

# **Southeast Resource Development Council Corp. ("SERDC")**



## **REQUEST FOR PROPOSALS ("RFP") Video Documentary ("Services")**

**Issued By:** SERDC

**Issue Date:** February 10, 2023

**Submission Deadline:** February 29, 2023 (4:00 p.m. CDT)

### **Submit Proposals to:**

Attention: Ms. Tahl East  
Program Manager: SERDC Mental Health Programs  
Southeast Resource Development Council Corp.  
6<sup>th</sup> Floor, 360 Broadway Avenue  
Winnipeg, Manitoba R3C 0T6  
[teast@serdc.mb.ca](mailto:teast@serdc.mb.ca)

## 1.0 OVERVIEW

### 1.1 Purpose

Southeast Resource Development Council Corp. (SERDC) under its project **FIRE with FIRE – *Ishkotay Aputchitoon Chi Meekatamun Ishkotay***, is seeking proposals from individuals/organizations working in Manitoba to produce a video documentary on the value of a Peer Led Harm Reduction On Reserve Project.<sup>1</sup> The documentary is expected to highlight the necessity of improving the life and welfare/preventing deaths of men and women with a focus on First Nations communities, as identified by the project.

This letter is being sent out as an invitation to tender for the Services as outlined below.

### 1.2 Required Qualifications

To be considered a candidate, proponents must:

- Minimum of five years' work experience in the area of film/reportage/documentary writing, producing, directing and editing;

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<sup>1</sup> Fully Informed Risk Education with a Foundation of Individual Recovery Experience (F.I.R.E with F.I.R.E) is a response to substance misuse causing harm and overdose in community. It responds to individual needs of community members with the support of 21 peer mentors that will form quick-response teams in each of the SERDC Communities. The main purpose of peer mentors is to utilize a harm reduction approach to educate, support, and mentor community members toward more helpful health outcomes.

FIRE with FIRE- *Ishkotay Aputchitoon Chi Meekatamun Ishkotay* Peer Led Sacred Breath of Life Harm Reduction Project plays an important role on the sustainability of life, language matters, removal of stigma and overdose prevention in Southeast Manitoba First Nation Communities (Brokenhead, Black River, Hollow Water, Bloodvein, Popar River, Pauingassi, Little Grand Rapids). The gift of Fire is believed to be the giver of new life and is often associated with fertility. Fire is the element that requires the utmost care and attention since it can bring new life and take life away. Fire can devastate land during times of drought but can also provide a natural cleansing of Mother Earth.

**Peer Mentors** are individuals with lived experience or living experience, or those individuals and family members with past use and current recovery from alcohol, drugs, opiates, or other related substances. Peer Mentors provide early intervention and support in a culturally safe manner while providing support to each community in reducing stigmas associated with substance misuse.

**Quick Response Teams** will be comprised of up to three peer mentors with lived experience and can be seen as an alternate to calling the Community Health Nurse in charge or the RCMP for assistance.

**Training and Support that Peer Mentors receive** include overdose awareness training, harm reduction, conflict resolution, first aid instructor certification, naloxone specific training, fentanyl strip testing, addictions medicine, cultural care, information related to the health and social context of Indigenous people, stigma training, lateral violence, self-care, and trauma-informed care.

**Harm Reduction** sees community wellness as a priority. F.I.R.E with F.I.R.E views substance misuse as a significant mental wellness challenge. It strives to walk alongside members and families who struggle with a compassionate and caring lens, while also being centered on prevention, healing, and wellness as a goal rather than an expectation. This may take time. Harm reduction is about making space to support conversations about preventative health; we all need support getting comfortable talking about uncomfortable things. There is no justice without healing, and healing is all about justice.

- History of performance excellence regarding themes/target groups that are the same as/similar to the above mentioned ones;
- History of films created by the Proponent
- Ability to operate under strict time limits;
- Ability to effectively apply high production and technical standards for the purpose of maintaining high levels of professionalism;
- Ability to work in the English language;
- Successful materials filmed in the region would be an asset.

### **1.3 Term of Contract**

- The Proponent shall commence the work upon signing of contract and the contract shall complete all deliverables as of February 2, 2024.
- Total pre-production, production and post-production time (including interim reviews, narrative and final production) to be finalized by the end of December 31, 2023.
- The rough cut of every phase of the documentary to be provided to SERDC for review and comments.
- Once final cut is given a green light, the Proponent shall complete the work and submit for SERDC's approval (legal consideration for broadcasting rights). Ownership and broadcasting rights lie with SERDC.
- The quality of the documentary must be up to broadcast standards with a minimum quality of high definition.
- The Proponent shall provide full production and a ready-to-air product, i.e.: film, produce, edit, and provide music, voiceover and script and subtitle writing and translation.
- The Proponent shall submit a final version of the documentary film in one of broadcast standards, preferably in High Definition DVD.

### **1.4 Required Services, Deliverables & Scope**

- One 'Documentary Film' (approx. 1 hour), suitable for broadcast on TV channels.

- Three small version of the film (approx. 15 minutes each), suitable for (1) conference presentations on large screens and (2) internet and mobile internet use through platforms such as Vimeo, YouTube, Facebook etc. Specific Activities
- The main tasks of the Proponent are as follows:
  - Establish team of technical personnel required for the production of the video film
  - Meeting with the SERDC/FIRE with FIRE Team to conceptualize and concretize the expectations of the project and develop the scenario, theme and the work schedule of film production
  - Submission of a preliminary story board and shot list for approval
  - Onsite Filming
  - Developing of a script with guidance from SERDC/FIRE with FIRE Team. Films' narration will be in English & Ojibway. Subtitles/captions shall be prepared in English/Ojibway.
  - Realizing the post-production process of the film (editing, dubbing, special effects and graphic animations, subtitles, music, etc.)
  - Submission for approval of one edited draft (with subtitles).
  - Submission of at least 20 high quality photos from each project site they shoot.
  - Submission of all original documentary footage.
  - Submission of 5 DVD copies of the film.
  - Pitching the documentary to at least 1 international TV channel that have a track record of broadcasting such documentaries will be considered as advantage.

## **1.5 Overview of SERDC**

SERDC is a First Nation Tribal Council which was established in 1978 to serve First Nations on the southeast region of Manitoba. There are a total of eight member First Nations as follows:

- Poplar River First Nation
- Berens River First Nation
- Black River First Nation
- Bloodvein River First Nation
- Brokenhead Ojibway Nation
- Hollow Water First Nation
- Little Grand Rapids First Nation
- Pauingassi First Nation

Additional information on the SERDC is available at [www.serdc.mb.ca](http://www.serdc.mb.ca).

## **2.0 PROPOSAL REQUIREMENTS**

### **2.1 Offer Letter (complete Form “A”)**

An Offer Letter using the form provided in this RFP (Form “A”), **must** be fully completed and signed by a representative of the Proponent with the authority to bind the Proponent. The form may be put on a Proponent’s letterhead and a different font may be used but **must** not otherwise be modified.

## **2.2 Table of Contents**

This should provide a list of the main Proposal content and where it is found in the Proposal and include appropriate cross-references to attachments or appendices as required.

## **2.3 Proponent’s Information**

The Proposal should provide information on the following:

- General profile of the firm
- Information about the Proponent’s experience on similar programmes/projects and similar work for major national or international projects/organizations;
- Appropriate portfolio from previous work and information on films that were prepared for renowned national or international organizations;
- Key personnel that the Proponent intends to dedicate to the provision of Services and include information about each person’s experience and proposed role. This may include:
  - Brief bios (CVs) of the key people to be engaged in the production of documentary;
  - Information on whether any proposed team member is Aboriginal and/or has experience working in an Aboriginal community context
  - Information identifying the reporting relationship among the proposed team members identified, and the specific task assignment of each
- Documentary synopsis including description of work plan (not more than 3 pages);
- Detailed filming plan and timetable of all phases in pre-production, production and post-production; Price Schedules for the film which should clearly explain the following details (please note any assumptions made):
- Detailed technical information of the equipment intended for use: camera, light, sound, and other video (purchase of equipment will not be considered as an eligible expense under this project)
- Film crew costs and estimated days of shooting

- Relevant information about editing process and the price of editing (off-line and on-line if needed)
- Information on and the cost of dubbing and subtitles captioning
- Relevant information on and the cost of the post production process

## **2.4 Price**

The Proponent must provide a total price quotation and price structure for the proposed Services. The statement of total price (fees and expenses) must clearly indicate the entire amount payable to the Proponent for providing the Services. At a minimum, the total price must include all wages, benefits, employer remittances, taxes and all other amounts payable by the Proponent to its personnel and all administrative and support service costs (including travel costs, if any), equipment, supplies, overhead and other incidental costs involved in providing the Services.

The Proponent will make its own logistical arrangements with support from SERDC. Additional payment for travel, accommodation costs of the contractor and/or its crew will be fixed in consultation with SERDC. The Proponent and the designated production crews are expected to visit project sites in the Southeast communities and spend approximately a total of 30 (thirty) days minimum in the project locations.

Please note the following:

- SERDC certifies that the Services being purchased are not subject to the federal goods and services tax ("GST"). Therefore, GST must not be included in the price quoted. All other applicable taxes must be indicated separately.
- Prices shall be quoted in Canadian Funds
- Proponent pricing shall be valid for 120 days from date of Submission deadline

## **2.5 Timelines**

The proposal should provide detailed timelines for completing the deliverables.

## **2.6 References**

The Proponent should list at least three references, preferably from parties for whom services comparable in scope, nature and complexity to the Services were provided within the last five years. For each reference the following information should be provided:

- Name of the entity for whom the project was done

- Name of primary contact
- Telephone number for primary contact and entity
- Email address for primary contact

The references may be contacted by SERDC for purposes of checking the Proponent's record of past performance. SERDC, at its discretion, reserves the right to check the Proponent's record of past performance from references provided by the Proponent and any other sources identified by SERDC without prior notice to the Proponent.

### **3.0 ENQUIRIES**

All enquiries related to this RFP are to be directed in writing to the specified contact person at least three days prior to the RFP closing. Should SERDC provide additional information, this information will be provided to all persons receiving the RFP. If a Proponent has sent an enquiry and has not received an acknowledgement, the Proponent should follow up with SERDC. SERDC is not responsible if a Proponent's enquiry does not reach SERDC within the required timeframes.

Only information provided in writing by SERDC will be binding on SERDC. All enquiries and SERDC responses will be shared with all proponents and the source of each enquiry will be kept confidential. All enquiries related to this RFP must be directed in writing on or before February 21, 2023 @ 4:00 PM. All enquiries must be sent to:

Tahl East  
Program Manager: SERDC Mental Health Programs  
Southeast Resource Development Council Corp.  
6<sup>th</sup> Floor, 360 Broadway Avenue  
Winnipeg, Manitoba R3C 0T6  
[teast@serdc.mb.ca](mailto:teast@serdc.mb.ca)

## 4.0 SUBMISSION DEADLINE

A complete copy of the proposal (hard copy or PDF) must be received by February 29, 2023 (4:00 p.m. CDT). Proposals may be sent by mail, facsimile or e-mail. Proposals must be sent to:

Attention: Tahl East  
Program Manager: SERDC Mental Health Programs  
Southeast Resource Development Council  
6<sup>th</sup> Floor, 360 Broadway Avenue  
Winnipeg, Manitoba R3C 0T6  
[teast@serdc.mb.ca](mailto:teast@serdc.mb.ca)

Please note the following:

- Late Proposals will not be accepted
- Proposals should be clearly marked with the name and address of the proponent, and the words “Proposal for Video Documentary Services”
- It is solely the Proponent’s responsibility to ensure that the Proposal is received by SERDC at the designated location prior to the deadline
- Proposals received after the deadline will not be accepted and will be returned to the Proponent unopened
- SERDC may extend the deadline by issuing an addendum at any time before the deadline or before the date and time previously specified in any addendum extending the deadline



## 5.0 EVALUATION CRITERIA

Proposals meeting the mandatory requirements will be assessed against the criteria as follows:

<b>Firm's Qualifications &amp; Experience</b> <ul style="list-style-type: none"><li>• Proponent's experience and expertise in providing services for projects of similar nature and scope</li><li>• Qualification of proposed project team to carry out the work and meet commitments</li></ul>	50%
<b>Price</b>	50%

It is to be clearly understood by all Proponents that the lowest or any offer need not be accepted by SERDC and it is within the absolute discretion of SERDC as to which offer will be accepted based upon all of the information contained in the proposals submitted by the Proponents

# FORM A: OFFER LETTER

**Proposal for:** \_\_\_\_\_

**1. Proponent:**

\_\_\_\_\_  
Full legal name of entity making Proposal

\_\_\_\_\_  
Usual business name of Proponent (if different from above)

\_\_\_\_\_  
Street

\_\_\_\_\_  
City Province Postal Code

\_\_\_\_\_  
Facsimile number Telephone number

**2. Contact:**

\_\_\_\_\_  
Contact Person Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
Facsimile number Telephone number

\_\_\_\_\_  
Email

**3. Offer**

The Proponent has examined the RFP for the Services in its entirety, made the necessary investigations and offers to perform the Services in accordance with terms and conditions set out in the RFP for the price set out below:

Item	Maximum Inclusive Cost	Comments
	\$	
<b>Sub-Total</b>	\$	
<b>Applicable taxes</b> (specify type)	\$	
<b>TOTAL PRICE</b>	\$	

4. **Irrevocable** This Proposal becomes irrevocable on the Submission Deadline and is open for acceptance for 120 days after the Submission Deadline.
5. **Execution of Agreement** If SERDC accepts this Proposal and the Proponent satisfies the conditions of acceptance, the Proponent is required and agrees to enter into an agreement with SERDC substantially in the form set out in the RFP.
6. **Signature(s):** The Proponent's authorized representatives:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print name and official capacity  
of person whose signature  
appears above

\_\_\_\_\_  
Print name and official capacity  
of person whose signature  
appears above

I have the authority to bind  
the Proponent.

I have the authority to bind  
the Proponent.

Date: \_\_\_\_\_

Date: \_\_\_\_\_