



## Request for Proposal

**RFP#:** BMHA 2021-04

**Title:** BMHA Manager of Brand and  
Communications

**Contact Person:** Lucas Matsuda

**Email:** [president@burnabyminor.com](mailto:president@burnabyminor.com)

### 1. INTRODUCTION

#### 1.1. Background

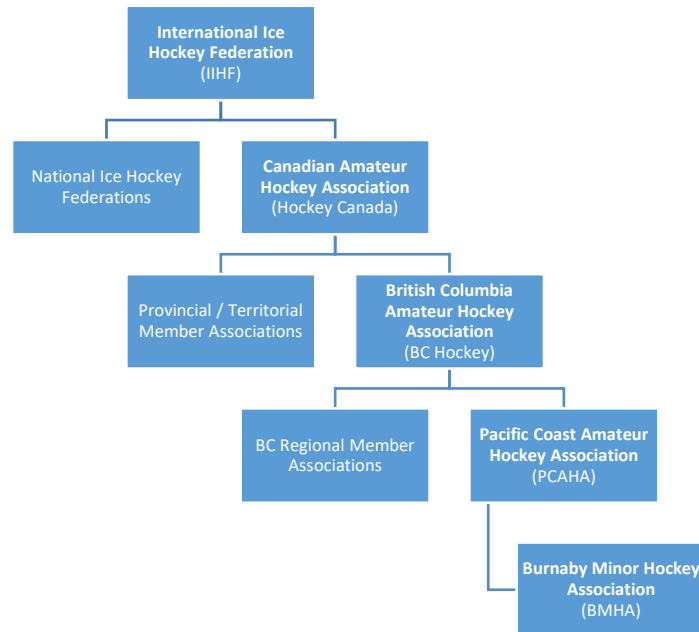
Burnaby Minor Hockey Association (“**BMHA**” or the “**Association**”) is a community based non-profit minor hockey association, guided by our volunteer executive board (the “**Executive**”) and run primarily by volunteers from our membership. BMHA is home to over 800 hockey male and female players from our 4-year-old Jr. Bulldogs & Wildcats to our 20-year-old U21 Division.

#### 1.2. Philosophy

The Association’s philosophy is that all children who wish to learn the skills of hockey should have the opportunity to do so, within the limitations of available facilities, financial restrictions, and available volunteer coaches. Furthermore, to provide an environment in which these children can learn hockey skills, play hockey at a level consistent with their aspirations, learn good sportsmanship and develop into young men and women that their parents and community can be proud of.



### 1.3. Amateur Hockey Structure



BMHA is a member association of and subject to the rules and regulations of:

- PCAHA;
- BC Hockey; and
- Hockey Canada.

## 2. INVITATION

The Association, by its volunteer elected Executive, invites qualified parties (each, a “**Proponent**”) to submit a competitive proposal for the performance of the duties required of an association Manager of BMHA Brand & Communications as detailed below (the “**Work**”). As support staff for the Association, the Brand and Communications Manager is subject to the policies, procedures, rules, and regulations of the Association, PCAHA, BC Hockey, and Hockey Canada.

The Work is to commence on June 1<sup>st</sup>, 2021.



### 3. SUBMISSION INSTRUCTIONS

#### 3.1. Anticipated Timeline

The following table sets out the anticipated timeline for this RFP:

Activity	Timeline
<b>Closing Time:</b>	17:00 PST, Monday, May 17 <sup>th</sup> , 2021
<b>Selection of Preferred Proponent:</b>	Friday, May 21 <sup>st</sup> , 2021
<b>Award:</b>	Friday, May 28 <sup>th</sup> , 2020
<b>Work Commences:</b>	Tuesday, June 1 <sup>st</sup> , 2021

With the exception of the Closing Time, the dated above are estimates only and are subject to change at the sole and absolute discretion of the Association.

#### 3.2. Delivery of Proposals

Proposals must be submitted electronically by way of email to the Contact Person

#### 3.3. Closing Time

Proposals must be received on or before the Closing Time (date and time) as listed in Section 3.1.

#### 3.4. Late Proposals

Proposals received after the Closing Time will not be considered.

#### 3.5. Amendment of Proposals

A Proponent may withdraw or amend (additions, deletions or substitutions) a submitted Proposal in the same manner as described in Section 3.2 at any time prior to but not after the Closing Time.

#### 3.6. Contact Person

The following person is the "Contact Person" for this RFP:

**Name:** Lucas Matsuda  
**Email:** president@burnabyminor.com



## 4. PROPOSAL SUBMISSION FORM AND CONTENTS

### 4.1. Expectations

The Brand and Communications Manager is expected to:

- 4.1.1. Ensure the BMHA brand and its communications are consistent with BMHA's mission, bylaws, code of conduct and core values;
- 4.1.2. Use multiple strategies, tools, and platforms to communicate Board and Association messages to existing members and to drive (an increase in) member registration;
- 4.1.3. Have, or be committed to quickly develop, a proficient working knowledge of the TeamSnap for use as the association's primary means of communication to members;
- 4.1.4. Have, or be committed to quickly develop, a proficient competency level of website management specific to BMHA's uses including as a means of communication to members and the community;
- 4.1.5. Provide recommendations and produce material to drive the growth of BMHA registration. This is inclusive of digital, social media and print opportunities;
- 4.1.6. Make use of their own computer equipment, Wi-Fi, and software required to complete the Work; and
- 4.1.7. In all its duties, adhere to the rules and regulations of BMHA, PCAHA, BC Hockey, and Hockey Canada.

### 4.2. Scope of Work

The key responsibilities of the Manager of Brand and Communications include:

- 4.2.1. Produce and post content for 6-8 editions of BMHA's "Stix 'n' Pux";
- 4.2.2. Maintain and update the BMHA website for user friendly use by membership and BMHA communication; up to an average of 3 website updates per month;
- 4.2.3. Manage the rink board contract(s) with third parties for BMHA rink board space allotted by the City of Burnaby;
- 4.2.4. Advise and work with the Executive on marketing strategies, including media presence, local advertising, and any other marketing campaigns the Executive wish to explore;



- 4.2.5. Be the main point of contact for all BMHA sponsors, both corporate and individual; and
- 4.2.6. Cascade communications to the Association from the President, and other BMHA Executives or Contractors.

#### 4.3. Form of Proposal

Proponents should follow the form of Proposal described in this Section 4 and provide all the information requested by this RFP.

### 5. FINANCIAL

#### 5.1. General Manager of Brand and communication Duties

In your proposal, please include your cost / fee structure and/or breakdown based on requirements outlined in Section 4 above and your proposed payment frequency.

#### 5.2. Independent Contractor Status

It is the intention of the Association that the Manager of Brand and Communication is engaged as an independent contractor of the Association. The Manager of Brand and Communication is not an employee of the Association.

#### 5.3. Tax Matters

As the Manager of Brand and Communication is an independent contractor and not an employee of the Association, the Association will issue a T4A at the end of each calendar year. Please indicate if billing will be to the individual or to a corporation and subject to GST.

### 6. PROPOSAL EVALUATION

#### 6.1. Proposal Considerations

To be considered responsive, a Proposal must meet all the requirements outlined in Section 4 above. Proposals not meeting all requirements will be considered non-competitive and will not be given further consideration. Only shortlisted Proponents will be invited to present their Proposal to the Executive.



6.2. Evaluation Criteria

For those Proposals meeting the requirements, each Proposal will be evaluated based on the following criteria:

Criteria	Weighting
Experience	20%
Monthly Cost / Fees	25%
Technical Capabilities	25%
Proposal	20%
Commitment to BMHA	10%

6.3. Proposal Selection

The successful Proponent will be selected based upon the best overall value to the Association as determined by the Executive and generally based on the categories and weighting in Section 6.2.

7. CONFIDENTIALITY

Information pertaining to this RFP, including any additional information provided to the Proponent, is strictly confidential. The distribution of this information without the express written consent and authorization from BMHA is strictly prohibited.

8. PROPONENT AUTHORIZATION

The Proponent is required to provide, as part of the Proposal, an authorized representative with whom all correspondence shall be conducted. Please note, all proposal submitted must be certified as valid and signed by the representative to be accepted. Please include the name, title, phone, and email information in the Proposal.

9. CONTRACT AWARD

Upon a selection of a successful Proponent, if within thirty (30) days of notification of award by BMHA, a written agreement (contract) cannot be negotiated and finalized, BMHA at its sole discretion may terminate negotiations with selected Proponent. In this case, BMHA reserves the right to enter into negotiations with the next qualified Proponent or to cancel this RFP entirely and not award a contract to any Proponent. The Association will not be obligated in any manner to any Proponent, selected, whatsoever until a written contract has been duly executed relating to an approved proposal.