



**CANADA GAMES COUNCIL
REQUEST FOR PROPOSAL**

Canada Games Streaming Services

Date: December 20th, 2017

CANADA GAMES COUNCIL REQUEST FOR PROPOSAL CANADA GAMES STREAMING SERVICES

INTRODUCTION

As the premier sport event for Canada's best young athletes, the Canada Games is one of the largest multi- sport events in the world, with more than 100,000 alumni, drawing from a pool of over one million age eligible aspiring athletes every two years in Games-specific sports.

Introduced in 1967, the Canada Games is a nation-building celebration of youth, sport, culture and community, and is the product of ongoing collaboration between the Government of Canada, Provincial/Territorial governments, host municipalities, the private sector, and the Canada Games Council.

The Canada Games are not only the training ground for future Olympians and Paralympians from more than 800 communities from coast to coast to coast; the Games also build regional and national pride and leave lasting legacies for the host communities and provinces/territories through infrastructure, volunteerism, and sport development.

Between Games, the Canada Games Council (CGC) looks to *inspire dreams* in Canada's youth and encourages them to participate in sport and physical activity. Looking to *build champions*, we provide programs, tools and support young athletes' need to reach and succeed at higher levels.

With major sports event hosting expertise, Red Deer will play host to the 2019 Canada Winter Games where athletes from all 13 Provinces and Territories will compete in 19 [sports](#). The 2019 Canada Winter Games will take place from February 15th to March 3rd.

The Niagara Region will then host the 2021 Canada Summer Games.

The CGC works alongside Host Societies in the preparation and execution of the Canada Games every step of the way.

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A. OVERVIEW

The RFP is divided into the following sections:

Proposal Requirements: describes the sections to be addressed within the bid proposal;

Process Overview: indicates how the evaluation will be conducted and the basis of selection;

Instructions to Bidders: includes deadlines and approved forms of submission;

Appendix A: describes applicable partnership rights and benefits.

B. RFP BID PROPOSAL REQUIREMENTS & COMMITMENTS

Companies interested in becoming the “Official Streaming Services Provider” for the 2019 Canada Winter Games and future Games should address the following in their response to this RFP.

RFP: SUBMISSION REQUIREMENTS	Points
<p>1. OVERALL QUALIFICATIONS AND EXPERIENCE</p> <p>a. Please provide examples (minimum 2) of similar experience in streaming major sporting events. This should include examples of demonstrated capability in delivering sporting events that include multiple simultaneous venues over the course of a timeframe greater than one week.</p> <p>b. Examples should also include volume of the sports/events covered, geographic footprint and ability to work in outdoor elements.</p> <p>c. Please provide (minimum 2) references.</p>	75
<p>2. SCOPE OF COVERAGE</p> <p>a. Bidders must commit a specific amount of streaming (sports / hours). We then fully expect the winning bidder to fulfill 100% of the committed content amount.</p> <p>b. Bidder will be asked to cover non-competitive events. These events may include press conferences, medal ceremonies, torch lighting, festival performances, etc.</p>	25
<p>3. QUALITY OF COVERAGE</p> <p>a. Bidder to propose scaled options for coverage. Bidder is to propose their most comprehensive</p>	125

option and then provide options with the budget/number of hours scaled back. Example:

- i. Option 1 – 1500 hours, all sports/events/disciplines covered, x amount of \$.
- ii. Option 2 – 1200 hours, which sports/events/disciplines will be covered, x amount of \$.
- iii. Option 3 - 900 hours, which sports/events/disciplines will be covered,, x amount of \$.

*Current Overview of the 2019 Canada Winter Games Sport Schedule for reference.

- b. Multiple camera coverage for each sport streamed is mandatory.
- c. All cameras must be able to stream in 1080p.
- d. Adaptive bitrate streaming must be available.
- e. Bidder is to indicate how many concurrent streams they plan on showcasing.
 - i. Ex: past Canada Games have featured 20 concurrent streams.
- f. Bilingual on-screen graphics that vary from sport/location/day are needed for sponsor watermark, branding, and/or related graphics to locate user during stream.

**On screen branding must conform to Canada Games graphic standards.*

- g. Audio coverage must be included. At minimum, venue announcer feed needs to be featured in the streams.
 - i. Bidder must display how audio will work in cohesion with graphics to locate user during stream.
- h. Bidder must commit to working with Canada Games partners in the coordination of receiving commercial

<p>spots to showcase during the streams. Bidder is to provide examples of how they have incorporated commercial spots for past events.</p> <ul style="list-style-type: none"> i. Live play-by-play for most streamed sport's semi-final and final must be included. <ul style="list-style-type: none"> i. Procurement of on-air talent will be a joint task between CGC and winning bidder. ii. Bidder will be tasked with training and working closely with on-air talent. j. Bidders are encouraged to display if they have used emerging technologies (i.e. drones, virtual reality, augmented reality etc...) in the past and how they would leverage this technology for the 2019 Canada Winter Games webcast. 	
<p>4. DISTRIBUTION</p> <ul style="list-style-type: none"> a. Bidder must showcase a plan for broad distribution of the feed. b. Bidder must display how they will repackage content for sharing in social media feeds. <p>*The winning bidder will produce the streams, but the Canada Games Council own the content and have ultimate authority on its commercial use.</p>	75
<p>5. ARCHIVING</p> <ul style="list-style-type: none"> a. Bidder must display how they plan to archive the feeds and where. Bidder needs to clearly outline how CGC will retain ownership/access to the feeds after the Games have concluded. b. Bidder needs to demonstrate how quickly a stream will be archived during Games. c. Bidder must outline how CGC will have access to the streams at Games and how they will be able to easily download content as streaming occurs. 	75

<p>d. Bidder will commit to uploading streaming content for 2011, 2013, 2015 and 2017 Canada Games on one website (canadagamestv.ca) by June 1st, 2018.</p> <ul style="list-style-type: none"> i. Website must be bilingual. ii. canadagamestv.ca URL will be redirected to bidder's proposed third party website as developed throughout the course of the project. iii. *Content from 2011, 2013, 2015 and 2017 will be provided by CGC. 	
<p>6. VOLUNTEERS</p> <p>a. Volunteers will be a large part of the labour pool. Bidder needs to provide past examples of working with a large pool of volunteers and how they plan to do work with volunteers in a Canada Games environment.</p> <ul style="list-style-type: none"> i. Bidders are also encouraged to provide past examples of training plans that were developed for volunteers. ii. Bidders are also encouraged to provide an estimate number of volunteers they will require for the Games. <p>b. Winning bidder will need to provide volunteer training in advance of the Games. The Host Society will supply the volunteers and bidder must provide framework of how they propose to execute training.</p>	75
<p>7. MEETING/TRAVEL COMMITMENT</p> <p>a. Winning bidder must be prepared to work closely with the CGC and their partners in the operational planning of the webcast leading up to the Games.</p> <ul style="list-style-type: none"> i. Specifically, collaboration between the winning bidder and each national sporting organization (which will have their sport streamed) will be required. ii. Please provide past examples of working with sport organizations to meet sport-specific needs of a webcast. 	50

<ul style="list-style-type: none"> b. Frequent conference calls and multiple site visits will occur. <ul style="list-style-type: none"> i. *Travel and accommodation for site visits will be covered by the Canada Games. c. Winning bidder must demonstrate track record of high service levels leading up to an event. d. Winning bidder will be the main contact for public inquiries at Games concerning the streams. Winning bidder must display how/how quickly they will respond to public inquiries at Games. 	
8. TOTAL RFP POINTS	500

C. OVERVIEW OF THE EVALUATION PROCESS

The Canada Games Streaming Working Group will be responsible for evaluating the RFP proposals. Further negotiation on the terms of the partnership may be required.

The Working Group will evaluate RFP proposals using the following steps:

- a. Determine the rankings of RFP proposals, excluding reference checks;
- b. Conduct Reference checks for all ranked bid proposals and assign points;
- c. Tally points to determine the highest-ranked bid proposal for RFP;
- d. Meet with the successful partner;
- e. Offer RFP contract for Official Streaming Services Provider to highest ranking bid proposal
 - o Should offer not be accepted, move to second highest-ranked proposal, etc.
- f. Develop contract.

A sponsorship contract will be drafted and signed by both parties for the agreed upon partnership term. Upon completion of the contract, a partnership announcement will.

Please note, the CGC reserves the right to reject any proposal at its sole discretion.

Appendix A includes a summary of sponsorship rights and benefits.

D. GENERAL INSTRUCTIONS TO BIDDERS

All RFP bid proposals shall be submitted on or before 4:00 pm Eastern Standard Time on **January 30th, 2018**. The bid proposals shall be submitted and delivered to:

Karen Poapst
Manager of Operations – CGC
261-1200 St Laurent Blvd.
P.O. Box 72
Ottawa, Ontario
K1K 3B8
phone: 613-526-2320 x 2708
email: kpoapst@canadagames.ca

Proposals must be clearly marked RFP – OFFICIAL STREAMING SERVICES PROVIDER

APPENDIX A

PARTNERSHIP RIGHTS AND BENEFITS

Rights and benefits will be dependent on the level of contribution.

Official Designation

- Streaming Services Provider

APPENDIX B

Overview of the 2019 Canada Winter Games Sport Schedule

Detailed information on 2015 Canada Winter Games Schedule/Results