



REQUEST FOR PROPOSAL

Sponsorship and Fundraising Coordination for Indigenous Sport & Wellness Ontario

Deadline for Submissions – March 15, 2019 at 5:00pm ET

Background

Indigenous Sport & Wellness Ontario (ISWO) is the designated Provincial/Territorial Aboriginal Sporting Body for Ontario (P/TASB), serving more than 133 Indigenous communities and 29 friendship centres, encompassing more than 350,000 Indigenous Peoples across the province.

Primarily funded by the Ministry of Tourism, Culture, and Sport, ISWO works to serve all Indigenous Peoples and communities, including First Nation, Inuit and Métis, across the province of Ontario, in an equitable and fair manner.

ISWO is an effective provincial body, with regional delivery systems, tailored programming, a culturally based framework, competitive and recreational sport opportunities, and leadership development initiatives for Indigenous youth and communities across Ontario. ISWO plans, delivers and supports dozens of programs, tournaments, workshops, and events for Indigenous youth across Ontario each year, including multi-sport, cultural and leadership camps, sport clinics, invitationals, championships, the Ontario Indigenous Summer Games, youth leadership program, tryouts and skill development for Team Ontario and support for the North American Indigenous Games.

ISWO believes that sport has the power to change lives, improve wellness, promote culture and provide opportunities for personal growth and community development, but knows that it cannot do it alone. ISWO strives to work with communities, organizations, and stakeholders from across Ontario and beyond, to find solutions and increase the wellbeing of Indigenous Peoples, in every aspect of their lives.

Vision

Active and healthy Indigenous peoples, families and communities in Ontario.

Mission

To enhance the physical, emotional, mental and spiritual well-being of Indigenous peoples in Ontario, through physical activity, recreation and sport activities.



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Mandate

To develop and deliver sport and recreation opportunities for First Nations, Inuit and Métis youth and communities in Ontario, living on and off reserve, in rural and urban settings, which positively impact lives and increase wellbeing.

For more information regarding ISWO, please visit its website: iswo.ca.

About the Opportunity

ISWO is seeking a successful sponsorship/fundraising agency to partner with the organization, preferably for a duration of five (5) years in order to align with its existing partnerships with the Canadian Broadcasting Corporation (CBC) and the City of Ottawa/Ottawa Tourism.

Note: Special consideration will be provided to Agencies/Consultants which are Indigenous-led or have successfully worked with Indigenous organizations previously. With major ISWO events scheduled for the City of Ottawa / Algonquins of Pikwakanagan First Nation, special consideration will also be given to companies with local experience and connections.

Primary Sponsorship Goals

- Secure the necessary sponsorship funding to achieve a successful budget for ISWO, its major events and programs.
- Welcome corporate partners who align with the values of ISWO and can assist in the ongoing participation of Reconciliation.
- Ensure sponsors receive appropriate value for their contribution.
- Recruit more than funds – ensure sponsors are engaged in the programming of ISWO and in turn, welcome ISWO to participate in achieving internal organizational goals.
- Highlight Indigenous leadership within corporations.
- Raise the profile of ISWO and its major events/programs.
- Grow the number of corporate partners who are interested in opportunities to collaborate with ISWO.

Goal of this Request for Proposal

The goal of this RFP is to select the most appropriate sponsorship/fundraising agency. A separate marketing agency of record will provide supporting branding and artwork for all sponsorship proposals.

Objectives

Project objectives include:

1. Sponsor recruitment, management and retention.
2. Acquisition of Corporate Partners for ISWO and its major events/programs.
3. Lead sponsorship servicing program with assistance from ISWO.
4. Serve as day-to-day contact with ISWO corporate partners
5. Assist ISWO marketing staff with advertising and social media strategy as it pertains to satisfying sponsorship agreements.

Specific tasks include but are not limited to:

- Develop sponsorship package and program in concert with ISWO marketing staff.
- Outreach to potential sponsors
- Maintain contact with sponsors, escalate questions to ISWO, if required.



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- Make all required “pitches” and engage members of ISWO senior staff/board, if needed.
- Ensure Agency/Consultant and Sponsors are up-to-date with ISWO programs and developments.
- Provide guidance and support for advertising and search engine optimization
- Receive signed agreements and forward payments to ISWO
- Support event team in ensuring all sponsorship commitments are met.
- Create fulfillment reports for each sponsor following the event.

Major ISWO Assets

Global Masters Indigenous Games (MIG)

The Masters Indigenous Games (MIG) was created as a legacy from hosting the 2017 North American Indigenous Games. MIG aims to provide Indigenous adults aged 20 years and older the opportunity to compete against their peers in a variety of contemporary and traditional sporting activities. For Indigenous adults, the Masters Indigenous Games are an opportunity to get physically active, engage with community and participate in competition. The inaugural 2018 MIG games brought together hundreds of athletes from across North America to compete in sport competitions, celebrate Indigenous wellness, and showcase the Indigenous cultures from around the world. Not only is the MIG an opportunity for Indigenous athletes to compete, the Games also present an opportunity for North American Indigenous Games (NAIG) alumni to reunite with past teammates, competitors, and friends.

As a result of the successful inaugural event, a multi-year agreement was reached between ISWO and the City of Ottawa / Ottawa Tourism to host the 2021 and 2023 Global Masters Indigenous Games, in addition to the 2021 Ontario Indigenous Summer Games, while implementing ISWO’s Urban Indigenous Strategy and Standing Bear – Indigenous Youth Leadership Program.

Ontario Indigenous Summer Games

The Ontario Indigenous Summer Games (OISG), developed by Indigenous Sport & Wellness Ontario and funded by the Government of Ontario, is an important step in the sport development pathway for Indigenous youth.

From a sport perspective, the OISG provides an opportunity for high-performance athlete development, athlete talent identification, and sport specific training and preparation for participation in the North American Indigenous Games. The Games are also important for the celebration of Indigenous cultures and communities, with youth having the opportunity to share and learn from each other and make connections that last a lifetime.

The last Ontario Indigenous Summer Games took place in 2016 within the Southwest Region in partnership with the Six Nations of the Grand River. More than thirty-five percent (35%) of the participants in attendance for the 2016 OISG were from Northern Ontario.

The next Ontario Indigenous Summer Games are scheduled to take place in the Summer of 2019. The bid process to host OISG is now closed, and an announcement on its location is expected in March.

Team Ontario at the National Aboriginal Hockey Championships

The National Aboriginal Hockey Championships (NAHC), founded by the Aboriginal Sport Circle (ASC) and sanctioned by Hockey Canada, provides a forum for elite Bantam and Midget-aged Aboriginal hockey players from across Canada showcasing the athletic abilities of athletes from across the country, while also fostering cultural unity and pride. An event held annually since 2001, the NAHC also serves as a



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focal point for grassroots and regional Aboriginal hockey development. Team Ontario will be competing at the 2019 NAHC, scheduled to take place May 6-9, 2019 in Whitehorse, Yukon.

Team Ontario at the North American Indigenous Games

The North American Indigenous Games (NAIG) are a multi-sport, multi-disciplinary event involving Indigenous youth from Canada and the United States. The Games offer 14 sport competitions in addition to a vibrant cultural program, showcasing local and North American indigenous cultural groups and artists.

The NAIG was first held in 1990 in Edmonton, Alberta, and has been staged on nine other occasions since then, in various locations throughout Canada and the United States. The last NAIG was hosted by ISWO in Toronto. Athletes competing in the NAIG must be born of North American Indigenous ancestry. All contingents participating in the North American Indigenous Games (NAIG) must represent the Indigenous Peoples of a Province/Territory in Canada, or a State/Region in the United States of America. Only athletes registered with a contingent are eligible to compete in the NAIG.

More than 550 participants will be selected over the coming year to make up Team Ontario, who will compete at the 2020 Halifax NAIG.

Sponsorship/Fundraising targets are as follows:

	Cash	In-Kind
2019 Ontario Indigenous Summer Games	\$25,000	\$25,000
2020 Team Ontario at North American Indigenous Games	\$50,000	\$50,000
2021 Ontario Native Basketball Invitational	\$25,000	\$10,000
2021 Global Masters Indigenous Games	\$300,000	\$150,000
2021 Ontario Indigenous Summer Games	\$100,000	\$50,000
2022 Ontario Native Basketball Invitational	\$35,000	\$15,000
2022 Ontario Native Volleyball Invitational	\$15,000	\$5,000
2023 Global Masters Indigenous Games	\$400,000	\$200,000
2023 Ontario Indigenous Summer Games	\$150,000	\$75,000
Standing Bear Youth Leadership Program (Annually 2019-2023)	\$300,000	\$50,000
Team Ontario at the National Aboriginal Hockey Championship (Annually 2019-2023)	\$50,000	\$25,000

CBC

In November 2018, ISWO announced a five-year agreement with the Canadian Broadcasting Corporation (CBC). While ISWO will remain the point of contact with the CBC, the Agency/Consultant will work with ISWO on appropriate media opportunities and assets for potential sponsors.

Submission Timeline

Proposals must be submitted by Friday, March 15, 2019 at 5:00pm ET. ISWO will follow up to arrange interviews for shortlisted candidates. A final decision is expected within ten (10) business days from posted deadline if submissions received meet the aligned requirements. If no suitable submissions are received, the RFP will be reposted.

Pricing

Submissions are to include detailed quotes in order to complete objectives in addition to a suggested payment plan. ISWO will entertain various pricing options including Retainer and/or Commission structure. Agency/Consultant must detail suggested expenses to be paid by ISWO.



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Evaluation and Selection Criteria

Pricing	35%
Experience	30%
Competency	25%
Fit	10%

Using a standardized grading system, ISWO will assign a score to each criteria according to the degree to which the response meets stated requirements.

5 points	Fully meets requirements
4 points	Meets, with minor gaps (no compromising required)
3 points	Meets, with moderate gaps (some compromising required)
1-2 points	Partially meets (significant gaps, compromising required)
0 points	Does not meet

Response Requirements from those Responding to the RFP:

Submissions should include:

1. Background of Company or Consultant
2. Timing and Approach of Project
3. Qualification and Experience
4. Recommendations towards Scope of Work
5. Project Management
6. Cost Quote
7. References from at least three (3) different clients
8. History working with other Indigenous-led organizations or Indigenous events

Questions and RFP Submission:

Questions arising during the proposal period will be responded to within 24 hours of receiving the email. Queries should be sent to:

Daniel Smith
Operations Manager, ISWO
Daniel.Smith@iswo.ca

Submissions must be e-mailed to the above contact before Friday, March 15, 2019 at 5:00pm ET.

Acknowledgement

ISWO honours the traditional lands and homelands of all Indigenous Peoples and communities across the province of Ontario, including First Nations, Inuit and Métis living both on and off reserve, in rural and urban communities.



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