

RFP: 2021-2022 Raffle Fundraising Platform & System Partner

INTRODUCTION

Curling Alberta is the regional governing body for the sport of curling in Alberta. During Curling's Capital event series, Curling Alberta ran nearly 60 individual online 50/50 raffles in less than three months which resulted in 1.2 million dollars' worth of tickets being sold. Curling Alberta will be investing their share of the net profits in grassroots and community curling within their boundaries.

As a successful initiative, Curling Alberta is seeking a raffle fundraising partner that can provide a first-class platform and system to continue our 50/50's success for 2021-2022 curling season starting in October.

The current Request for Proposal (RFP) wishes to set up a fair and transparent evaluation process for all parties and will provide interested individuals with the necessary information to prepare their proposal.

Vision

We believe in spreading the power of sport through curling. We are committed to protecting the health and happiness of future generations while honoring our rich history. For all ages and abilities, Curling Alberta will provide equitable and quality opportunities to participate in our sport, striving to make curling the first sport of choice for all within our boundaries.

Mission

We exist to inspire the curlers of today and tomorrow.

SCOPE OF PROJECT

Curling Alberta is seeking a partner that can demonstrate the capacity to handle all aspects of the design, production and delivery of a complete raffle fundraising service for each raffle held. As a leader in online raffles in Alberta, it is imperative that the chosen partner is creative, flexible, and driven to succeed alongside us. Although most of the raffles will be held online, there may an opportunity where in-venue raffles are also suitable to an event.

Raffles

Currently, Curling Alberta is considering offering online 50/50's raffles during the following times:

- One raffle at the end of each month from October-December. Potentially extended to January-April.
- 2022 Sentinel Storage Alberta Scotties Tournament of Hearts and 2022 Alberta Boston Pizza Cup, Presented by Best Western, online and potentially in-venue – January 3-9, 2022.
- 2022 Tim Horton's Brier, online raffle – March 4-13, 2022

**Note, raffle opportunities are pending approval from AGLC and additional planning.*

Objective

The goal is to procure a fundraising partner that meets the following general requirements:

- Enhances the Curling Alberta brand and is consistent with standards of quality and professionalism.
- Complies with the rules of Alberta Gaming, Liquor and Cannabis Commission (AGLC) and other applicable laws in the Province of Alberta.
- Provides services that assist Curling Alberta in generating funds using technology that sells raffle tickets and that works with Curling Alberta's website and marketing plan.
- Offers a trustworthy online raffle platform and payment system that can handle many people utilizing it without fail and responsive administrative support if issues arise.
- Access to a web server that hosts the raffle.
- Ability to quickly pivot and review marketing plan.
- System capability of hosting both online and in-venue raffle.
- Offer competitive fee structure with value in-kind offered.

SUBMISSION REQUIREMENTS:

The bid document must contain the following elements in order to be considered:

- A list of qualifications;
- A commitment from October 2021 to March 2022
- Competitive pricing including software license, service payment and any additional costs related to the raffle.
- Commitment to have agreed upon changes done quickly and professionally.
- Ability to provide training and technical support.
- Capability to accept additional curling clubs or curling groups that would like to run raffles within Alberta both online and in-venue if requested.
- Ability to customize purchasing page to line up with Curling Alberta branding.
- Reference contact information for similar projects.

Applicants are encouraged to add additional information that may make them stand out from other applicants. Any costs associated with the development of any proposals in response to this RFP will remain the sole responsibility of the proponent and will not be the responsibility of Curling Alberta. Curling Alberta reserves the right to discontinue the procurement process at any time, and makes no commitments, implied or otherwise, that this process will result in a business transaction with one or more parties.



EVALUATION

The following criteria will form the basis of the proposal evaluation:

1. Suitability of the Proposal - Proposal meets the needs and criteria set forth in the RFP
2. Price - The price falls within the budget range internally established for this project
3. Value in Kind – If the candidate has included a VIK component with their proposal
4. Candidate experience - Candidate has successfully completed similar projects and has the qualifications necessary to undertake the project.

RFP Closing date August 2nd, 2021

Suppliers who want to respond to the RFP are asked to send an electronic copy to Britney Andersen at britney.andersen@curlingalberta.ca

Contact Britney Andersen at britney.andersen@curlingalberta.ca or 587-223-7528 with any questions.