



Request for Proposal

Subject: Snoman (Provincial and Eastern) Trail Maps

Request for Proposal

I. **General Purpose** - The purpose of this Request for Proposal is Snoman Inc. desires to produce their Provincial and Eastern Trail maps of similar or better quality than the attached samples. Snoman is looking for a potential partner to organize, plan, produce, promote and deliver such products.

II. **General Distribution** – The Trail maps will be distributed throughout Manitoba via the association directly to industry related businesses, associations and sponsors. There would also be a digital copy available via the internet.

III. **Objective** – Snoman Inc. is looking for a potential partner to manage the entire process of creating our Trail maps. The partner would ideally be an experienced publishing company such that it produces a highly professional product, in a highly professional manner, in cooperation and partnership with Snoman.

IV. **Project Details** – The project details consist of the sections below based on our objectives and divided into the distinct sections listed below.

1- All activities related to the creation and distribution of the Snoman Trail maps in a hard copy format

1- General Project Details:

- a) Printing - produce approximately 32,000 and 22,000 (folded) copies of the Provincial and Eastern Trail maps along with a total of 700 laminated maps.
- b) Advertising – manage all aspects of the advertising process including sales, marketing, contact, invoicing and collection of advertisements, layout, payment collection, and all other related requirements. Also provide advertising rates to Snoman
- c) Layout – manage the entire layout process providing it meets with the level of professionalism expected based on the example supplied with this request for proposal.
- d) Editing – provide content editing.
- e) Proofing – provide hard copy and/or digital proofs for Snoman’s review and approval.
- f) Labeling – provide all mailing address labels in preparation for distributing to end users.
- g) Mailing/Distribution – distribute copies to Manitoba Public Insurance, Snoman Inc. and the advertisers.
- h) Pricing – provide detailed pricing covering absolutely all costs and

expenses.

- i) Revenue Sharing/ Commission - provide details on revenue sharing/ commission/ royalties/etc. model between your organization and Snoman.
- j) Agreement Length – provide your preferred agreement length and any termination clauses/ timetables.
- k) Writer – option to provide a writer to assist in providing content.

Resources Provided by Snoman – Snoman will provide the following:

- a) Editorial content – Snoman will provide editorial content.
- b) Proofing – Snoman will proof and provide corrections, additions, deletions and other changes.
- c) Cooperation – Snoman will work collaboratively to assist in the smooth and professional production and distribution of the Trail maps.
- d) Assist in providing contact information for potential advertisers.

Criteria for Evaluation of Proposals – Snoman will evaluate all submissions equally and fairly based on the above mentioned Project Details (IV).

V. Criteria For Selecting A Vendor – Snoman reserves the right to proceed or decline any and/or all proposals submitted based on the final decision of its Board of Directors. All information will be kept confidential and will be shared only with those who will review the proposals.

VI. Additional Suggestions – Any additional suggestions or ideas will be reviewed and considered during the evaluation process.

VII. Terms and Conditions – Please provide detailed terms and conditions which Snoman should expect to see given that a contract is presented.

VIII Submission Date – Proposals should be submitted either by mail, fax or email, on or before 4:00pm, February 3, 2012.

Contact:

Requests for additional information can sent to:

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