



REQUEST FOR PROPOSALS

Project Title:
Air Transportation Assistance & Exclusive Partnership
Northern Lights 2025

*Northern Lights 2025
Palais des congrès - Montreal, Quebec, Canada – February 12th -15th, 2025*

Statement of Request

The Northern Lights 2025 Organizing Committee is inviting qualified applicants to submit proposals to provide Air Transportation Assistance and to qualify for Platinum Level Partnership for the Northern Lights 2025 Business and Cultural Showcase held February 12th -15th, 2025. This first call is to ascertain if there are regional carriers willing to provide a package of sufficient size to be considered the exclusive regional carrier for their region.

General Information

Proposals will be received until 3:00pm Eastern Time / 4:00pm Atlantic Time, Friday, June 14th, 2025. Proposal must quote “Northern Lights 2025 – Air Transportation Assistance and Official Airline Partnership” on the envelope or cover sheet. Proponents may submit an electronic copy of their proposal to **both** the Baffin Regional Chamber of Commerce or Labrador North Chamber of Commerce.

Please note: Three (3) air carriers will be chosen as official airline partners for the event – one (1) representing the Nunavut region, one (1) representing the Nunavik region and one (1) representing the Labrador and Atlantic region (assuming qualified submissions are received from all three regions). Proposals will be accepted by air carriers to represent more than one (1) region.

Please address any enquiries, in writing, no later than 2 days prior to the Submission Deadline to the same addresses as listed below in the Submission Information section. Verbal responses to any enquiry cannot be relied upon and are not binding on either party.

This is not a request for tenders, and proposals submitted in response to this RFP are done on a voluntary basis and shall not constitute tenders. Northern Lights 2025 is not obliged to accept the lowest price or any other proposal submitted.

PROJECT FRAMEWORK

Background

The Labrador North Chamber of Commerce (LNCC) and Baffin Regional Chamber of Commerce (BRCC) are once again jointly producing this high-profile event – Northern Lights 2025 will be held at the Shaw Centre from February 12th – 15th, 2025.

The show will serve many purposes, including:

- Help to create stronger relationships between northern regions;
- Promotion of our respective regions to southern markets and business concerns;
- Promotion of economic development opportunities available in the Eastern Arctic and North;
- Promote joint ventures and the exchange of information between the northern regions and others;
- Allow northern organizations the opportunity to establish new relationships with southern businesses;
- Promote Expo Labrador, the Nunavut Trade Show and Conference, the Nunavik Trade Show, and other regional trade shows and conferences to the south and to the other northern regions;
- Promote Eastern Arctic and North tourism, culture and the arts to both the south and other northern regions;
- Provide a high profile southern venue for the sale of arts and crafts.

The four-day event is expected to attract over 250 exhibitors and more than 1600 delegates. The displays on the trade show floor will include private business and all three levels of government from the participating regions and southern interests as well as two special areas; a stage for cultural presentations and an area to demonstrate and display regional art and artists. These arts and cultural areas will be contained in their own area, an *Arts and Cultural Pavilion*, attached to the main trade show area.

On Tuesday, delegates will be able to register and self-check in for the event throughout the afternoon on the first floor of the Palais. The event starts with a high-profile keynote speaker and luncheon, followed by an afternoon of conference sessions. Later that evening, all the delegates and their guests will come together to officially kick off the event at the *Meet & Greet and Opening Ceremonies*.

Wednesday, the event will be in full swing with the *Business-to-Business* day where organizations and business can meet on the trade show floor and at other sponsored events to network, build relationships and make deals. The trade show floor and *Arts and Cultural*

Pavilion will be open to business people, delegates and their guests only on the Thursday and the public on Friday and Saturday. The event is expected to attract thousands of attendees from the Montreal region and elsewhere during these public days.

The conferences will also be held in the Palais des congrès and run Wednesday to Saturday and will principally focus on economic development opportunities in each of the regions. There will be speakers from each of the participating regions throughout the conferences and will speak on issues and topics of benefit to all those attending the show, both southern and northern. The conferences will be preceded and followed by sponsored breakfasts and lunches with keynote speeches from a variety of high profile speakers.

Workshops, roundtable discussions and other presentations will also occur during the trade show at the Shaw Centre. Some of the workshops with broader topics of general interest will be promoted and open to the public and delegates. Other more focused workshops will be open to delegates only. Participants in the roundtable discussions will be invited by the organizers.

A black-tie gala will be held on Saturday, the final evening of the event at the Palais. This event will include a high-profile keynote speaker, performers from across the eastern arctic and north, northern fashion show, and a charity auction to benefit causes in the regions that participated in Northern Lights 2025.

The publicity that can be derived from such a large event in Montreal will go a long way to promoting the culture, the people and the economic development opportunities in the Eastern Arctic and North to the south. As well, this event will offer a tremendous opportunity to organizations both northern and southern to market themselves and continue strengthening their business relationships.

For up-to-date information on Northern Light 2025, visit www.northernlights.events.

Scope of Work

Proposals to provide Air Transportation Assistance and Platinum Level Partnership for the Northern Lights 2025 Business and Cultural Showcase **must** include, but not be limited to, the following:

- Provide complimentary and/or special rates for Northern Lights (LNCC / BRCC) cargo;
- Provide special rates for delegates and exhibitors attending the Artist Workshop and NL2025.
- Provide air passes to be used as auction items and/or prizes.
- Provide air transportation passes for staff, special guests, speakers or for use as required by BRCC and LNCC.
- Provide registration kit notions.
- Provide sponsorship of an event or other feature of Northern Lights 2025.
- Indicate how the proponent will assist in the promotion of the event.

In exchange for a sponsorship package that meets Platinum level standards, Northern Lights 2025 will provide the following:

- Recognize the successful proponents as “Official Carrier of the Northern Lights 2025 Business and Cultural Showcase” on the event website, and in printed material or virtually where possible.
- Recognize the successful proponents as a “Platinum Partner” in the online event guide and on the website, and other opportunities that Northern Lights 2025 identifies.
- Identify booth as a Platinum Partner of Northern Lights 2025.
- Provision of prime booth location.
- Four (4) passes to all conferences and events.
- Offer the opportunity to purchase additional advertising space, if available, in the event guide, auction magazine, walkway to the arena and other locations identified by Northern Lights 2025.
- Opportunity to provide promotional items to the delegate package;
- See the Northern Lights 2025 Sponsorship Opportunities and Benefits Sheet (included as an appendix this document) for further details.

Minimum Deliverables

- Confirmation of the above items.

Budget

To be considered for “Official Airline Partnership” and “Platinum Sponsor”, the total value of the proposal must exceed \$20,000. When valuing the proposal please do not include anticipated value of discounts offered on cargo or passenger rates for delegates, as this amount does not represent a direct benefit to the event. Items that can be included when determining whether the \$20,000 has been achieved include cash sponsorship, air tickets for use by the BRCC/ LNCC, cargo allotment for use by BRCC/ LNCC, and marketing assistance (ad space, signage, etc.). Other items will be evaluated as part of the overall proposal.

Time Frame

Specific Project deadlines are:	Request for Proposal	May 28 th , 2024
	Closing Date for Proposal	June 14 th , 2024
	Award of Agreement(s)	June 18 th , 2024
	Event Dates	February 12 th -15 th , 2025
	Project Completion	March 31 st , 2025

Potential Enhancements

To provide proponents with maximum flexibility and in that way to encourage creativity and innovation, this RFP for Northern Light 2025 is only for basic expectations.

Proponent may suggest enhancements to any aspect of this RFP if and as they wish. In doing so, however, proponents must clearly identify the reason for recommending each enhancement and the cost and time implication of each.

GUIDELINES FOR SUBMITTING PROPOSALS

Submission Information

In order to be considered, proponents must submit their proposals by **3:00 p.m. Eastern Time / 4:00 p.m. Atlantic Time, Friday, June 14th, 2024**. Proposals received after this time will be rejected and returned unopened.

Proposals should be submitted to **both**:

Baffin Regional Chamber of Commerce
C987 Iglulik Drive
Iqaluit, NU X0A 3H0

Tel: 867-979-4654

Fax: 867-979-2929

E-mail: execdir@baffinchamber.ca

Website: www.baffinchamber.ca

Contact:

Chris West

Executive Director

Labrador North Chamber of Commerce

169 Hamilton River Road

P.O. Box 460, Station B

Happy Valley-Goose Bay, NL A0P 1E0

Tel: 709-896-8787

Fax: 709-896-8039

E-mail: ceo@chamberlabrador.com

Website: www.chamberlabrador.com

Contact:

Julianne Griffin

Chief Executive Officer

Electronic Submissions

Electronically transmitted proposals (facsimile or e-mail) WILL BE ACCEPTED under the following conditions if they are received in their entirety prior to the deadline at the facsimile or e-mail numbers as specified above; and,

The Baffin Regional Chamber of Commerce and/or Labrador North Chamber of Commerce will not be liable for any claim, demand, or damages if for any reason a transmission is interrupted, not received in its entirety, received late or by any facsimile unit or e-mail address other than at the number or address provided herein, or for any other reason.

Verification of Receipt

Proponents will be notified of receipt of proposals. It is recommended that the proponent verify receipt of any proposal with both Northern Lights 2025 Business and Cultural Showcase offices prior to the submission deadline.

Required Information

Each proponent is expected to examine the specifications and instructions in this RFP carefully. Calculation errors shall be the proponent's risk. In the event of a proponent's error in price, time or calculations, quoted items shall prevail without recourse or liability against the Northern Lights 2025 Business and Cultural Showcase.

While not intending to limit the scope of content of the proposals, each should include the following:

- Letter of Transmittal;
- Proposal including;
 - a concise description of the principal business of the proponent
 - a full description of approach, methodology, time lines and proponents' qualifications, experience and suitability
 - a listing of all personnel who will be involved with the project, and the primary responsibilities of each person

Amendment and Withdrawal of Proposals

Proponents may not amend their proposals after the closing date and time, and may not withdraw their proposals once accepted and implemented.

Ownership of Proposals

The proposal and accompanying documentation submitted by proponents are the property of the Northern Lights 2025 Business and Cultural Showcase and will not be returned.

Award of Agreements

This agreement will be awarded and managed by the event organizers as designated by the Baffin Regional Chamber of Commerce and Labrador North Chamber of Commerce.

All financial obligations shall be between the successful proponent and the Baffin Regional Chamber of Commerce and Labrador North Chamber of Commerce.

Additional Guidelines

- a) The Northern Light 2025 Business and Cultural Showcase (Baffin Regional Chamber of Commerce and/or Labrador North Chamber of Commerce) reserves the right:
 - To cancel this RFP in its entirety or to re-issue for any reason without penalty or recourse whatsoever;
 - To add, delete, and/or change the terms of this RFP and to issue corrections and amendments to the RFP;
 - To have any documents submitted by a proponent evaluated by any individuals, including independent consultants;
 - To reject any and all proposals.
 - To conduct negotiations with one or more proponents;
 - To enter into an agreement with one or more proponents.
- b) Notice in writing to a proponent and the subsequent execution of a written agreement shall constitute the making of the agreement. No proponent shall acquire any legal or equitable rights or privileges whatsoever until an agreement is signed.
- c) All proposals are in force for a period of sixty days from the submission deadline.
- d) The Northern Light 2025 Business and Cultural Showcase (Baffin Regional Chamber of Commerce and/or Labrador North Chamber of Commerce) reserves the right to request a formal presentation in person or by conference call of any or all or the proposals to aid in the assessment process.

- e) All costs incurred in preparation and presentation of proposals shall wholly be the responsibility of the proponent.
- f) No public statements or news releases concerning this RFP, a proposal submitted in response to this RFP, discussions of any kind regarding this RFP, or agreement negotiations related to this project may be released by a proponent without the prior written permission of the Northern Light 2025 Business and Cultural Showcase (Baffin Regional Chamber of Commerce and/or Labrador North Chamber of Commerce).

EVALUATIONS OF PROPOSALS

A point system will be used to rate each proponent's technical and organizational competence to undertake this project. Ratings will be confidential, and no details will be released to any of the other proponents.

The evaluation criteria and weighing will be as follows:

Criteria	Total Maximum Weight
Partnership Amount	50
Marketing Support	15
Creativity	15
BRCC and/or LNCC Member	10
Aboriginal and/or Local Content	10
TOTAL MAXIMUM SCORE:	100