

City of Coquitlam

Request for Expressions of Interest

RFEI No. 24-068

Lights at Lafarge Winter Lights Display –
Corporate Partnership Opportunities

KEY DATES

RFEI Issue Date	Friday, August 16, 2024
Deadline for Questions	2:00 PM (local time) Thursday, September 12, 2024
Deadline for Issuing Addenda	Friday, September 13, 2024
Submission Deadline	2:00 PM (local time) Wednesday, September 18, 2024

SUMMARY OF KEY INFORMATION

RFEI Reference	RFEI No. 24-068 Lights at Lafarge Winter Lights Display – Corporate Partnership Opportunities
Overview of the Opportunity	The purpose of this RFEI is to invite Submissions from qualified firms to provide Lights at Lafarge Winter Lights Display – Corporate Partnership Opportunities .
Instructions for Submission	Submissions are to be returned in Microsoft Word and any other supporting documents to be consolidated into one PDF file and uploaded through QFile, the City’s file transfer service accessed at website: qfile.coquitlam.ca/bid 1. In the “Subject Field” enter: RFEI Number and Name 2. Add files and “Send Files” (Ensure your web browser remains open until you receive 2 emails from QFile to confirm receipt.) Phone 604-927-3037 should assistance be required. The City reserves the right to accept Submissions received after the Closing Date and Time.
Obtaining RFEI Documents	RFEI Documents are available for download from the City of Coquitlam’s website: https://www.coquitlam.ca/Bid-Opportunities Printing of RFEI documents is the sole responsibility of the Respondents.
Questions	Send questions to: bid@coquitlam.ca referencing the RFEI name and number.
Instructions to Respondents	The guidelines for participation that will apply to this RFEI are posted on the City’s website: Instructions to Proponents
Withdrawal of Submission	Psubmissions may be withdrawn by written notice only, made by an authorized representative of the Respondent sent to email: bid@coquitlam.ca prior to the Closing Date and Time.
Terms and Conditions of Contract	The City’s Sponsorship Agreement attached as Appendix A will apply to any Contract awarded resulting from this RFEI.

DEFINITIONS

In this RFEI, the following terms will have the meaning set out below:

“Agreement” “Contract” means City Sponsorship Agreement (attached as **Appendix A** to this RFEI) incorporating the information contained in this RFEI, submission submitted and will incorporate by reference, any additional subsequent information, any addenda issued, the Respondent’s response and acceptance by the City.

“City” “Owner” means City of Coquitlam;

“Developer” means the firm that the City selects to provide the Affordable Housing Development.

“Preferred Respondent” means a Respondent selected by the Evaluation Committee to be a sponsor.

“Respondent” “Proponent” means responder to this Request for Expressions of Interest;

“RFEI” means this Request for Expression of Interest.

“Services” means and includes anything and everything required to be done by the successful **Respondent** for the fulfillment and completion of the Contract as described in this RFEI.

“Submission” “Proposal” means the submission by the Respondent;

“Supply” “Provide” shall mean supply and pay for and provide and pay for.

1 REQUEST FOR EXPRESSIONS OF INTEREST

1.1 Acknowledgement

The City acknowledges with gratitude and respect that the name Coquitlam was derived from the hə́hǵəmiǵə́m (HUN-kuh-MEE-num) word kʷikwə́łəm (kwee-KWET-lum) meaning “Red Fish Up the River”. The City is honoured to be located on the kʷikwə́łəm traditional and ancestral lands, including those parts that were historically shared with the ǵícǵý (kat-zee), and other Coast Salish Peoples.

1.2 Community Context

The Tri-Cities cover approximately 208 square kilometers and are situated east of Burnaby, 10km to the east of Vancouver, stretching all the way to the Fraser and Pitt Rivers to the east. This part of the region is expected to grow to approximately 359,000 by 2041. The Tri-Cities are experiencing tremendous change, not only in population growth but also in demographics, culture, and in specific neighborhoods.

1.3 Selection Process

The City will review the Submissions and rank them based on the evaluation criteria outlined below. The City reserves the right to consider other criteria that may become evident during the evaluation process to obtain best value.

The City may, at its discretion, interview one or more Respondents, or request clarifications or additional information from a Respondent with respect to any Submission. The evaluation will be confidential and no totals or scores will be released to any of the Respondents.

Based on the evaluation results, the City may undertake discussions directly with the highest ranked Respondent, or request additional information from one or more of the selected Respondents prior to selecting a Preferred Respondent.

Respondents that are selected will be placed on a short-list for a period of up to three (3) years and will be reviewed if and when other City-led opportunities arise. The City may, at its discretion, cancel this RFEI process at any point in the selection process.

1.4 Obtaining RFEI Documents

RFEI Documents are available for downloading from the City of Coquitlam’s website: www.coquitlam.ca/BidOpportunities

Printing of RFEI documents is the sole responsibility of the Respondents.

1.5 Evaluation Criteria

The City uses Microsoft Word to aid the transfer of Respondents information to an evaluation document. Quotation Submission Form responses should provide direct answers or a concise summary of attachments. If attachments are required, ensure to provide a summary for each question then direct the City to the appropriate section within the attachments.

Lower scores may be recorded if Submission Forms are:

- Not in Microsoft Word
- Only answering questions with "see section x in attached document".

The evaluation of Submissions will be undertaken on behalf of the City by an evaluation team. The evaluation team may consult with others including City staff members, third party consultants and references, as the evaluation team may in its discretion decide is required.

The evaluation team will compare and evaluate all Submissions to determine the Respondent's strength and ability to provide the Services in order to determine the Submission which is most advantageous to the City. Evaluation Criteria of each submission will be determined in accordance with the following:

- Value of proposed sponsorship
- Corporate or community reputation of Respondent
- Alignment of Respondent's corporate identity with City values

The evaluation team will not be limited to the criteria referred to above, and the evaluation team may consider other criteria that the team identifies as relevant during the evaluation process. All criteria considered will be applied evenly and fairly to all Submissions.

The evaluation team may, at its discretion, request clarification or additional information from a Respondent with respect to its Submission, and the evaluation team may make such requests to only selected Respondents. The evaluation team may consider such clarifications or additional information in evaluating a Submission.

The Submission and résumés provide Respondents with the opportunity to demonstrate their strength in the above criteria.

1.6 Negotiation

The City may negotiate directly with the highest ranked Respondent or request further revised Submissions from one or more of the selected Respondents to provide the Services, at time of confirming all defined options that will meet the City's needs.

2 **SCOPE OF SERVICES**

2.1 Background

Lights at Lafarge is Metro Vancouver's largest free outdoor lights display, featuring over approximately 1 million seasonal lights and festive displays around a 1.2 KM loop of Lafarge Lake.

Date: November 22, 2024 - late February, 2025

Location: Lafarge Lake - 1299 Pinetree Way

Expected Attendance: This significant and unique resident and tourist attraction is expected to draw 540,000 people over the course of the four-month display. Last year's attendance:

- November 2023 - 50,000 people
- December 2023 - 275,000 people
 - Sing-along night 13,000 people on December 23rd
 - Lights stay on past midnight on December 31st
- January 2024 - 115,000 people
- February 2024 - 100,000 people
 - a) City Led Activities every Friday, Saturday and Sunday for duration of the event (roughly 45 activations with a variety of themes including Fairytales, scavenger hunts, Frozen fun, Disco, Festive sweaters, Pirate Parties and more)
 - b) Volunteers +1000 participated in a variety of opportunities from workshops, assisting with installation, takedown, and Light Hosts throughout the event. In addition, multiple community groups/volunteers have had opportunities to help fabricate large elements for the display.
 - c) **Appendix B** illustrates the boundaries of the Lights at Lafarge event within the park.

2.2 Scope

The City is pleased to present an exclusive opportunity for select businesses and organizations to sponsor our upcoming Lights at Lafarge Winter Lights Display. This free event aims to bring together community members and visitors from the region for a delightful experience of fun, movement, entertainment, and engagement.

Sponsorship Levels

The City offers various sponsorship levels, each providing distinct opportunities for brand visibility and community involvement:

a) **Presenting Partner:**

Align your organization with the largest free lights display in Metro Vancouver. As the 2024/25 Lights at Lafarge Presenting Partner, your business can enjoy the following negotiated benefits:

Branding/logo:

- Affiliation with the Lights at Lafarge brand
- Inclusion on all major print materials and webpages
- Representation on prominent design features of the Lights at Lafarge display
- Multiple social media mentions throughout the display period

Recognition/mention:

- Mention by the emcee at the kickoff event on November 22nd
- Inclusion in a City-issued Information Bulletin (press release)
- Features in multiple issues of the City-issued e-newsletter, distributed to thousands of subscribers

Activation opportunities:

- On-site presence at the kickoff event on November 22nd
- On-site presence on multiple dates during the Lights at Lafarge Winter Lights Display
- Opportunity for your employees to volunteer at Lights at Lafarge

Additional benefits may include:

- Industry exclusivity
- Multi-year partnership
- Right of first refusal for 2025/26 season

b) **“Night at the Lights” – Supporting Partner:**

Sponsor a themed evening at the Lights, coordinated and led by the City’s Park Spark team. Benefits here include:

- Opportunity for on-site activation and engagement with thousands of Lights at Lafarge visitors
- Logo placement on relevant City webpages
- Recognition in a City-issued e-newsletter, sent to thousands of subscribers
- Social media mentions
- Value: \$5,000-\$10,000 per “Night at the Lights” activation, depending on factors such as activation scope, footprint size, date of activation (for example, a Saturday in December vs. Tuesday in January) and specific negotiated marketing benefits



SUBMISSION FORM

RFEI No. 24-068

Lights at Lafarge Winter Lights Display – Corporate Partnership Opportunities

Submissions will be received as per date and time in [Key Dates Section](#)

INSTRUCTIONS FOR SUBMISSION

Submissions are to be returned in Microsoft Word and any other supporting documents to be consolidated into one PDF file and uploaded through QFile, the City's file transfer service accessed at website: qfile.coquitlam.ca/bid

1. **In the "Subject Field"** enter: RFEI Number and Name
2. **Add files and "Send Files"**

(Ensure your web browser remains open until you receive 2 emails from Qfile to confirm upload is complete.)

Respondents are responsible to allow ample time to complete the Submission process. If assistance is required, phone 604-927-3037.

Legal Name of Respondent	
Contact Person and Title	
Business Address	
Telephone	
Email Address	

i. Structure of the Respondent, background, how many years they have been in business and organizational history (e.g. mission, vision, corporate directions, years in business, etc.):
ii. Respondent is to state any value added benefits and activities they can provide in sponsorship. Provide details:
iii. What policies does your organization have to support reconciliation with indigenous peoples:

iv. Sponsorship Level Applying for (yes or no):	
Presenting Partner:	
“Night at the Lights” Supporting Partner:	

Attention Purchasing Manager:

1. **I/We, the undersigned duly authorized representative of the Respondent**, having received and carefully reviewed all of the Proposal documents, including the RFEI and any issued addenda posted on the City’s website www.coquitlam.ca/Bid-Opportunities, and having full knowledge of the Site, and having fully informed ourselves as to the intent, difficulties, facilities and local conditions connected to performing the Services; submit this Proposal in response to the RFEI.
2. **I/We** agree to the rules of participation outlined in the [Instructions to Proponents](#) and should our Proposal be selected, agree to the City’s **Appendix A – The City’s Sponsorship Agreement** attached and will accept the City’s Contract as defined within this RFEI document.
3. **I/We acknowledge** receipt of the following Addenda related to this Request for Proposals and have incorporated the information received in preparing this Proposal.

Addendum No.	Date Issued

This Proposal is submitted this ___ day of _____, 20____.

I/We have the authority to sign on behalf of the Respondent and have duly read all documents.

Name of Respondent	
Signature(s) of Authorized Signatory(ies)	1.
	2.
Print Name(s) and Position(s) of Authorized Signatory(ies)	1.
	2.