

Invictus Games Toronto 2017 CIMGC “Invictus Relay and Services Provider”

Questions and Answers

(Questions and answers are arranged in no particular order)

Q. Will the successful proponent be working with a PR firm or with CIMGCs in house PR team to secure coverage for the relay in each community i.e. are you looking for additional support on this portion from the Relay producers or will this portion all be handled entirely by CIMGC?

Q. Do you require the proponent to design and manage the digital assets of the relay e.g. website or page linked off master site, updates etc.

Q. Is the proponent responsible for all local media outreach and coordination during the relay?

Relay provider will work with CIMGC internal staff and PR service provider on National coverage opportunities. Relay provider will be required to supply live social media monitoring/posts and local media management on the ground, and during the relay.

CIMGC does have internal support for social media, webpage management and media outreach. The proponent will work with the Relay Steering Committee to in the planning and lead up to the activation to secure and secure the best available coverage in all media in advance.

Q. The same question as above but for Social Media services. Do you require additional support on this?

See above

Q. Is there currently, or could there be a hotel partner/sponsor for the relay? Any other VIK partnerships in place (not listed in the RFP) that would impact hard costs at this time?

Q. Do you have any lodging partners that we should be aware of?

Q. Are you ok if we approach a potential lodging company as a partner?

Currently there is no hotel partner in place for the Invictus Games Relay. If a proponent were to approach CIMGC with a potential lodging partner any agreement would have to be made in alignment with our Sponsorship team to ensure equitable assignment of rights.

Q. Are there any cost per diem stipulations (food, lodging) that we should be aware of?

Proponents should account for one (1) CIMGC staff member per overnight stop on both the Eastern and Western routes. CIMGC currently allows for \$60 CDN total for daily meals.

Q. If additional vehicles are required outside of those agreed to by JLR, would leased or rented vehicles need to be exclusively JLR vehicles?

No.

Q. Can we assume on the VIK for travel e.g. Via Rail, that all travel will be covered in that VIK package or do we need to budget for some additional? What is the value or quantity of trips covered in the VIK secured?

All rail travel for the relay will be covered by the VIA rail VIK. The value of trips will be based on the final plan.

Q. Who will find, secure and work with the "owners" of each activation or 'event' regarding their hosting and promotion of the event? The successful service provider or CIMGC?

CIMGC will find and secure the “owners” of each activation, including the CAF and The Royal Canadian Legion. Working with and guiding the “owners” of each activation will be a joint effort on behalf of CIMGC and the successful service provider.

Q. Would CIMGC or the proponent manage the selection, management and scheduling of "Torch" Bearers?

Selection and pre-relay management of CIMGC stakeholder positions will fall to CIMGC, and will transition to the service provider for the execution phase. Scheduling will be joint effort on behalf of CIMGC and the successful service provider.

Q. Would CIMGC provide security/military support for the relay or should we assume this cost needs to be 100% covered in a line item in the relay production cost?

Where CAF support is required it will be negotiated and provided through CIMGC. All other, non-CAF security will be provided at the cost of the project. It is important to note that CAF does not, nor are they willing to, hold authority outside of CAF lands and bases.

Q. If we wanted to livestream portions of the torch run using our independent supplier who we have as part of our team, would we be allowed to have them work on this project directly in producing/streaming this or would we be compelled to have Bell Canada conduct the actual production and/or streaming? We would use Bell as a collaborative partner wherever prudent but we would want control over our nimble and directly accountable production team and their ability to add value.

The successful service provider may handle production and delivery of any livestreaming to a point, and if approved by the Invictus Games Foundation and CIMGC. Bell would be given first right of refusal for any public facing broadcast or webcast.

Q. Are there any consumables per event to be handed out and if so, is it from this budget?

Budget for activation materials will fall to sponsors or CIMGC as required.

Q. Which vehicle models make up the JLR fleet that will be used?

This is still to be confirmed based on JLR’s requirements, but will likely include Range Rover Discovery or Sport.

Q. The uniform/apparel design is in the CIMGC task list. Is the production and costs of the uniforms to be included in this budget?

Production and distribution of uniforms should be included in this budget keeping in mind that the proponent and CIMGC can leverage relationships with our existing retail licensee to source best price uniforms. Uniforms can be simple and reflect the size and scope of the relay.

Q. Is the proponent expected to provide drivers for the vehicles provided by JLR?

Where the proponent is utilizing JLR vehicles for travel and logistics the proponent will be expected to provide drivers. Where JLR or CIMGC requires unique driving ability or delivery CIMGC will coordinate the logistics.

Q. Is the proponent expected to provide transportation to the full team between, for example, an airport or train station and the JLR Dealership?

The proponent is required to ensure the team is transported from any hub to the activation/s.

Q. Are we to assume that VIK Via Rail is available to proponent's team in Western Canada?

Yes.

Q. You indicate that 9 x JLR VIK is available in Maritimes, Quebec and Ontario (pg 22), but on pg 26 indicate that 3 x JLR will also be utilized. On page 27 you indicate that JLR to partially provide vehicles. Please clarify.

The number of vehicles stated are "up to". Final assignment of JLR vehicles and movement will be planned alongside a JLR representative on the steering committee. Initial planning involved

- 9 vehicles in the Eastern convoy
- 3 vehicles in the Western convoy/NFLD stops at minimum will be loans from local JLR dealers

The successful proponent will be jointly involved with CIMGC in JLR logistics and planning.

Q. Who would typically make up the team of East 18, West 6 and North 4?

Number of staff members are an estimate based on historic relay experience. In each team relay staff, will need to serve multiple roles. The numbers provided will likely include at least 1 CIMGC staff member.

The final staff make up is to be part of the proposal and the above is a suggested number. The proponent is free to adjust the suggested numbers to fit the actual execution.

Q. Do we have any special needs to accommodate at any time?

Not at this time.

Q. Based on your typical day, and the type, calibre and attendance of events you are expecting, are you expecting an advance crew will be required?

Typical Relays have one day, and/or two hour advance teams. Proponent can recommend appropriate coverage as they feel will best fit the plan. In certain instances, where CAF involvement is part of the travel plan an advance crew would not be possible.

Q. Can you provide top-line details of what you see happening and typical / average expected attendance at each of.

- a) Lantern Ceremony & Torch Lighting
- b) Lantern Visit
- c) Torch Run
- d) Cauldron Event and Flag Raising
- e) Torch Run and Flag raising

f) Invictus Pass

g) Torch Pass

Q. What is a torch? Can you provide picture and specifications?

Q. Can you provide pictures and specifications of cauldron?

Q. Who provides the cauldron/"flame"/ "torch"? CIMGC or the proponent? Should the production cost of the "torches" be included in the relay budget? If so, do you already have a projected cost or budgeted amount for each or is this to be provided by the proponent?

At this time, the use of a torch has now been changed to an Invictus Relay that will involve the raising and leaving behind of an Invictus Flag, meaning the design and creation of a 'torch' or 'cauldron' is no longer a requirement within the assigned budget. Ste

The Invictus Flag will still arrive in a 'relay format' and will then stand by as a designate of CIMGC passes an official flag off to a local dignitary or base commander (or designate). The flag will then be raised by the dignitary or planned activity. i.e in Ottawa the relay will revolve around the Army Run. In remote bases, the base command will designate the relay activity.

Q. Are there requirements in the sponsorship agreements with Loblaws and JLR for product / brand exposure / trial that we should be made aware of?

Yes, Relay branding, logos and activation rights are part of the exposure. Sponsor visits where, and when feasible/sensible and the use of JLR vehicles as 'hero' vehicles at the front of the parades. Other Games sponsors such as Royal Canadian Legion and Molson may be involved in activations.

Q. Please indicate what AV requirements you are expecting: audio, video, both at the different types of events above?

Small PA. No video would be required but local planners may offer it in their activation.

Q. You indicate that mobile phone hardware will be provided. Will these include voice and data plans?

Yes

Q. Please outline what you see as the details of the 5 events overseas? Number of people, duration, types of attendees, AV, any requirements or special needs?

Oversees events will be the purview of CIMGC and the proponent will likely not be required to participate within the assigned budget.

Q. In the contract portion of the RFP in relation to the Letter of Credit requirement, paragraph 41. If I understand correctly, we could be asked to supply a LOC up to \$1.25 million. Is this a standard clause or negotiable on contract?

This line is negotiable.

