



Marketing Agency Request for Proposal

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Primary Contacts

Contact	Title	Phone	Email
Sherry Butt	Director of Finance	709-944-0149	sherryb@cainsquest.com
Jackie Greenham	Operations Manager	709-944-5011	jackie@cainsquest.com



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Section 1: About Cain's Quest Inc.

Company Background:

THE CHALLENGE

At more than 3000km of high energy racing, this race is the longest race of its kind in the world and promises to keep race fans on the edge of their seat. Cain's Quest is a true northern adventure that gives racers the experience of a lifetime. Teams of two leave the start line pumped with adrenaline and an eye on the hefty prize purse. The race runs day and night guided by GPS and gut instinct to get teams from checkpoint to checkpoint. This event requires a solid strategy, top gun riding skills, the will to keep going, a tough, dependable snowmobile, and a whole lot of luck!

A GLOBAL EXPERIENCE

Cain's Quest brings the race into the homes of race fans and snowmobile enthusiasts across the globe. Each team is equipped with a satellite tracking unit which enables visitors to log onto our website and watch the race in near real time. Not only is this an added safety feature for the teams, but it allows race followers to cheer on their favorite teams and watch the race changing from moment to moment.

AN INCREDIBLE COMMITMENT

An event of this magnitude is two years in the making. The organization is top notch and is only possible with solid partnerships with government, industry, tourism stakeholders, and hundreds of dedicated volunteers. Cain's Quest relies heavily on corporate sponsorship and a strong volunteer base. Throughout the year, the Cain's Quest Board of Directors and staff works tirelessly on realizing this event. It takes effective marketing, strong financial backing, and a lot of logistics work to make Cain's Quest such an extreme success from year to year. Prior to Race Day, Cain's Quest holds a sign-in event for registered teams where they can pick up their kit bags and speak with media. Another large event prior to Race Day is Fan Night. Here, teams are introduced to race fans and get to show off their sleds. This is a well-attended event and a prime opportunity for media and to gather content for social media. During race week, communities across Labrador are lending a hand with volunteers manning checkpoints, headquarters, communications, and everything in between. Post-race, celebrations are so popular, organizers are consistently challenged with capacity to accommodate everyone who would like to attend and usually must restrict the numbers of tickets sold. Cain's Quest is a world-class sporting event that is attracting international attention from media, participants, and visitors to our website. For action, excitement, and a whole lot of intensity, Cain's Quest is the premier Snowmobile Race to watch for.



Target Market:

RACERS

In the past, racers have come from diverse backgrounds with a common love of extreme snowmobiling. Outside of Newfoundland and Labrador's numerous teams, racers have hailed from provinces such as Saskatchewan, Alberta, New Brunswick, Nova Scotia, Nunavut, Ontario, and Quebec. Internationally, the Cain's Quest roster has seen teams from the United States, France, Finland, and Sweden.

For the 2023 race, registration promotion will begin early in the 2022 planning year. The roster typically fills fast with 2020 breaking records reaching the maximum capacity of 50 teams within 18 days of registration opening.

The more diverse the roster is, (national/international origin) the larger the impact it makes on provincial tourism. This is a critical element when applying for Provincial and Federal support as Cain's Quest Inc. positions itself as a major attraction for tourism both provincially and nationally.

SPONSORS/PARTNERS

Cain's Quest attracts numerous sponsors and partners that provide both cash donations and services in-kind. Sponsors and partners are recognized at different levels, based upon the level of support they give. The Cain's Quest sponsorship benefits package promises a certain level of visibility which must be tracked and recorded to indicate the value of sponsorship. (Ex: logo visibility on marketing materials)

In the past, most Cain's Quest sponsors, and partners have traditionally been local to Labrador West and while we wish to retain our loyal sponsors from year to year, we would also like to reach widely recognized sponsors such as Snowmobile Manufacturers, snowmobile product manufacturers Energy Drinks and so on. Cain's Quest has also received government funding to help cover event costs over the years from the provincial department of Tourism, Culture, Industry, and Innovation as well as the Atlantic Canada Opportunities Agency.

AUDIENCE (RACE FANS)

Cain's Quest is not a typical location-based event for attracting spectators. While local fans, friends and family come out to see the teams at the start line, there is typically a lesser presence at the finish line.

The best spectator opportunities are virtual and concentrated as they monitor racers' progress on the Cain's Quest website and through social media. In 2016, cainsquest.com was viewed in 75 different countries across the globe with approximately 70,000 users and almost 940,000 page views in a little over 2 weeks! From 2018 – 2020, Cain's Quest has seen significant growth in Instagram followers and Facebook followers and page likes. It doesn't stop there. Cain's Quest utilizes all marketing mediums to generate more publicity for the race and more exposure for our sponsors. Cain's Quest 2020's social media feeds exploded during race week and seen unprecedented numbers. Facebook followers seen a 73% increase and engaged 1.5 million people on our Facebook page.



VOLUNTEERS

Volunteers are the lifeblood of Cain's Quest and it takes a small community of them to pull off an event like Cain's Quest. In 2020, close to 500 people throughout Labrador assisted with the race. As a volunteer-driven event, they were assigned to help with a gamut of activities from checkpoint operations to emergency support to information technology and so much more.

While Cain's Quest does attract new volunteers each year, many of the same volunteers return time and time again. It is a tremendous commitment and some take vacation from work to help. They often endure long hours, sleepless nights, and lengthy travels just to be a part of this exciting event.

In the 2023 race, we will host outreach events to encourage volunteer sign-up locally and will assist checkpoint communities with their volunteer efforts. Cain's Quest will empower volunteers through valuable training in advance of the race and continue to reach out to partnering organizations that provide volunteers in various capacities.

Current Marketing Technology Stack:

- Website CMS platform: WordPress www.cainsquest.com
- E-Mail: MailChimp
- Social Media: Facebook, Twitter, Instagram
- Sales: Shopify
- Feedback: Survey Monkey

To date, marketing for Cain's Quest has been managed in house. It has proved to be very time consuming and not particularly streamlined. We are looking to make improvements to our marketing efforts to better promote Cain's Quest and Labrador through the most efficient and effective means within a fixed budget. Data collection to determine the efficacy of the campaign is imperative. It is for this reason we are seeking contracted services to fill this gap.

List of Competitors:

Cain's Quest Snowmobile Endurance Race is unique to this country. Our global positioning encompasses a catchment area of snowmobilers that fall within our target demographic. Quebec, the Atlantic provinces, and northeastern United States are all areas where snowmobiling is an extremely popular sport and pastime. Over the years, we have seen less representation from the US and Quebec but greater representation from across Canada and from other countries. The only comparable event would be the Iron Dog in Alaska however this event typically attracts teams within state. Other provinces have expressed an interest in developing a similar event however, it is not known if anything has been realized at this time.



Section 2: Program or Project Objectives

Project Objectives:

Cain's Quest Inc. is seeking marketing services to promote the 2023 race to help build Cain's Quest's reputation to deliver world-class snowmobile tourism products and experiences, while building on a sustainable winter tourism product that will create long term community economic development and growth for the province.

The Agency will develop and execute a comprehensive marketing and communications plan with a winning strategy that will meet the project objectives . The plan should include a system of measurement to collect data to determine audience reach, engagement, visitor demographics, and all pertinent analytics to demonstrate efficacy of the marketing campaign. Data analysis will be compiled into a final report and presented to the Cain's Quest Inc. board of directors. All marketing initiatives should be in keeping with the Cain's Quest brand.

Cain's Quest Inc. is open to new and innovative ways to market and encourages creativity.



Scope of Work:

Requirement	Detail
Develop a Marketing Plan	In consultation with key people within the Cain's Quest organization, the marketing agency will identify key objectives, identify marketing tools for Cain's Quest and create a strategy that encompasses the most effective methods to promote the event, the sponsors, and the region to reach overarching goals and objectives. This plan should include a marketing communication matrix.
Execute Marketing Campaign	Develop an advertising placement plan and a marketing communication matrix and execute accordingly.
Graphic Design	Design work for advertising and merchandise, route map and poster
Program Booklet	Develop/Design Cain's Quest Program booklet. (approx. 30 pages double sided.) This booklet will include ads from sponsors, logos, messages from Government officials, racer headshots and bios, map, front and back cover design work.
Sponsor Marketing Benefit Delivery	Working with our sponsorship team, the agency will ensure that sponsors logos are visible on marketing material where required
Media Relations	news release development and distribution. A compilation of relevant media contacts will be required. (Regional/National/International)
Social Media	Develop and implement social media strategy to increase followers and engagement, drive website visitation and Manage social media platforms (posting) in cooperation with Cain's Quest. Design and post news releases around milestones leading up to and during the race.
E-Mail Blasts	Updates, announcements, and news releases should be distributed to media and snowmobile clubs through CCSA
YouTube	Manage video content on YouTube
Community Outreach	Train and work with Community Media Liaisons at community checkpoints and the official CQ photographer/Videographer to direct and gather content leading up to and during race week. Video and photo content will give viewers the best viewing of this remote event as it happens.
Final Report	A final report will be developed to include data collected from social media, google analytics and other methods of measurement that will demonstrate the reach, growth and level of success achieved from the marketing campaign



Events:

Cain's Quest Snowmobile Endurance includes the following events that will require promotion and marketing leading up to and during the event. (Dates subject to change)

- Racer Sign-In: Teams arrive to sign in, pick up racer kit bags, get head shots and team photos. Media Welcome (**March 1, 2023**)
- Fan Night: Teams display race sleds and meet with fans. Typically, 1500-2000 in attendance. Prime media opportunity (**March 2, 2023**)
- Race Start: Teams leave the start line. Broadcasted on website and local community channel. High attendance. Prime media opportunity (**March 4, 2023**)
- Race Finish: (**TBC**)
- Closing Ceremonies (**TBC**)

Examples of previous marketing pieces:

- [Social Media Engagement Ad]



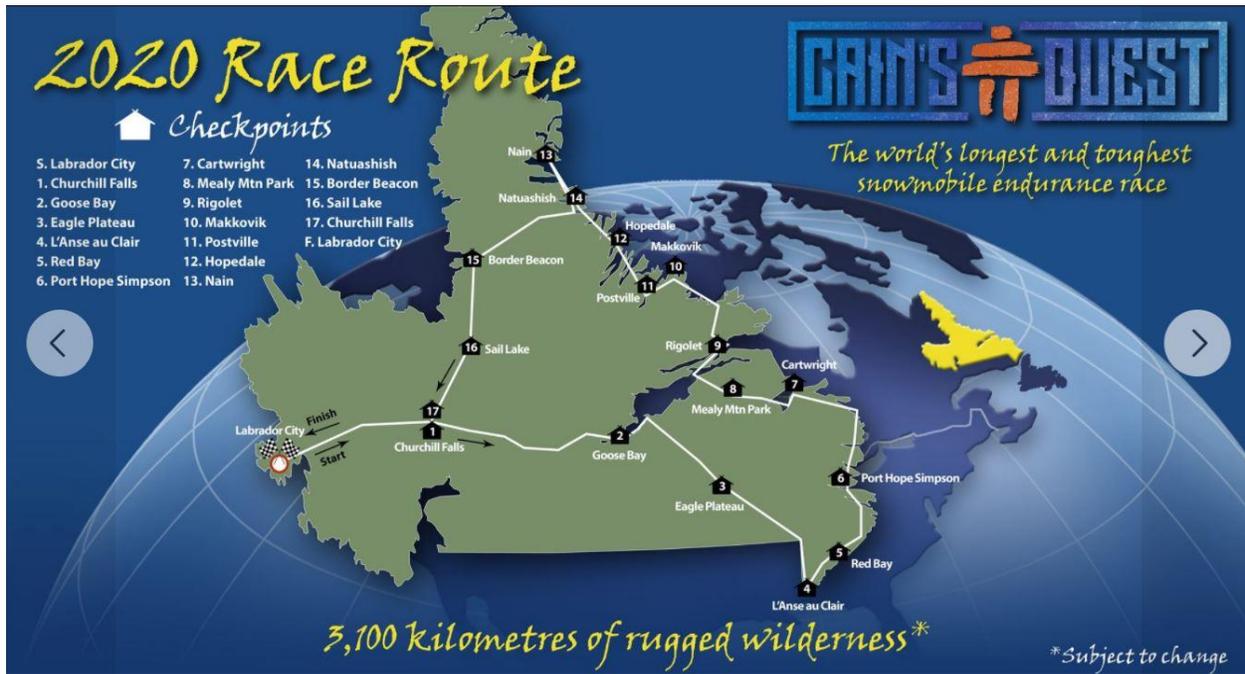
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\$5 SAVE BUY ANY SUMMER ITEM AND SAVE \$5 OFF 2018 DVD **SUMMER BUNDLE! EVENT**



- [Route Map]



- [Program]



- [Magazine Ad]

CAIN'S QUEST

Presented by: **RioTinto** **IOC**

MARCH 7, 2020
FOLLOW THE ACTION ONLINE AT **CAINSQUEST.COM**

Photo: Josh Bingle

Atlantic Canada Opportunity Agency, Agence de promotion économique du Canada atlantique, Newfoundland Labrador, CRRS, nalcOR energy, LABRADOR REWINDING, NUNATSTAVUT, LABRADOR CITY, NunatuKavut, PALairlines, AIRborealis, INNU NATION, TACORA, BIRD, DEXTER.

CAIN'S QUEST

CHALLENGE THE LEGEND

MARCH 4, 2016
LabradorWest, NL
CANADA

LEARN MORE

FOLLOW THE RACE ONLINE AT **WWW.CAINSQUEST.COM**



Project Schedule:

Cain’s Quest marketing initiatives will begin April 1st, 2022 and run through to March 31, 2023. The race start date is scheduled for March 4th, 2023. Beginning a week prior to race week, marketing and communications will be more frequent and daily updates will be required while the race is ongoing.

Below is the schedule of our current timelines. It is subject to change.

Project Milestones	Deadline
RFP Open for Bidding	April 5, 2021
RFP Questions Period Ends	April 16, 2021
RFP Close Date (RFP must be returned no later than this date)	May 7, 2021
Proposal Review (virtual or in person)	TBA
Agency Evaluation	TBA
Award Project to Agency	TBA

Additional Information:

Travel to Labrador City will be required to have a marketing person on site to create content and manage social media for Racer Sign-in, Fan Night, Start Line and Finish Line. Approximately 10-12 days.

Section 3: Criteria for Response

Evaluation Criteria:

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line item below.

- Pricing structure (time, deliverables, performance) is clear and agreeable.
- Payment terms and conditions are clearly defined.
- Written communication and proposal are clear, non-technical and unambiguous.
- Proposed project communications (reports, meetings, ongoing updates, timing, and format, etc.) is agreeable.
- The agencies client list reflects relevant experience.
- Client testimonials
- The agency fully understood the defined marketing project and its objectives.
- The submitted proposal clearly indicates how each of the defined goals and outcomes will be achieved.
- The agencies proposal reflects the results and returns that are likely to be achieved based upon the provided RFP data.



- The submitted proposal is specific to our defined needs and is not a generic response.
- The agency has all the skills required to achieve project success.
- The agency has indicated the resources (team members, time, tools) that will be allocated to this project.
- The approaches and processes to be used by the agency have been clearly defined and agreeable
- The submitted proposal indicates where dependencies exist regarding in-house and third-party actions.
- The agency has highlighted aspects of process efficiency optimization in their proposal.
- The agency has identified areas from which added value can potentially be derived in this project.
- The agency has indicated their availability and lead times.
- Agency availability and lead times are agreeable.
- Agency values have been reviewed.
- Agency values reflect a good fit with our business values.
- The agencies response suggests that they would be a valuable long-term partner.

Presentation Proposal Requirements:

With the goal of helping you focus your presentation, we ask that you include the following items in the proposal:

Agency Information:

Help us get to know you better.

- **Corporate Overview:** Including the number of full-time employees, number of contract employees, office location(s), and date founded.
 - Primary markets served
 - Number of customers served
 - Marketing services you offer as an agency
 - Marketing services that you currently sub-contract
 - Awards won over the past 3 year

Proposed Solution:

- Detailed explanation of the proposed solution
- Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Share 3 creative examples from prior work to help explain



References

- Minimum of 3 reference customers

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full program. Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
- All proposals must include a project workback schedule that includes:
 - Timelines
 - Key Milestones
 - Delivery Dates

Section 4: Terms and Conditions

Submission of Proposal:

This is an invitation for proposal only.

Cain's Quest Inc. shall not be obligated in any major to any vendor until a written agreement has been executed.

Cain's Quest Inc. shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

Cain's Quest Inc. may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether Cain's Quest has issued any addenda.



How to submit

The Agency shall submit 1 copy of the proposal by E-Mail in PDF format to info@cainsquest.com and 1 copy by mail to:

Cain's Quest
PO Box 206
Labrador City, NL A2V 2K5

Proposals received after the closing date will not be accepted.

Amendments to a proposal may be submitted prior to the closing time.

Cain's Quest will not incur any cost associated with the preparation and submission of the proposals including any costs incurred by the Agency after the closing date. All costs to this effect will be assumed solely by the proponent.

Acceptance and Rejection

Notwithstanding any other provision in the proposal documents, Cain's Quest has in its sole discretion, the right to accept any proposal, reject any/all proposals, accept a proposal which is not the lowest priced bid, accept a proposal which deviates from the requirements, specifications or the conditions specified in the RFP and accept all or any part of the proposal.

All proposals shall remain open for acceptance for at least one hundred and forty-seven days after closing time, whether or not another proposal has been accepted.

Cain's Quest Inc. is not under any obligation to award a contract and may elect to terminate this RFP at any time.

Cain's Quest Inc. may conduct marketing/communications operations in-house concurrently and complementary to the Agency Marketing Plan.

