

REQUEST FOR PROPOSALS (RFP) 2018 Fraser River Discovery Centre Marketing and Events Contractor

Organization Overview

The Fraser River Discovery Centre Society (FRDC) operates the Fraser River Discovery Centre located on the New Westminster waterfront, a 17,000 square foot interpretive centre that showcases the Fraser River's role in shaping British Columbia's ecological, cultural and economic diversity. The Discovery Centre houses temporary and permanent exhibits; delivers educational programs to school aged children; hosts special events and festivals for the general public; and convenes discussions on issues and topics related to the river's sustainability. Our mission is to be the Voice of The Fraser in presenting the stories of the River and their contribution to the life, history and future of British Columbia with the vision of connecting communities in discovery and celebration of the living, working Fraser River. FRDC provides age appropriate, interactive educational experiences to increase the public's appreciation and understanding of the Fraser River environment with consideration for the River's social and economic importance to ensure its sustainability for future generations.

Marketing & Events Contractor Responsibility

Reporting to the Executive Director and working closely with each operational unit – exhibits, education, events, engagement and operations – the Marketing and Events Contractor will have specific responsibilities in both areas:

1. Marketing

The primary marketing function will be increase attendance at FRDC events and engagement activities. We propose twelve (12) separate engagement activities in 2018, as well as a Hall of Fame Gala Dinner and various children's events (including Family Day, Spring Break, Halloween and Merry Fishmas). In addition, we hope to increase public programming opportunities in the summer of 2018. Ticket sales will be the main measurement of success. A secondary but related function will be increasing overall awareness of the FRDC, which will help drive general admissions to the Centre. Given that the FRDC has a very limited advertising and marketing budget, the Marketing and Events contractor will need to find the most cost-effective ways to achieve these marketing goals. Success will be measured by increased admission numbers.

2. Events

The two primary events to coordinate will be the 2018 *Fraser River Hall of Fame Induction* (in May) and *RiverFest 2018* (in September). Of these two events, *RiverFest* – including "day of" – requires a significant time commitment, so this must be considered in contractor's proposals.

Audiences

Marketing will be to a wide and diversified audience including Metro Vancouver children and families, school groups, destination tourists, the community at large, organizations and agencies involved with the Fraser River, industry partners, River businesses, environmental and cultural groups, sponsors, granting agencies, government and other interested people.

Experience Required:

The FRDC is looking for a Marketing and Events Contractor who has proven experience in driving attendance, raising brand awareness and organizing events. This could be as individual contractor or in a corporate/agency environment.

2018 Marketing and Events Contractor Budget

The FRDC has allocated \$20,000.00 for 2018 to fund the work of the Marketing and Events Contractor.

Selection Process and Timeline

Interested parties should forward proposals to Stephen Bruyneel, Executive Director, Fraser River Discovery Centre, sbruyneel@fraserriverdiscovery.org.

The deadline for submitting proposals is Friday, December 1st, at 3 pm. Proposals will be reviewed and three (3) contractors shortlisted. The successful candidates will be notified the week of December 4th. Interviews will occur the week of December 11th, with a final decision made by December 18th. The successful proponent will be expected to start the contract January 2, 2018.

Any questions regarding this RFP can be sent to the Executive Director by email at sbruyneel@fraserriverdiscovery.org.