

# Request For Proposal (RFP)

**ASL Reference Code: ASL25**

Procurement Contact Reference: [danial@pridetoronto.com](mailto:danial@pridetoronto.com)

Date of issue: **October 23rd, 2025**

Deadline for submitting inquiries: **November 5th, 2025**

Deadline for bid submissions: **November 22nd, 2025**

Results date: **December 10th, 2024**

## Who We Are

Founded 1981, Pride Toronto continues a legacy that is deeply intertwined with the rich, progressive history of Toronto's queer community. From a small gathering of dedicated activists fighting for their right to love and be seen, to the vibrant celebration we know today, Pride has been a long time in the making. Today, Pride Toronto supports our communities in the pursuit of our unequivocal rights to be known, be heard, be understood, be accepted, be respected, and to celebrate the beauty of who we are. Our Vision is that no matter who you love or how you identify, you will be safe, valued, equal, and proud.

**Bid Information** This RFP seeks interested and qualified bidders who are committed to proactively partnering with Pride Toronto to ensure ASL is provided at dedicated stages and events during the 2025 Pride Toronto Festival for designated stages TBD).

## Qualifications

We are seeking a proven, high-performing contractor/organization with experience in ASL provision for festivals. The contractor should have extensive knowledge of ASL service delivery.

## Milestones

The following are key milestones for solicitation.

- An information session will take place on Tuesday November 12th, 2024 **Attendance is strongly recommended.** Please register [HERE](#) to attend
- Questions & clarifications must be submitted by Tuesday November 5th, 2024
- Proposals are due on November 22nd, 2024 in PDF format.  
All proposals must be electronically sent by 11:59 pm to [danial@pridetoronto.com](mailto:danial@pridetoronto.com)  
**Please include the ASL Reference code in the subject line.**
- The contract will be awarded by March 3rd, 2025.

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## Confidentiality

- The terms of this RFP and all information provided are to be treated by your company as strictly confidential and proprietary. All data and information is to be used solely for the purpose of responding to this inquiry. At any point, should Pride Toronto feel that there is or has been a breach of this request, they reserve the right to eliminate the bidder for consideration of this RFP.
- All proposals submitted will become the property of Pride Toronto and will be held confidential. Any copies of the proposal will be provided to Pride Toronto employees and contractors on a need-to-know basis only.

## Project Description/Scope of Work

- The contractor will provide ASL for stages mentioned in the ASL schedule below
- The contractor is required to have adequate staff to fulfill the ASL on all stages where ASL is provided
- The contractor will provide a lists of equipment that they may need to perform their services e.g monitor
- Work within the ASL budget given
- Fulfillment of all expectations set out in the ASL Agreement

## Evaluation

The evaluation criteria for proposal includes:

- 1) Proposal Requirements (required)
- 2) Bidders qualifications (40%)
  - a. Experience providing accurate and fluent ASL interpretation
  - b. Knowledge of 2SLGBTQI+ terminology
  - c. Proven experience in providing ASL services to diverse communities
  - d. Inclusive language for diverse identities and the creation of a welcoming environment for all festival attendees to include the BIPOC community
- 3) Service (45%)
  - a. The ability to provide the scope of services requested

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- b. Capability to support large scale events (staffing and scheduling)
- 4) Financial Benefit (10%)
  - a. The lowest price bid will not be the determining factor in awarding the contract. Rather, Pride Toronto may award the contract to the bidder whose proposal, in our opinion, represents the best value bid.
- 5) Support towards the 2SLGBTQ+ (5%)
  - a. How has your organization supported the community, whether past, present or future.

## Proposal Requirements

- 1) Company Bio and key personnel contact information
- 2) Provide an overview of ASL experience and experience of working with diverse groups including the BIPOC community
- 3) Describe your process and approach to securing ASL interpreters
- 4) References from 2 clients contracts that are similar in scope.
- 5) Provide a budget breakdown with associated costs and your billing structure.
- 6) Provide a synopsis of your unique offering
- 7) Plans to incorporate the music aspect in the festival
- 8) Accommodation of Deaf and Hard of Hearing community into your service provision.

**Pride Toronto is committed to the principles of employment equity. Applications from all qualified candidates are welcome; in particular, applications are encouraged from racialized people, Indigenous people, disabled people, queer and trans people, and women. If you require any form of accessibility throughout this application, please let us know.**

**\*Please note that the ASL schedule will be**

## Festival Information

- The Pride festival runs from Friday, June 27th to Sunday, June 29th, 2025.
- The Pride festival attracts about 2 million unique visitors over the festival weekend.

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- Please be advised that sensitivity training will be required at the discretion of Pride Toronto. Should this be an issue, please do not bid on this contract.
- Please be advised that you will be required to follow all provincial/municipal health and safety regulations that might include but are not limited to wearing masks/protective gear at all times and ensuring that all staff associated can provide proof of vaccination upon entering the space.
- Please be advised that this RFP is for an physical, in-person festival. Should public health regulations restrict Pride Toronto from hosting a physical festival, Pride reserves the right to cancel this RFP.

**\*More details of all of the above will be discussed at the information session**