

Request for Quotation

**Content Creator for the
Make Your Move Antigonish Initiative**

**Municipality of the County of Antigonish
285 Beech Hill Rd
Beech Hill, NS
B2G 0B4**

March 22, 2023

Purpose of Request for Proposals

The Municipality of the County of Antigonish (County) is issuing this Request for Quotes (RFQ) to support the implementation of a community-wide wellness campaign: Make Your Move Antigonish (MYMA).

The County invites qualified artists to provide quotations for content creation through mixed digital media to support MYMA communications. The level of effort for this work is not to exceed \$20,000 (including taxes and expenses). Submissions received that exceed this amount will not be considered.

Background

The County has been awarded the opportunity to receive support from the Nova Scotia Department of Communities Culture Tourism and Heritage (CCTH) on a multi-year movement and physical activity initiative. The goal of the initiative is to mobilize community to create a cultural shift where simple, everyday natural movement becomes a social norm and to support communities in creating a vibrant future with an improved quality of life.

Make Your Move Antigonish is the public face of the initiative and campaign. MYMA celebrates and encourages everyday natural movement such as: walking, cycling, outdoor active play, moving more at home, school or work, and standing (less sedentary time). MYMA encourages and promotes simple movements that can easily fit into one's day. People will begin to experience the many health benefits that can be achieved by adding these movements into their day. When we move, we feel better!

Make Your Move Antigonish and Communications

MYMA is aiming to create a social movement. An effective component of social change includes well developed communication strategies to raise awareness throughout the community.

The MYMA team has a Communication Plan that outlines objectives and actions towards a Pre-Launch Phase, Launch Phase and Post-Launch Phase. Below lists the main objectives and timeline of phases. The successful candidate, with support from the MYMA team, will capture the vision of the initiative through digital media.

Timeline	Phase	Objective
Mid-April - April 24 th	Pre-Launch	- Engage community to capture stories/create content of our champions of everyday natural movements.
April 24 th	Pre- Launch (Launch Announcement)	- First public announcement introducing the MYMA initiative. - All communication channels open at this time. - Continue to engage community to capture stories/create content of our champions of everyday natural movements.
May 9 th – May 27 th	Launch	- Official kick- off day (May 9 th) - Continue to engage community to capture stories of our champions of everyday natural movements. - Capture stories from mini events leading up to the celebration. - Community Celebration (May 27 th): Capture the celebration/create content.
May 27 th - ongoing	Post- Launch	- Continue momentum through communications/content until completion of contract.

Instruction to Bidders

Questions can be directed to Meaghan MacNeil, Active Living Coordinator, by email Meaghan.Macneil@Antigonishcounty.ca or by phone 902.863.1141.

Proposals at a minimum, should address the following:

1. A project timeline aligned with the above table.
2. Bidders will need to be available to engage and capture stories through digital media during the above timeline. Bidders will need to be present during the Saturday, May 27th Community Celebration (location and time: TBD).
3. Use a range of digital media tools including but not limited to photography and videography that will engage the community and capture the vision of MYMA and requests within this RFQ.
4. Digital media materials will be prepared for use within the MYMA website, social media platforms (potential platforms: Facebook, Instagram, YouTube and TikTok), and other communication material.
5. Specific deliverables will be discussed and agreed upon with the successful candidate. Specific deliverables will include the number of digital media materials provided along with schedule for prepared material.

6. A detailed budget with cost estimates. (Consultant will need to submit invoice(s) for services provided which must include a breakdown of the work completed, including a report of time spent on each task to support the dollar amount that is invoiced.)

Quote Submission Deadline and Implementation Timeline

- RFQ submission deadline: No later than 12:00pm, Wednesday, April 5th, 2023
- Initial orientation meeting: Week of April 10th, 2023
- Create content and prepare digital media material: (Mid- April – Post Launch) This will depend on specific deliverables discussed during the orientation meeting. The amount of material provided will outline the momentum of communications leading up to the Community Celebration and into post-launch.

Bidder Qualifications

Bidders are to provide the following items as part of their proposal:

1. Description of experience with digital media used for strategic communication purposes.
2. Two references from previous work experience.
3. If applicable, a list of staff who would be working on the project (including contractors) and their qualifications.

Quote Submitting Guidelines

This RFQ is an open, standard and competitive process. Quotes from bidders must:

- a) Be submitted by e-mail, to Meaghan.Macneil@Antigonishcounty.ca by 12:00pm, Wednesday, April 5th, 2023. The subject line should read:
RFQ, Make Your Move Antigonish.
- b) Be signed by an official agent or representative of the company/business submitting the proposal.

Contract terms and conditions will be negotiated upon selection of the successful bidder for this RFQ. All contractual terms and conditions will be subject to review by the MYMA Project Lead and Leadership Team and will include scope, budget, schedule, and other necessary items pertaining to the project.