

RFP: 2026-27 Raffle Fundraising Platform & System Partner

INTRODUCTION

Curling Alberta is the regional governing body for the sport of curling in Alberta. During our history with online raffles, we have run as many as 20 raffles in one season which has resulted in 4 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 2026-27 curling season starting in August.

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

Curling will be the sport of choice in Alberta. Our clubs will be thriving businesses and community hubs, recognized as an imperative part of our social fabric.

Curling Alberta – Mission

Curling Alberta exists to support its clubs. We orchestrate conditions for them to be successful and sustainable businesses, which ultimately create more and better curlers.

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 2026-27 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
GSOC Masters	November 3-8, 2026	x	x	Medicine Hat
Curling Alberta Club Raffle	All Year (November until April)	x		Curling Alberta Head Office

Men's and Women's Provs	Jan. 10-17, 2027	x	x	Drayton Valley
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*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 2026-27 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. Tell a story that engages the community into supporting our raffle

2. 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 August 2026 to April 2027
- 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
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.



CurlingAlberta.ca

RFP Closing date May 10th 2026

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

Raymond Vanstone

Curling Alberta Raffle Coordination

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