



Request for Proposal (RFP) *Revenue Diversification Plan*

1. Background

The Canadian Cerebral Palsy Sports Association (CCPSA) is the national governing body for the Paralympic sport of boccia in Canada, with a mandate to represent, promote and advance the sport in the country. In addition, the CCPSA has a broader mandate to foster equitable opportunities to participate in sport and physical activity, at every phase of the athlete development pathway, for those with Cerebral Palsy and related disabilities. In fulfilling this mandate, CCPSA collaborates with many stakeholders including Provincial Partners, National Sport Organizations, Disability Organizations, local clubs, families, community groups, funders, etc.

Our Vision

Canadians with cerebral palsy and related disabilities have access to and are inspired to achieve personal excellence and embrace lifelong participation in sport and physical activity, while Canada is a leading nation in boccia.

Our Mission

We collaborate with partners to increase the participation of Canadians with cerebral palsy and related disabilities in sport and physical activity, while leading, developing and growing boccia from grassroots, to producing World and Paralympic Champions.

Our Core Values

- **EXCELLENCE:** We display a commitment to excellence in all areas and to achieving outstanding results. “Every day, every way”.
- **RESILIENCE:** We demonstrate perseverance, an open-minded approach that is flexible and adaptable, yet consistent. “#hanginthere”
- **INCLUSIVITY:** We believe in access and inclusion, equitable opportunities, and an open door for all participants.
- **COLLABORATION:** To truly achieve success and make a difference, we understand it is essential to work together in partnership.

The Canadian Cerebral Palsy Sports Association is issuing a Request for Proposal (RFP) to procure professional consulting services to develop a Revenue Diversification Plan in-line with the CCPSA’s goal to expand revenues beyond the two main current sources, the Government of Canada (Sport Canada) and telemarketing.

2. Revenue Diversification Project: Overview & Scope

The project involves identifying potential sources of revenue i.e. sponsorship, merchandising, grants, events, philanthropic, donations, etc., based on the strength of the CCPSA brand, narrative, exposure, assets, activities, etc. In addition, the project needs to identify concrete and realistic actions and steps for the CCPSA to move forward with. The project must be completed in the 2020-21 fiscal year (March 31st, 2021).

3. Project Timeline

Below are CCPSA's projected 2020-2021 timelines and will adjust slightly to accommodate circumstances that may arise.

November 30, 2020	Request for Proposal Posted
December 18, 2020	Deadline for RFP Submissions
January 13, 2021	Successful Consultant Identified and Notified
January – March, 2021	Revenue Diversification Plan Developed with Consultation and Regular Check-ins
End of March, 2021	Revenue Diversification Plan Presented to CCPSA Board of Directors

4. Proposal Submission Requirements

This Request for Proposal represents the requirements for an open and competitive process. Your proposal must include, at a minimum:

- Experience and background/qualifications;
- A project summary detailing approach, scope of work, and final deliverables;
- A detailed work plan including a description of the services to be provided and a proposed budget including all fees itemized;
- If there are activities within the proposed plan that are not covered by the proposed budget and would be an additional cost to CCPSA, please outline those activities and associated costs;
- Samples of previous work; and,
- Contact information for 2 References.

5. Deadline for Submission

Questions for the RFP will be answered until December 11, 2020. Please direct questions to Peter Leyser at pleyser@ccpsa.ca

Proposals will be accepted until 5pm EST, December 18, 2020, and emailed to the attention of Peter Leyser at pleyser@ccpsa.ca

6. Criteria for Evaluating Proposals

Proposals will be evaluated during the period of January 4th – January 11, 2020. Requests for further information from CCPSA may be necessary to support selection;

Elements of the proposals that will be evaluated (but not limited to), include:

- i) Expertise/qualifications;
- ii) Creative approach and direction;
- iii) Project budget and costs;
- iv) Ability to manage the project within timelines.

7. Terms and Conditions

The successful candidate will be awarded a short-term professional services contract for the services identified in this RFP.

Issuance of this RFP does not commit CCPSA to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP.

The selected Consultant will be notified by email. Unsuccessful developers will not be formally notified.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by CCPSA and will include scope, budget, schedule, and other necessary items pertaining to the project.