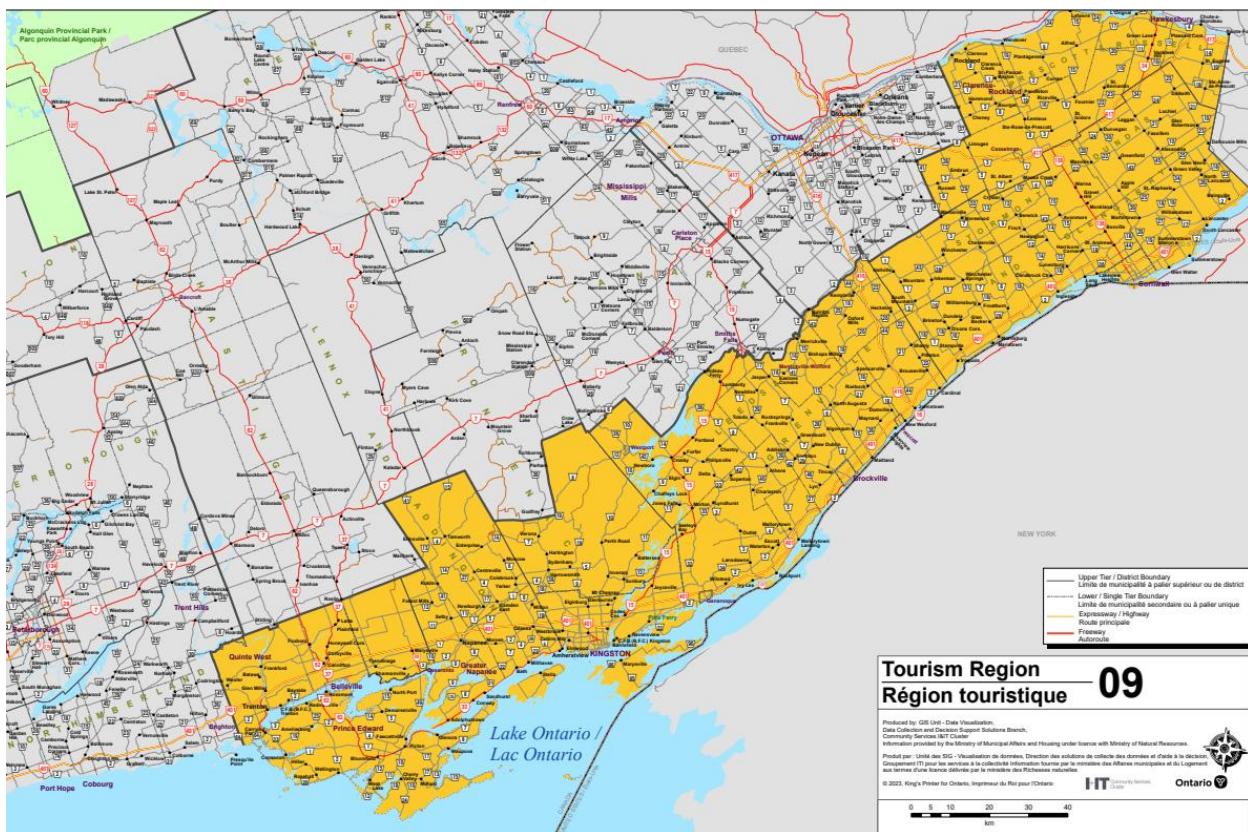


REGION 9 REGIONAL TOURISM ORGANIZATION South Eastern Ontario

Request for Proposals

Multi-Destination Four-Season Video Production

Project 2026 - 01



Issued: February 13, 2026

Closing: March 11, 2026 @ 4:00 pm (Eastern Time)



Region 9 – Regional Tourism Organization

South Eastern Ontario

Request for Proposal

Section	Table of Contents	Page
1.0	Project Overview	3
2.0	Background	3
3.0	Geographic Area of Region 9	3
4.0	Project Goals and Objectives	4
5.0	Resources	4
6.0	Deliverables	5
7.0	Process	7
8.0	Proposal Requirements and Submission Conditions	8
9.0	Selection Process	10
10.0	General Terms and Conditions	12

1.0 PROJECT OVERVIEW

Regional Tourism Organization 9 (RTO 9) is inviting proposals from experienced video production firms to produce a suite of high-quality destination marketing videos that collectively promote South Eastern Ontario as a compelling, multi-destination travel region.

The project includes:

- 11 x 30-second destination-specific videos, and
- 1 x 60-second regional video that brings all destinations together for use as the primary homepage header video on SouthEasternOntario.ca.

All videos must leverage, where appropriate, existing visual assets housed in RTO 9's CrowdRiff content library, supplemented by new footage as required to ensure completeness, seasonality, and creative cohesion. The priority for these videos is inspiration/brand building.

Notes:

- Work plans and budgets for components must be presented individually.
- The proponent may wish to make recommendations on budget expectations and to identify optional work items in the proposal. The final budget will be confirmed based on a detailed work plan and definition of deliverables.
- This project is time-sensitive, and no variations to the start and completion date will be accepted.
- Must be destination-focused

2.0 BACKGROUND

Building on the strategic insights of the 2009 *Discovering Ontario* report, the Ministry of Tourism, Culture and Gaming moved decisively to operationalize a province-wide network of Regional Tourism Organizations. This marked a pivotal shift toward a more coordinated, market-driven tourism framework.

In fall 2010, Region 9 – Regional Tourism Organization was incorporated as a not-for-profit entity and convened its inaugural Board of Directors. Today, RTO 9 operates as a high-impact regional leader, advancing tourism growth through a focused mandate that includes product development, investment attraction, workforce development, marketing, and strategic partnerships. Through this integrated, regionally anchored approach, RTO 9 continues to strengthen competitiveness and deliver long-term value for the tourism sector.

For more information on Region 9, please visit our industry website at www.RTO9.ca. Our consumer website is located at www.southeasternontario.ca.

3.0 GEOGRAPHIC AREA OF REGION 9

Region 9 is located in South Eastern Ontario, 2 hours' drive to Toronto in the West and 1 hour to Montreal in the east.

The geographic area of RTO 9 starts at the Quebec/Ontario border in the United Counties of Stormont, Dundas, and Glengarry. It encompasses the United Counties of Prescott-Russell as

well as the City of Cornwall and Akwesasne, a portion of the Mohawk Nation territory that straddles the intersection of international borders (United States and Canada). It travels westerly along the northern shores of the St. Lawrence Seaway to the United Counties of Leeds and Grenville and the eastern gateway of the 1000 Islands, starting at the City of Brockville, continuing through the Town of Gananoque to the City of Kingston. It encompasses the Township of Frontenac Islands, Township of South Frontenac, Township of Loyalist, Township of Stone Mills, Town of Greater Napanee, Town of Deseronto, Hastings County, located in the Township of Tyendinaga, the Cities of Belleville and Quinte West, and Prince Edward County.

The eleven (11) destinations for RTO 9 are:

1. Prince Edward County
2. Bay of Quinte
3. Frontenac County
4. Lennox and Addington
5. Kingston
6. 1000 Islands Gananoque
7. Brockville
8. Cornwall
9. SDG Counties
10. 1000 Islands Rideau Canal Waterways
11. Prescott & Russell

4.0 PROJECT GOALS and OBJECTIVES

This project will support RTO 9's eleven destinations to achieve the highest percentage growth of tourism visitation, revenues, and investment amongst Ontario's tourism regions through the development of high-quality videos.

The goals of this RFP are:

1. Position South Eastern Ontario as a diverse, **four-season** travel region
2. Showcase/highlight the distinct personality, experiences, landscapes, and communities of each destination within all four seasons
3. Create inspirational, emotionally engaging video content that drives travel consideration
4. Maximize the value of existing CrowdRiff assets while ensuring visual consistency across all videos

5.0 RESOURCES

Submitting proponents should avail themselves of all statistical resources and general information about tourism, including but not limited to, that is available at:

- Information about RTO 9 can be found at www.RTO9.ca and www.southeasternontario.ca
- [South Eastern Ontario Brand Guidelines](#)
- [Statistics Canada Travel Survey of Residents of Canada \(TSRC\)](#)
- [Statistics Canada International Travel Study \(ITS\)](#)

- [Tourism Industry Association of Ontario \(TIAO\)](#)
- [Ministry of Tourism, Culture & Gaming Industries](#)
- [Destination Ontario](#)
- [Destination Canada](#)

6.0 DELIVERABLES

6.1 Scope of Work

The project deliverables defined are the minimum requirements for the execution of the Project. Should a submitting proponent wish to provide additional deliverables, these should be clearly identified.

The successful consultant will conduct a research audit of RTO 9's current marketing strategy, online strategy, social media strategy, and campaigns. The consultant should be prepared to meet with RTO 9's Marketing Team intermittently to provide updates on the project and to receive direction.

Additionally, the consultant will also be expected to present a final report and introduce the final report to the RTO 9's Marketing Team.

Scope of work for this project requires:

- Creative outlines or storyboards for each destination
- Define a visual and narrative approach suitable for short-form digital storytelling
- Ensure alignment with South Eastern Ontario's brand positioning
- All new footage (best-of edited clips that are already colour corrected) to be organized and shared for future internal use by RTO 9 and its destination partners, including Destination Ontario
- Highlighting all four seasons is required within this scope

Use of Existing Video Assets

- Review, curate, and incorporate chosen relevant video assets from RTO 9's database
- Integrate existing footage seamlessly with newly captured content

Pre-Production

- Project management and coordination with RTO 9
- Shot lists and filming schedules, where new footage is required
- Identification of experience pillars (See southeasternontario.ca under the Things to Do tab - Events, Food & Drink, Shopping & Markets, Entertainment, Health & Wellness, Outdoor& Adventure, Arts & Culture, History and Heritage, and Wander Like a Local))
- Travel and logistics planning across South Eastern Ontario

Production

- On-location filming across 11 destinations
- Capture of broadcast-quality, cinematic footage
- Drone footage (all required licensing, insurances, permits, or approvals) will be the responsibility of the proponent
- Securing diverse non-equity talent and using RTO 9 location/model releases, and or waivers will be the responsibility of the proponent
- Business coordination, approval rights, and Notice of Filming at business locations

Post-Production

- Editing and finishing of all video deliverables
- Colour grading and audio mixing
- RTO 9 is open to creative expression and narratives - bring ideas forward
- Licensed music with full usage rights
 - All videos to include unique audio based on the creative
- Optional motion graphics or subtle text overlays, if appropriate

Required Deliverables

A. Destination Videos

- 11 x 30-second destination-specific videos
- Optimized for digital, social, and paid media use
- Consistent visual identity across all videos while maintaining destination individuality

B. Regional Video

- 1 x 60-second regional compilation video featuring all 11 destinations with equal representation from all 11 destinations
- Designed specifically for use as a homepage header/hero video on southasternontario.ca
- Strong opening visuals, seamless pacing, and broad regional representation

C. Language Requirements

- If on-screen or overlaid text is used:
 - Any copy to be approved by RTO 9
 - One English version and one French version must be provided
 - Text must be easily replaceable for bilingual outputs

D. Format & Technical Specifications

- Horizontal (16:9) master files
- Vertical (9:16) versions suitable for Reels, Shorts, and Stories
- Web-optimized files for a fast-loading website use

E. Revisions

- Up to three (3) rounds of revisions per video included

F. Rights & Usage

- Full, perpetual, royalty-free usage rights granted to RTO 9 and all 11 destinations, Destination Ontario, and Destination Canada
- Perpetual usage includes international paid media, broadcast, and future re-edits
- Use permitted across all marketing and promotional channels (digital, social, paid, trade, presentations)

Notes:

Deadlines, Messaging, and Integration

Coordination with RTO 9's Senior Marketing Manager and Digital Marketing Manager of all messaging to ensure creative deadlines and submission deadlines are met.

7.0 PROCESS

7.1 Work Plan

Upon awarding of the contract, the successful consultant will prepare a detailed methodology which will take the form of a description of the steps to be followed in order to successfully meet the Project's requirements and objectives.

The Work Plan will indicate the sequencing and staging of tasks, key decision points, expected completion date for each task, and the interrelationship between the completion of the tasks and the preparation of the project deliverables. The Work Plan will be subject to approval of RTO 9 prior to the commencement of work and is to be delivered to the RTO 9 marketing team.

It is expected that the successful consultant will implement the agreed Work Plan with the resources listed (Section 5), with input from RTO 9.

7.2 Agendas/Minutes

Will be the sole responsibility of the successful consultant to prepare, record, and distribute meeting agendas and minutes for all consultation meetings.

7.3 Progress Reports

Prior to commencement of work, a schedule for Progress Reports will be agreed upon by both parties as part of the written Work Plan (7.1). These written reports will highlight activities undertaken, results achieved, and outline any unexpected delays or difficulties that arise as the project progresses.

7.4 Draft Reports

The successful consultant will submit electronic versions of a draft report for each project phase for circulation at agreed intervals and before issuing the final report. Based on the feedback of the Draft Report, the successful consultant will make the appropriate changes as a result of input received from RTO 9 and incorporate them in subsequent versions.

8.0 PROPOSAL REQUIREMENTS AND SUBMISSION CONDITIONS

8.1 Consideration

To be considered complete, the RFP submission must be no longer than 10 pages in length (excluding appendices) and must contain the following components:

- A description of the submitting proponent's understanding of the assignment, including a description of the overall approach. The Project Plan should also include a detailed methodology, which should take the form of a description of the steps to be followed in order to successfully meet the project's goals and objectives. This plan will indicate the sequencing and staging of tasks, key decision points, expected completion date for each task, and the interrelationship between the completion of the task and the preparation of the project deliverables.
- A detailed Work Plan and timing for completion
- Details must be provided outlining the project management plan, including points of contact and reporting schedule
- Name and qualifications of the submitting proponent's Project Manager(s), as well as those for associates who may also be involved in the project
- A statement indicating a willingness to sign a formal agreement
- A statement of willingness and ability to complete the project within the time parameters
- A full budget projection, a requested payment schedule, and a proposed completion schedule
- Samples of relevant work (in appendices)
- At least three references (recent clients) who could be contacted as references for work of a similar nature (in appendices)
- Description of the project management process

8.2 Submissions

E-mail submission is the method of submission of proposals. Proposals must be in PDF format when sent electronically. The proposal must be sent to the Executive Director no later than 4:00 PM EST on **March 11, 2026**. Complete contact information is in section 8.4. All proposals must be marked with the bidder's name and reference the title of this project. Late submissions will not be considered.

8.3 Inquiries and Questions

Inquiries are welcome up to and including noon of **March 6, 2026**. Inquiries should be made to the Executive Director as identified below. Inquiries must be sent by [email](#).

8.4 Project Management

Administration and reporting of the Project will be managed by the RTO 9 Executive Director, who is the key contact for the Project. The successful consultant will work with the Marketing Team to deliver the project.

Bonnie Ruddock, Executive Director
Region 9 Regional Tourism Organization
South Eastern Ontario
829 Norwest Road
Suite 403
Kingston, ON K7P 2N3
Phone: 613.329.2753
bruddock@region9tourism.ca

8.5 Budget

Please submit your budget to be inclusive of all travel costs and related expenses, and also inclusive of HST. Any costs outside of this budget must be detailed in the proposal and will be considered through the evaluation process. This budget is for the 2026-2027 fiscal year. The project cannot commence prior to **April 1, 2026**.

This project is contingent on funding approval from the [Ministry of Tourism, Culture and Gaming](#).

9.0 SELECTION PROCESS

9.1 Mandatory Requirements

The following criteria are mandatory and considered to be prerequisites for prospective submitting proponents intending to respond to this RFP:

- The proponent must be willing to sign a contractual agreement with RTO 9
- The proponent must be willing and capable of meeting time parameters
- The proponent must be willing to provide reports as requested
- All items under 8.0 Proposal Requirements have been met
- The absence of a potential conflict of interest on the part of the proponent, as determined solely by RTO 9

9.2 Selection Criteria

The following criteria will be used to select a successful consultant:

- Demonstrated knowledge and relevant experience in South Eastern Ontario
- Quality of written proposal and understanding of the assignment
- Organization and adequacy of proposed work plan
- Proposed fees and total cost of proposal
- Extent of work proposed in relation to costs
- Expertise and relevant experience and time contribution of the project team members
- Satisfactory references related to involvement in similar type of projects

Proposals meeting all of the mandatory criteria will be further assessed against desirable criteria as follows:

Evaluation Criteria	Maximum Points
Management Approach Maximum (10)	
Project Management and Communications	5
Quality Control, Assurance, and Management	5
Consultant Team Maximum (20)	
Resource Availability	10
Demonstrated Knowledge, References, and Relevant Experience	10
Proposal Specifics Maximum (70)	
Understanding of the Project	10
Methodology	25
Added Value	5
Costing	15
Schedule, Milestones, and Overview of Deliverables	5
Proposal Quality & Clarity	10
Total	/100

Consultants may be invited to interview for this contract if deemed appropriate.

9.3 Key Dates

- February 13, 2026 – RFP Distributed
- March 6, 2026 (noon) – Submission of Questions on the RFP
- March 9, 2026 – Response to Questions
- March 11, 2026 - Deadline for Submissions
- Week of March 16, 2026 – Proposals Reviewed
- TBD – Contract Awarded
- TBD – Initial Meeting with Successful Consultant

9.4 Required Information with Submission

Proposals must include:

- ✓ Samples of relevant work
- ✓ A detailed budget
- ✓ A description of the proponent's understanding of the assignment, including a description of the overall approach, methods, and techniques, and major information sources that will be used to produce the deliverables
- ✓ A detailed work plan and timing for completion of the project
- ✓ Name and qualifications of the lead consultant for the project, as well as those of associates who may also be involved in the project
- ✓ A statement indicating a willingness to sign a formal agreement
- ✓ Names and telephone numbers of at least three recent clients who could be contacted as references for work of a similar nature.

9.5 Liability and Insurance

The proponent will be required to secure and maintain during the terms of the Agreement the following:

- Comprehensive general liability insurance on an occurrence basis for an amount not less than two million (\$2,000,000) dollars;
- Automobile Liability Insurance for an amount not less than two million (\$2,000,000) dollars;
- Professional Liability – A Professional Liability Insurance Policy, in an amount not less than one million dollars (\$1,000,000);
- Errors and Omissions Liability Insurance: The Successful Respondent Errors and Omissions Liability Insurance, in the amount not less than one million dollars (\$1,000,000);
- Other Insurance – Any other type (including special and specific project professional liability insurance) form or as otherwise may be required from time to time.

If the proponent does not have this insurance, they should declare it in the proposal of service.

10.0 GENERAL TERMS AND CONDITIONS

A) Acceptance of Proposals

This RFP neither expresses nor implies any obligation on the part of Region 9 – Regional Tourism Organization to enter into a contract with any proponent submitting a proposal.

B) Rejection of Proposals

Region 9 – Regional Tourism Organization reserves the right to reject any or all proposals for failure to fully satisfy the selection team that the specifications and the requirements for the RFP have been adequately met. Any award resulting from this RFP is subject to the successful completion of a contract between the successful consultant and Region 9 – Regional Tourism Organization.

C) Right to Amend

Region 9 – Regional Tourism Organization reserves the right to amend or supplement the RFP, giving equal opportunities to all proponents who have been invited to bid, by way of an issued addendum.

D) Acceptance or Non-Acceptance of Proposal

Neither the lowest priced nor any proposal shall necessarily be accepted, and the decision of Region 9 – Regional Tourism Organization is final. If Region 9 – Regional Tourism Organization decides to accept a proposal, then this acceptance and the making of an award will be in writing. Unless and until such written notification has been given, there is no successful consultant and no award has been made.

E) Associated Costs

There will be no payment to proponents for the work related to and material supplied in the preparation of responses to this RFP.

F) Information

All information collected in report or digital form by the proponent shall be provided to Region 9 – Regional Tourism Organization and will become the sole property of Region 9 – Regional Tourism Organization.

G) Previous Communications

This RFP document contains all the requirements relating to this RFP. Other information or documentation provided to a proponent or obtained by a proponent before the release of this RFP or at any other time shall not have any force or effect.

H) Conflict of Interest

It is the proponent's responsibility to ensure that no perceived or real conflict of interest exists for any of the company's personnel involved in the study.

In addition to the other information and representations made by each proponent in the proposal, each proponent must declare whether it has an actual or potential Conflict of Interest. If, at the sole and absolute discretion of RTO 9, the proponent is found to be in a Conflict of Interest, RTO 9 may disqualify the proposal submitted by the proponent.

The proponent, by submitting the proposal, warrants that to its best knowledge and belief, no actual or potential Conflict of Interest exists with respect to the submission of the proposal or

performance of the contemplated contract. Where RTO 9 discovers a proponent's failure to disclose all actual or potential Conflicts of Interest, RTO 9 may disqualify the proponent or terminate any contract awarded to that proponent pursuant to this procurement process.

I) Cancellation of RFP

Due to unanticipated expenditure constraints, this RFP may be cancelled at any time without liability by Region 9 – Regional Tourism Organization to prospective consultants or to any other entity.

J) Authorization

To be considered a valid response, a proponent's submission must be completed and signed by an authorized company official.

K) Irrevocable

Bid submissions will be irrevocable for a period of sixty days from the closing date.

L) Canadian Funds

Prices are to be provided in Canadian funds. Payment(s) will be made by EFT - Electronic Funds Transfer.

RTO 9, its employees, agents, and consultants expressly disclaim any and all liability for representations, warranties expressed or implied or contained in, or for omissions from this RFP package or any written or oral information transmitted or made available at any time to a proponent by or on behalf of RTO 9. Nothing in this RFP is intended to relieve the proponent from forming their own opinions and conclusions in respect to this RFP.