimming such as individuals who identify as male, racially diverse, non-binary, gender fluid or non-conforming, transgender, LGBTQ, two-spirit, etc.)
- ✦ **CONNECT** with the communities we live in and to gain new viewers and fans of the sport.
- ✦ **BUILD** support for values-based, positive, and safe sport experiences that nurture the development of the whole athlete.

Scope of Work

The successful contractor will:

- ✦ Be accountable to the Marketing & Communications Committee via the Executive Director.
- ✦ Consult with BCAS, as appropriate, to understand the sport, and its marketing and communications challenges and gaps, and to finalize the draft *Market Analysis of Artistic Swimming in BC*.
- ✦ Create a Marketing & Communications Strategy for artistic swimming in BC and BC Artistic Swimming.
- ✦ Build brand strategies and branding guidelines for BCAS programs and services.
- ✦ Develop and design marketing resources, tools, and assets for BC Artistic Swimming and its members clubs that support a strong marketing profile, social media presence, and encourage membership growth.
- ✦ Design all marketing materials within the scope of Canada Artistic Swimming branding guidelines.

Project Delivery Timeline

May 10-15, 2022	Request for Proposal Posted
May 31, 2022	Deadline for RFP Submissions
June 15, 2022	Successful Contractor identified
June 15-30, 2022	Contractor consultations with BCAS staff, committee, and Board
June 1-July 31, 2022	Marketing & Communication Strategy developed
August 15, 2022	Marketing & Communication Strategy approved
August 15-October 15, 2022	Marketing & Communication Strategy Implementation
October 15-December 1, 2022	Initial Project Evaluation and possible strategy revisions

Proposal Guidelines

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until **23:59 PST on May 31, 2022**. At a minimum, your proposal must include:

- ✦ Experience/background, including that related to the sport or recreation sector
- ✦ Pricing profile for the expected/projected work
- ✦ Hourly or daily rate for subsequent work
- ✦ Samples of previous work

Deadline for Submissions

Questions about the RFP will be answered until 17:00 EST May 30, 2022. To ensure a fair and transparent process, questions and answers will be shared with all parties asked to participate or who have expressed an interest in participating in this process. Please direct questions to Jennifer Keith at ed@bcartisticswimming.ca.

- ✦ Submissions must be received before 23:59 PST on May 31, 2022 and emailed to the attention of Jennifer Keith at ed@bcartisticswimming.ca.
- ✦ Proposals will be evaluated between June 1 and June 10, 2022 which could also include a follow-up with shortlisted candidates. Elements of the proposals that will be evaluated include, but are not limited to:
 - ✦ Expertise/qualifications, including experience working with sport or recreation sectors
 - ✦ Creative approach and direction
 - ✦ Ability to meet BCAS and CAS brand standards, and all other project goals noted in this document
 - ✦ Project budget, timelines, and cost
 - ✦ Ability to manage the project within timelines

The selected contractor will be notified by June 15, 2022.

Mandate of the BCAS Marketing & Communications Committee

The BCAS Marketing & Communications Committee is responsible for selecting, engaging, and consulting with a firm or consultant specializing in marketing and communications to develop a provincial strategy to grow and increase the profile of artistic swimming in BC and to effectively brand BCAS programs and services.

In addition to the fees associated with the consultant's services, the BCAS Marketing & Communications Committee will be responsible to pre-approve any additional expenses that may arise, including, but not limited to stock images, photographers, fonts, subscriptions, or software. The BCAS Marketing & Communications Committee will endeavour to respond to any such requests within 48 hours of receiving them.