

Request for Proposal for Discover Halifax, Agency of Record, Marketing Services

Date of Issue: June 17, 2025

Submission Deadline: 2PM, Thursday, August 21st, 2025 (Extra time provided due to summer season).

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Introduction

This request for proposal is being issued by Discover Halifax for the purpose of securing services of a marketing partner to provide creative campaign development & execution and media planning & execution. **Discover Halifax is seeking one partner able to provide both of these functions, in house.**

The call for proposal is based on services required for a minimum of 36 months, commencing Jan 1, 2026, with the option to extend for another 2 x 12 month periods. Both parties in this contract will have a 90-day cancelation clause.

The focus of the needs of this RFP is leisure marketing, but additional support and services may be required for Discover Halifax’s Business Events, Festivals & Events, and Destination Development departments. Rates proposed here would be extended to that area of the Discover Halifax business.



Administrative Requirements

For tendering, legal and billing purposes, the client is Discover Halifax. The client is acting on behalf of the core partners and membership base. Submission of a proposal in response to this request for proposal, assumes acceptance of the following terms.

Eligibility

Prospective proponents may not be eligible to submit a proposal if current or past interests may, in the opinion of the Board of Directors or Executive of Discover Halifax, give rise to a conflict of interest in connection with this project. This would include, but is not limited to, the current and ongoing representation of key competitive destinations.

While not mandatory, preference may be given to Halifax-based proponents.

Enquiries

All enquiries related to this RFP are to be directed to:

Clare Tidby
VP, Marketing & Visitor Experience
ctidby@discoverhalifaxns.com

Enquiries and responses may be recorded and may be distributed to all other proponents, at Discover Halifax's discretion.

Please ensure that the files sent do not exceed 25MB. Each respondent will receive an email confirming receipt, on August 22nd. If you've responded but not received a confirmation of receipt, the respondent is responsible for reaching out to Clare to address the issue.

About

With all that now put to the side, it's important for proponents to understand that Discover Halifax is a non-profit, membership-based marketing and sales organization in partnership with the Halifax regional government, the Hotel Association of Nova Scotia, and participating industry members. Since its inception in 2002, Discover Halifax's goal is to promote Halifax as a destination of choice for leisure and business travelers.

Halifax welcomes 5.3 million overnight stays each year, who spend \$1.3 billion. Halifax alone represents over 54% of all visitation to Nova Scotia and has 2,800 businesses in the tourism industry.

Discover Halifax has a robust internal marketing team, capable of campaign development and delivery (for both Creative and Media). We are also required to work with the Province's tourism agency of record on several projects.

With our in-house capabilities, collaborative approaches are preferred – and have led to a significant amount of success, including an increasing number of regional and national awards. Our brand is currently ranked in the top 100 in Canada by Strategy Magazine.

Discover Halifax is seeking a strategic marketing partner who can take on major campaigns and overflow projects that we are unable to deliver in-house. These campaigns would range in size and volume, from year-to-year, based on our operational budgets. (For scale and scope reference, campaigns in the past 2 years have usually ranged in size from \$25K (regional) to \$850K (fly-markets).

The areas of required support are:

- **Creative Development and Execution**
 - **Creative brief creation**
 - **Concept creation**
 - **Creative production and delivery (partner management, as required).**
- **Media Services**
 - **Planning**
 - **Execution**
 - **Reporting**
- **Content creation execution**
 - **Photography / videography projects, as required.**

Discover Halifax is seeking a partner that can deliver all of the above services in-house, and/or through one point of contact at the lead agency. Media services are of particular importance, with omni-channel abilities being required.

All payments would be made to the lead agency.

Proposal Submission

Responses should contain the following pieces:

- 1) Executive Summary
- 2) Company Overview – Please provide relevant information regarding history, growth, core competencies, operating / creative philosophy, and any other relevant information characterizing the company.
- 3) Experience – Please provide 3 case studies outlining relevant experience (i.e. Full-service clients), ideally including those that focused on tourism marketing, brand marketing, and/or campaigns of regional/national focus.
 - a. Please provide contact details for references for each of the case studies.
- 4) Fee structure – Please provide:
 - a. Hourly rate for each area of the “required support” (outlined in the About section above). Note: It’s acceptable to provide media fees as a percentage of media, in this section.
 - b. Estimated investment distribution for a project of \$500,000 (i.e. Based on your experience, hourly rates, and best-practices, how much of the above budget would *ideally* be allocated to creative development fees, production hard costs, production management fees, media hard costs, and media fees.)

- 5) “We’d Also Like to Mention” section, outlining anything the evaluating committee ought to be made aware of (ex. addressing perceived conflicts, internal commitments, definitive strengths, etc). This section is optional.
- 6) Conclusion

Evaluation Approach and Criteria

The evaluation committee will review all proposals. A short-list of proponents will be made. Each short-listed proponent will be provided with clarification questions – and those questions will be answered in a meeting with the evaluation committee.

Discover Halifax reserves the right to negotiate with the preferred proponent.

The preferred proponent will be provided with a contract for signing, which will align with Discover Halifax’s procurement policies.

Evaluations will be made based on:

	Weighting
Company Capabilities & Fit	33.3%
Relevant Experience	33.3%
Fee Structure	33.3%

Conclusions

Thank you for considering this RFP. Discover Halifax endeavors to make our region the favourite in Canada – and in doing so, we seek to live our values daily. We are seeking a partner who is equally excited and engaged with this vision.