

# Request For Proposal (RFP)

**Procurement Reference Code: PridePrinting009**

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

Date of issue: **February 4th , 2025**

Deadline for submitting inquiries: February **27<sup>th</sup>, 2025**

Deadline for bid submissions: **March 7<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 working with Pride Toronto to ensure the successful implementation of best practices to deliver printing needs before the annual Pride Toronto Festival and special events. Tasks would include inventory management, pick up and delivery of the product.

## **Qualifications**

We are seeking a proven, high-performing contractor/organization with experience in forecasting printing needs, sizing suggestions and printing of our required collaterals yearly which includes:

## **Pride Guides**

- Binding Perfect Bound: Job Size: 6x9 With a Spine Width of 0.24in
- 106 Pages
- Amount Printed: 5000
- Two Variations (first drop due April 25, 2025)
- Paper: Card Stock

## **Badges**

- Job Size: 6x4 inches
- Amount Printed: 4500
- Different Types: 10
- 18pt c2s card stock + 10mill gloss lamination

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## Banners

- Job Size: **8W x 3H**
- Amount Printed: 10-15
- Vinyl

## Signage

- Job Size:
  - 2W X 3H or**
  - 2W x 4H or**
  - 10W x 4H or**
  - 8W X 6H or**
  - 5W X 3H or**
  - 8W x 3H or**
  - 10W x 1H or**
  - 8W x 3H**
- Amount Printed: 100-130+
- Different Types: 1-2
- Coroplast

## Donor Charts

- Job Size: **10FT W X 6FT H**
- Amount Printed: 1-2
- Coroplast

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## Milestones

The following are key milestones for solicitation.

- Questions & clarifications must be submitted by February 27<sup>th</sup>, 2025.

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- Proposals are due on March 7<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 in late March 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 responsible for providing high-quality printing services to meet the operational and promotional needs of Pride Toronto. The contractor must demonstrate expertise in forecasting, sizing, and delivering the printed materials required to support the festival's yearly operations.

### 1. Printing Needs Forecasting and Consultation

- Collaborate with Pride Toronto to assess and forecast printing needs based on historical data and current festival requirements.
- Provide expert recommendations on material types, sizing, and quantities for optimal impact and efficiency.

### 2. Production of Printed Materials

- Deliver professional printing of key collaterals, including but not limited to:
  - **Pride Guides:** High-quality printed event programs to inform and engage attendees.

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- **Badges:** Customized identification for staff, volunteers, vendors, and participants.
- **Banners:** Durable and vibrant banners for promotional and directional purposes.
- **Signage:** Informational and wayfinding signage, ensuring clarity and visibility.
- **Donor Charts:** Professionally designed and printed charts to acknowledge and celebrate festival donors.

### 3. **Customization and Branding**

- Ensure all printed materials adhere to Pride Toronto's branding guidelines and meet the highest design standards.
- Work collaboratively with the design team to finalize proofs and ensure accuracy in content, color, and layout.

### 4. **Quality Assurance**

- Perform thorough quality checks on all printed materials to ensure they are free of defects, accurate, and visually appealing.
- Use durable materials suited for both indoor and outdoor conditions.

### 5. **Timely Delivery and Logistics**

- Adhere to strict production schedules to ensure all materials are delivered on time.
- Coordinate deliveries to multiple locations as specified by Pride Toronto.

### 6. **Sustainability Practices**

- Provide eco-friendly printing options, including the use of recycled paper, biodegradable inks, and sustainable materials.
- Propose initiatives to minimize environmental impact while maintaining quality.

### 7. **Contingency Planning**

- Establish contingency plans to address potential disruptions, including equipment malfunctions, delays, or urgent reprint requests.

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## Evaluation

The evaluation criteria for proposal includes:

- 1) Proposal Requirements (required)
- 2) Bidders qualifications (40%)
  - a. Detailed experience with Ontario's Festivals signages and requirements
- 3) Service (45%)
  - a. The ability to provide the scope of services requested.
- 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 Overview**
  - Provide a brief company bio and key personnel involved in the project.
  - Include insurance documents with a minimum \$2 million liability coverage.
2. **Management and Process**
  - Outline your strategy for forecasting, production, and delivery of printed materials.
  - Describe your quality control process and approach to handling urgent requests.
3. **Experience and References**
  - Share case studies and references from three similar client projects.
4. **Budget and Billing**
  - Provide a detailed budget breakdown for each type of collateral.
  - Outline your billing structure, including payment terms and additional fees.

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**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.**

## **Festival Information**

- The Pride festival runs from Friday, June 27th – Sunday June 29th, 2025.
- 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 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.