

# Request For Proposal (RFP)

**Procurement Reference Code: PrideLabour007**

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

Date of issue: **October 21<sup>st</sup>, 2025**

Deadline for submitting inquiries: **January 20<sup>th</sup>, 2025**

Deadline for bid submissions: **January 27<sup>th</sup>, 2025**

## 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 the implementation and best practices to oversee general labour and setup of the Pride Toronto Festival. This includes assisting with deploying tents, tables, fencing, general items and infrastructure as needed to different areas of the footprint. Essentially this team will be responsible to ensure activation spaces are built, setup and maintained as needed to support a successful festival. Physical labour will be required at all hours the festival is active throughout the duration of the event. This team will work really closely with the Operations team to be given directions on what is required. Pride will provide 3 lodging rooms close to the festival as well as 2 dedicated utility golf carts and 2 vehicles for the sole use of the awarded bidder.

## Qualifications

We are seeking a proven, high-performing contractor/organization with experience in managing and working in large-scale events. The contractor should have extensive experience in labour laws and proper procedures.

## Milestones

The following are key milestones for solicitation.

- An information session will take place on January 14<sup>th</sup>, 2025 from 1:00pm-3:00pm. **Attendance is strongly recommended.** Please register to attend [here](#).
- Questions & clarifications must be submitted by Jan. 20<sup>th</sup>, 2025.

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- Proposals are due on January 27<sup>th</sup>, 2025 in PDF format.  
All proposals must be electronically sent by 11:59 pm to [marvin@pridetoronto.com](mailto:marvin@pridetoronto.com).  
**Please include the Procurement Reference code in the subject line.**
- The contract will be awarded on February 20<sup>th</sup>, 2025.

## 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 be required to expertly manage all labour needs that pertain with the setup and operations of the festival. Specific areas and operating times can be identified in Annex A.
- The contractor will be responsible for managing their team to ensure deployment occurs as needed/scheduled.
- The contractor will be required to assist Pride Toronto in ensure that the footprint can be returned to its natural state as of Monday June 29th, 2025.
- The contractor should ensure backup services are available and suitable in the event of illness, attendance issues, accidents, etc.
- The contractor will be required to recruit a series of individuals to provide general labour throughout the festival. This would include tasks such as helping with set up, take down, vendor management and organization, tent placement, inventory, infrastructure deployment, organizing rooms as designated, driving materials to stages, providing general labour where/when needed at all festival operating hours, and being available for any miscellaneous occurrences.

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- The contractor must have WHIMIS and ensure all contracted parties are working safely.
- The contractor will be required to provide all necessary materials and needs of their employers including but not limited to gloves, steel toe boots, etc.
- Must be able to lift up to 50lbs
- Must have employees who have a G license and comfortable driving large utility vehicles.

## Evaluation

The evaluation criteria for proposal includes:

- 1) Proposal Requirements (required)
- 2) Bidders qualifications (40%)
  - a. Corporate experience and performance in labour, setup and management of large-scale events and contracts of a similar size.
  - b. Knowledge of labour laws in accordance with the City of Toronto.
- 3) Service (45%)
  - a. The ability to provide the scope of services requested.
  - b. Capability to support large scale events (staffing, materials, scheduling, transportation, etc.)
- 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 lowest and 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
- 2) Provide an overview of your management strategy and estimates of staffing needed and necessary insurance documents with a minimum coverage of 2 million liability.

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- 3) Describe your process and approach to managing labour on the festival footprint. Include the preliminary number of staff and scheduling that you would employ logistically during festival run times.
- 4) Provide case studies and references from 3 clients contracts that are similar in scope.
- 5) Provide a budget breakdown with associated costs and your billing structure.

**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.**

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## **Annex A:**

Pride Toronto Festival Footprint reference can be found [here](#) (Please note this is a draft based on 2023 and items are subject to change. A final CAD will be provided to vendors for reference.)

## **Specific Areas of Labour Management during active Festival times:**

- StreetFair (Runs on Church St. from Bloor St. to Dundas.)
  - Friday June 27th – 7:00pm – 12:00am
  - Saturday June 28th – 1:00pm – 12:00am
  - Sunday June 29th – 1:00pm – 12:00am
  - Monday June 30th, 12:01am – 5:00am
- Wellesley Stage (Green P Parking Lot on Wellesley St. just West of Yonge St.)
  - Friday June 27th – 7:00pm – 2:00am
  - Saturday June 28th – 1:00pm – 2:00am
  - Sunday June 29th – 1:00pm – 11:00pm
- Central Stage (Target Park, 512 Church St. West side)
  - Friday June 27th – 7:00pm – 2:00am
  - Saturday June 28th – 1:00pm – 2:00am
  - Sunday June 29th – 1:00pm – 11:00pm
- Main Stage (Nathan Phillips Square)
  - Friday June 27th – 7:00pm – 11:00pm
  - Saturday June 28th – 1:00pm – 11:00pm
  - Sunday June 29th – 1:00pm – 11:00pm
- Community Stage (On Gould St. just west of Church St.)
  - Friday June 27th – 7:00pm – 11:00pm
  - Saturday June 28th – 1:00pm – 11:00pm
  - Sunday June 29th – 1:00pm – 11:00pm

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- Parkette spaces that are part of the festival footprint that include Paul Kane Parkette, Norman Jewison and George Hislop.
  - Friday June 27th – 7:00pm – 11:00pm
  - Saturday June 28th – 1:00pm – 11:00pm
  - Sunday June 29th – 1:00pm – 11:00pm
- Parade Route (Rosedale Valley Rd. from Bayview to Park Rd., Bloor St. from Ted Rogers Way to Yonge St., Yonge St from Bloor to Dundas, West on Dundas to University Ave.)
  - Sunday, June 29th – 8:00am to 6:00 pm to completion.

**\*Please note that shifts may have to exceed StreetFair operating times to ensure proper maintenance occurs and additional areas may need to be serviced pending. The total number of labour hands on shift should not exceed 12 per shift. Pride will supply a schedule for reference however, on-call services will also be needed.**

## Festival Information

- The Pride festival runs from Friday, June 27th – Sunday June 29th, 2024.
- The Pride festival attracts about 3 million unique visitors over the festival weekend.
- 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 a physical, in-person festival. Should public health regulations restrict Pride Toronto from hosting a physical festival, Pride reserves the right to cancel this RFP.