



REQUEST FOR PROPOSAL

RFP No. 2620002

Digital Marketing Agency

For

KERRY'S PLACE AUTISM SERVICES

Issue Date: April 9, 2026

Closing Time: 2:00 p.m. Eastern Time on

April 29, 2026

REQUEST FOR PROPOSAL (“RFP”)

RFP #2620002 – Digital Marketing Agency

Receipt Confirmation Form

To: Procurement Department
Kerry`s Place Autism Services
Email: procurement@kerrysplace.org

Re: RFP #2620002 – Digital Marketing Agency

Vendors are requested to acknowledge receipt of the RFP for a Digital Marketing Agency for Kerry`s Place Autism Services and their intent to respond by sending this form by email to the attention of Jennifer Oram at **procurement@kerrysplace.org**. Vendors submitting this response will be notified of any addendums issued to this RFP, according to the name submitted on this document.

I hereby acknowledge receipt of the above noted RFP.

Please check your answer

I/We DO DO NOT Intend to submit a Proposal to this RFP

(Company Name)

(Representative`s Signature)

(Address)

(Name—Please Print)

(City)

(Title)

(Phone)

(Date)

(Email)

A. INTRODUCTION

Kerry's Place (www.kerrysplace.org) is Canada's largest Autism services provider serving the lifespan of Autistic individuals and their families. Over our 50 years, we've built locations and partnerships across southeastern Ontario to help Autistic people of any age or ability build skills, gain independence, make friendships, and achieve their goals. We do this by delivering individualized, evidence-based Autism supports and services, group programming, community involvement opportunities, camps and our Supported Living and Supported Independent Living services. In addition to operating 88 homes for Autistic adults, we run a wide range of community programs serving over 7,000 Autistic children, youth and adults, and their families.

Type of Agreement

The selected Vendor will be expected to enter into an agreement ("Agreement") as contemplated by the RFP. Duration of the contract to be 3 years plus the possibility of 2 - one-year extensions.

Objective

We are seeking a digital marketing agency based in Toronto, Ontario to help grow our Purchased Services programs, specifically Clinical Services and Learning & Development, and achieve our annual goals through:

- Ongoing lead generation, conversion and remarketing
- Expanding audiences and awareness within Southern Ontario and Canada
- Building brand awareness

Scope of Work

Kerry's Place runs campaigns year-round, primarily through paid ads, to drive lead generation (primary) and brand awareness (secondary).

- Digital media campaign strategy, planning, development, execution, testing and optimization, with ability to focus on both broad and narrow regions, audiences, across multiple programs.
- Campaign development and management, as above, for Google Ad Grants spend.
- Ongoing measurement and reporting on campaign and channel performance and key insights.
- Identifying and communicating relevant trends, issues, opportunities, as well as industry insights and changes.
- Regular de-briefs and planning meetings with periodic presentations to leadership.
- Account management including campaign oversight, reporting, cost tracking, and billing
- Service-focused and responsive account management team.
- As needed support with Google Analytics dashboard and reports.
- Canadian-owned and operated.
- The ad spend (not including account management fees) will be up to \$130,000 over 3 years.

Mandatory Criteria

Mandatory Criteria	YES/NO	Page # of your response that proves Mandatory Criteria
Google Ad Grants Certified Partner		
Experience working with non-profit organizations		
Canadian-owned and operated		

Required Credentials

- Deep expertise in digital media lead generation through platforms like Google, Meta, PerformanceMax, YouTube, etc., along with relevant licenses.
- Experience working with non-profit organizations, with a preference for experience in developmental services.
- Expertise in platforms such as GA4, Tag Manager, as well as AI, responsive and dynamic ad creative.
- Google Ad Grants Certified Partner.
- Strong capability in development of copy, creative, and video.
- Recognized status with key platforms such as Meta and Google.
- Flexibility and capacity to effectively respond to changes and new opportunities.

B. INSTRUCTIONS TO BIDDERS

Communications during RFP Period

All questions and communications regarding this RFP should be directed to the Bid Administrator.

Jennifer Oram (Bid Administrator)
Procurement Officer
Kerry`s Place Autism Services
17345 Leslie Street, Suite 200
Newmarket, ON L3Y 0A4
Telephone: (905) 841-6611 ext. 90305
Facsimile: (905) 841-6651
E-mail address: procurement@kerrysplace.org

Closing Date for Submissions of Proposal

To be eligible for consideration in this RFP process, the Vendor's Proposal must be received by 2:00:00 p.m. Eastern Time on April 29, 2026 (the "Closing Time") via one of the 2 below options:

Received via email bearing vendor's name and "RFP#2620002 – Digital Marketing Agency" in the subject line at:

procurement@kerrysplace.org

Or

Physical bid should be in a sealed package bearing the Vendor's name, return address, and "RFP # 2620002 – Digital Marketing Agency" at:

Kerry's Place Autism Services
17345 Leslie Street, Suite 200
Newmarket, ON L3Y 0A4
Attention: Jennifer Oram, Procurement Officer

Proposal received after the Closing Time

Proposals received after the Closing Time shall not be considered and shall be returned to the Vendor unopened. Each Vendor is responsible for the actual delivery of its Proposal to the address and location listed above, regardless of whether the Proposal has been given to couriers, delivery services, and Canada Post for delivery to that location.

Format

The Proposal should be comprised of and formatted as follows:

- Electronic File titled "Proposal – Excluding Pricing Schedule – includes all items within the Technical Proposal Section
- Electronic File titles "Pricing Schedule" – includes Schedule F

Or

- One (1) original paper copy, in a sealed envelope excluding Pricing Schedule, and clearly identified as "Proposal - Excluding Pricing Schedule"
- One (1) original paper copy of the Pricing Schedule, in a sealed envelope clearly identified as "Pricing Schedule" including all required forms & documentation
- One (1) electronic copy, in read only format (on a USB stick in Microsoft Office format) of the "Pricing Schedule" including all required forms & documentation

Right to Cancel the RFP

Kerry's Place shall have the right to cancel this RFP, at any time, either prior to or after Closing Time without award. Thereafter, Kerry's Place may issue a new tender, RFP, RFQ, sole source or do nothing. Kerry's Place shall not be obligated to provide reasons for the cancellation.

Proposal Structure

The individual sections are to be segregated. The Technical Proposal will be evaluated first. If it is found in order, the Price Proposal will be reviewed. The Technical Proposal shall have no direct or indirect reference to any price or financials related to the proposal. Any submissions that are found violating this clause at any stage may be disqualified without further explanation.

Technical Proposal Requirements

Vendor is to include the proposed approach to the intended scope of work. Proposal **MUST** include the following:

- Completed Mandatory Criteria Chart & Reference page number within your response.
- Credentials as relates to the Required Credentials and Services above
- Team size and capabilities
- Account management approach
- U.S. Business Declaration Form - Schedule A
- Corporate Overview – Schedule B
- Agents / Subcontractors Form – Schedule C
- Declaration of Conflict Statement – Schedule D
- Vendor References – Schedule E
- Liability Insurance

The Vendor shall provide proof and maintain insurance and pay such assessments as will protect him/her, including Subcontractors and Kerry's Place from any claims under WSIB and from other claims for damage which may arise from operations under this Agreement including:

- a) Comprehensive public liability and property damage insurance providing coverage up to \$5,000,000.00 (Five Million Dollars) inclusive against liability for bodily injury or death on a per occurrence basis or damage to property. Such insurance shall include Kerry's Place as additional insured. Vendors that do not currently comply with the above insurance coverage should include in their quote a cost to provide the coverage requested.

The Vendor is required to provide a "WSIB Certificate of Clearance", or in cases of an independent operator, a "WSIB Letter of Proof" confirming their status as such. In cases of the Vendor being an independent operator and written proof of such has been received by Kerry's Place, the Vendor will be required to sign a "Liability Waiver".

IT SHALL BE THE SOLE RESPONSIBILITY OF THE VENDOR TO DETERMINE WHAT ADDITIONAL INSURANCE COVERAGE, IF ANY, IS NECESSARY AND ADVISABLE FOR ITS OWN PROTECTION AND/OR TO FULFIL ITS OBLIGATIONS UNDER THIS AGREEMENT. ANY ADDITIONAL INSURANCE SHALL BE PROVIDED AND MAINTAINED BY THE VENDOR AT ITS OWN EXPENSE.

Pricing Proposal Requirements

Completed Schedule F – Price Form

Fees and fee structure for the above Required Services. Please also:

- a. Do not include ad spend in your fees since Kerry's Place might choose to be billed directly by the media platforms
- b. State costs for creative development separate from copy development, media buying, and account management.

C. EVALUATION PROCESS

The objective of the evaluation process is to identify the Proposal(s) that most effectively meet the requirements of this RFP leading to the determination of the Proposal that provides the best overall value for Kerry’s Place.

The steps in the RFP evaluation process are as follows:

- 1) Evaluation of Technical Requirements
- 2) Evaluation of Pricing

Weighted Evaluation Criteria

Evaluation Criteria	Weighting
Business/Corporate Profile	10
Technical Proposal	40
Vendor References (Schedule E)	20
Cost Proposal (Schedule F)	30
Total:	100%

Financial Evaluation

The financial proposal is evaluated based on its response to the Price Schedule F. The maximum number of points for price is 30. The maximum number of points will be allocated to the lowest price. All other proposals will receive points in inverse proportion according to the following formula:

$$\text{Price offer points for a Proposal being evaluated} = \frac{[\text{Max number of points for the Price Offer}] \times [\text{Lowest price}]}{[\text{Price offer being evaluated}]}$$

SELECTION MILESTONES

Event	Date
RFP issued to Vendors	April 9, 2026
Vendor questions to be received in writing	April 22, 2026
Submission of Proposals/Closing Time	April 29, 2026
Election to proceed and selection of Vendor(s)	May 7, 2026
Anticipated agreement start date	May 14, 2026
Notification to unsuccessful Vendor or Vendor(s)	May 14, 2026

The above dates are subject to change at the sole discretion of Kerry’s Place. All times are shown as Eastern Time. In the event a change is made to these dates, the Vendors that have completed the Receipt of Confirmation Form will be informed by addenda.

SCHEDULE A: U.S. BUSINESS DECLARATION FORM

In response to the government of Ontario's Procurement Restriction Policy we are asking all our active suppliers to provide a declaration on whether they are a United States (U.S.) business.

A U.S. business means a supplier, manufacturer or distributor of any business structure (includes a sole proprietorship, partnership, corporation or other business structure) that:

1. has its headquarters or main office located in the U.S.*, and
2. has fewer than 250 full-time employees in Canada.

*if your business is a subsidiary of another corporation, part 1 of the definition above is met if that corporation has its headquarters or main office located in the U.S.

We require this completed form prior to continuing business.

Vendor Name:	
Are you a U.S. business, according to definition above?	YES NO
Name of Signing Officer:	
Signature of Signing Officer:	
Position Title:	

SCHEDULE B: ORGANIZATION OVERVIEW

THIS SECTION SHOULD BE COMPLETED BY ALL VENDORS

Vendor Name: _____

Service Capability

This section requests specific information from Vendors about their operations as it relates to their ability to provide service. Please list any assumptions you make when responding to questions.

Item	Vendor Response
Legal Name	
Certifications	
Areas of expertise	
Number of years in business	
Current number of support personnel	
Where are your current support personnel located?	
Is your company or division currently going through acquisition, bankruptcy or restructuring?	
Provide an overview of your organization & the services you provide.	
Provide details of any project that you have completed similar to the scopes provided within this RFP. Provide multiple examples if applicable.	

SCHEDULE C: AGENTS/ SUBCONTRACTORS FORM

THIS SECTION MUST BE COMPLETED BY ALL VENDORS

The Vendors shall indicate whether the Vendor intends to use agents or subcontractors to perform the services outlined in the Agreement and shall provide details on who they are and the service(s) the agent/subcontractor shall perform. The Contractor shall preserve and protect the rights of the parties under the Contract with respect to work to be performed under subcontract, and shall: .1 enter into contracts or written agreements with Subcontractors and Suppliers to require them to perform their work as provided in the Contract Documents; .2 incorporate the terms and conditions of the Contract Documents into all contracts or written agreements with Subcontractors and Suppliers; and .3 be as fully responsible to the Owner for acts and omissions of Subcontractors, Suppliers and of persons directly or indirectly employed by them as for acts and omissions of persons directly employed by the Contractor.

If the Vendor is not using agents or subcontractors on this RFP, the Vendor should initial beside “not applicable”.

Agent/ Subcontractor #1	Vendor Response
Company Name	
Address	
Service to be performed:	

Agent/ Subcontractor #2	Vendor Response
Company Name	
Address	
Service to be performed:	

Not Applicable _____

Vendor Name	
Authorized Signature	
Name (please print):	
Position:	
Date:	

SCHEDULE D: DECLARATION OF CONFLICT STATEMENT

Please identify any person(s) employed by Kerry’s Place or a member of Kerry’s Place staff that:

- a) Has direct or indirect financial interest in the award of an Agreement resulting from this RFP;
- b) Is currently employed by, or is a consultant to, or under Agreement to the Vendor;
- c) Is negotiating or has an arrangement concerning future employment or contracting with the Vendor, or;
- d) Has an ownership interest in, or is an officer or director of the Vendor

RE: RFP #2620002 – Digital Marketing Agency

Names: _____.

Please check your answer

I/We declare A conflict of Interest NO conflict of interest

_____ (Company Name)	_____ (Name – Please Print)
_____ (Phone)	_____ (Representative’s Signature)
_____ (Email)	_____ (Title)
_____	_____ (Date)
_____	_____

SCHEDULE E: VENDOR REFERENCES FORM

Vendor Name: _____

Vendors are requested to provide a minimum of three (3) references that are currently operating the proposed solution in a similar environment. Reference sites should be similar in focus, size and complexity to the Kerry's Place proposed environment and preferably in Ontario. Non-profit healthcare and/or developmental services preferred, similar types of campaigns and platforms (i.e., digital, paid ads, social channels and Google). **No larger than Kerry's Place in size/budget accepted as references.**

Please fill out the table as completely as possible.

Reference 1	Vendor Response
Name	
Address	
Number of years' service provided	
Contact Information (Name/title/Phone/E-mail):	

Reference 2	Vendor Response
Name	
Address	
Number of years' service provided	
Contact Information (Name/title/Phone/E-mail):	

Reference 3	Vendor Response
Name	
Address	
Number of years' service provided	
Contact Information (Name/title/Phone/E-mail):	

SCHEDULE F: PRICE FORM

All prices are to be quoted in Canadian dollars, and HST is to be shown separately. Please state all costs clearly and completely; Kerry's Place will not accept nor pay any hidden costs or costs not disclosed in response to this RFP.

Do not include ad spend in your fees since Kerry's Place might choose to be billed directly by the media platforms.

a) Price

Description	Lump Sum Rate	HST	Total CAD
Creative development			
Copy development			
Media buying			
Account management			

	Description	Services Fee Amount	HST	Total CAD
Detail Listing of any other expenses or fees				

Signature of bidder _____

Name and title _____