



**BID COMMITTEE REPORT**

Meeting Date: February 1, 2024  
 Contact: Alexander Ralph  
 Contact No.: 604 829 2092

TO: Bid Committee  
 FROM: Chief Procurement Officer

**RECOMMENDATION**

Recommendation to enter into a contract with TTG Strategic Marketing & Communications Corporation Canada (TTG) for the Sponsorship Naming Rights. in relation to RFP - Sponsorship and Naming Rights PS20230581-OCM-RFP.

Solicitation Number:	Request for Proposal: PS20230581-OCM-RFP
Description of the Goods or Services:	Sponsorship and Naming Rights
Recommended Vendor:	TTG Strategic Marketing & Communications Corporation Canada (TTG)
Contract Term and Estimated Contract Value:	The recommended term of the contract is 18 months, with the City's unilateral option to extend for 3 additional one year terms.  The estimated contract value is \$1,643,382.50* plus taxes over the initial 18-month term of the contract. <small>*see comments in Financial Section</small>

**PROCUREMENT SUMMARY**

Date of Issuance of RFP	November 2, 2023
Notices Sent:	Supply Chain Management sent notices to 17 proponents
Closing Date:	November 30, 2023
Responses Received:	(1) Blackfin Sports Advisors Ltd. (2) JSB Partnership Consultants, LLC. (3) Sponsorship Canada (4) Sports Marketing Results Inc. (DBA as Cosmos Sports) (5) TTG Strategic Marketing & Communications Corporation Canada (6) The Superlative Group

<b>Evaluation Criteria</b>	<b>Weighting</b>
<b>Technical Proposal</b>	<b>75</b>
<b>Section 1:</b> Company Overview and Experience - as listed in section "E - Submission Requirements" in the scope of work.	15
<b>Section 2:</b> Team Composition and Experience - as listed in section "E - Submission Requirements" in the scope of work.	25
<b>Section 3:</b> Approach & Methodology - as listed in section "E - Submission Requirements" in the scope of work. .	35
<b>Price (Financials)</b>	<b>25</b>
Hourly Rate	5
Commission	20
<b>Total Score</b>	<b>100</b>

The technical aspects, worth 75 points, were reviewed and evaluated by representatives from: Arts Culture and Community Service (ACCS), Engineering Services, Finance, Risk & Supply Chain (FRS), and Vancouver Board of Parks & Recreation (VBPR).

The financial aspects, worth 25 points were reviewed and evaluated by SCM and Finance.

## COMMENTS

The recommended contract meets the following requirements:

- a) The City advertised the procurement in accordance with the City's Procurement Policy (ADMIN-008);
- b) The proposed vendor offers the best value and scored the highest and offered the lowest overall compliant price, which City staff calculated in accordance with the criteria, factors, and methods stated in the City's solicitation documents;
- c) The City's Long-term Financial Strategy team and the client business unit reviewed and concurred on the procurement budget and the selection of the proposed vendor;
- d) Pursuant to the City's Procurement Policy (ADMIN-008), the Bid Committee authority to approve the contract because the total price is greater than \$1,000,000.
- e) If Bid Committee approves this report, the City's Category Manager, Director of Legal Services, Chief Procurement Officer, and Deputy City Manager will have the authority to negotiate, execute, and deliver all legal documents for this procurement on behalf of the City; and
- f) As the Bid Committee approval is a pre-contractual award, the terms and conditions of the final agreement may vary as a result of the negotiation with the proposed vendor.

## DECISION

Pursuant to the City's Procurement Policy (ADMIN-008), the Bid Committee approved the contract with TTG Strategic Marketing & Communications Corporation Canada (TTG) for Sponsorship Naming Rights under PS20230581-OCM-RFP.