

**RFP: 2023-2024 Raffle Fundraising Platform & System Partner**

**INTRODUCTION**

Curling Alberta is the regional governing body for the sport of curling in Alberta. During the last 3 seasons, Curling Alberta ran nearly 180 individual online 50/50 raffles in less than three months which resulted in 2.9 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 2023-2024 curling season starting in November.

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.

**Curling Alberta - 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.

**Curling Alberta - 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. The 2023/24 season will include both online and in venue raffle and many events will need to have capabilities of both.

**Raffles**

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

Event	Dates	Online	Invenue	Location
Mixed Doubles Provs	Dec. 27-31, 2023	x	x	Lethbridge
GSOC Canadian Open	Jan. 16-21, 2024	x	x	Red Deer
Women’s Provs	Jan. 22-28, 2024	x		St. Paul

Men's Provs	Feb. 6-11, 2024	x	x	Hinton
Scotties	Feb. 16-25, 2024	x	x	Calgary
Brier	Mar. 1-10, 2024	x		Regina, SK
\$100,000 Brier Final	Nov. 1, 2023- Mar.10, 2024	x		Regina, SK

\*Note that raffle opportunities are pending approval from AGLC, host committees, and require additional planning. There is no guarantee the raffles for these events will occur.

### 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 plans.
- System capability of hosting both an online and in-venue raffle.
- System capability of having an 'add on' purchase function – meaning that as a customer purchases for a raffle, they are able to also purchase tickets for another raffle.
- System capability to have early bird and other non-cash prizes.
- System capability to have online and in-venue purchases for the same event.
- System capability to have a purchase 'in support of' function.
- Customer service and support capability for daily events and draws.
- Marketing support and creative promotional abilities.
- Offer a competitive fee structure with value in-kind offered.

Curling Alberta strongly suggests the following raffle product vision, strategy, and areas of focus are considered in the RFP response.

### Curling Alberta Raffle Product Vision

Enabling transformative investment into grassroots curling across Alberta, the Curling Alberta Raffle will be stable, predictable, and supported consistently by Albertans. The Curling Alberta Raffle will become one of many catalysts for reigniting participation and engagement with our sport.

### Curling Alberta Raffle Product Strategy

In the 2023/24 season, Curling Alberta will work to elevate the raffle brand increasing its recognition in the community and engaging those who wish to support the sport.

### Curling Alberta Raffle Product Areas of Focus

1. Brand Elevation and Recognition:
  - a. Develop a new image, logo, and brand for the raffle
  - b. Create a new commercial that can be used in both broadcasting on TV and social media
  - c. Tell a story that engages the community into supporting our raffle
2. Bring in a sponsor
  - a. Identify a title sponsor that shares the vision and can assist in the promotion and elevation of the raffle
3. Test the impact of more early bird and non-cash prizes
  - a. Source and promote early bird prizes for every daily draw
  - b. Plan and test impact of non-cash prizes and draws

### SUBMISSION REQUIREMENTS:

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

- A list of qualifications;
- A commitment from November 2023 to March 2024
- 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 – The proposal meets the needs and criteria set forth in the RFP



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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 – The candidate has successfully completed similar projects and has the qualifications necessary to undertake the project.
5. Alignment and support of the Curling Alberta Raffle Product Vision, Strategy, and Areas of Focus.

### **RFP Closing date September 22<sup>nd</sup>, 2023**

Suppliers who want to respond to the RFP are asked to send an electronic copy to:

Paige Papley

Curling Alberta Raffle Coordination

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c. 780-499-6067