

# MÉTIS NATION OF ONTARIO

# REQUEST FOR PROPOSALS

The Métis Nation of Ontario (MNO) is searching for an experienced video production company to develop infographic animation videos for the MNO's Advocacy Program. We are seeking a highly qualified and dedicated individual or firm with expertise in animated infographic video production. The successful applicant will work closely with the Manager of Advocacy and Supervisor of Advocacy to ensure the videos reflect the MNO Advocacy Program's vision for public legal education videos.

**Release Date: December 13, 2024**

**Closing Date: January 31<sup>st</sup>, 2025**

## 1. Overview of Services Required

The Métis Community Justice Program aims to provide comprehensive and accessible legal information and legal education to Métis communities in Ontario. The program focuses on legal literacy with a primary goal of offering legal literacy materials, including animated infographic videos on multiple legal aspects, to Métis community members. The successful consultant will be responsible for:

- a) **Concept development:** Meet with the MNO Advocacy Program leadership team to discuss concepts of the legal literacy videos, including visual style, on an ongoing and as-needed basis. Bring forward video design concepts for review by the MNO Advocacy program leadership team and provide expert opinions as it pertains to the animated infographic videos.
- b) **Cultural content:** Consult with MNO Advocacy Program leadership to ensure that content (both visual and oral) includes aspects of Métis culture. Videos must be representative of the Métis community in Ontario.
- c) **Script review:** Provide expert opinions on script lengths that best suit the length of the animated infographic videos. Review script developed by the MNO Advocacy Program. Recommend script changes as appropriate to ensure animated infographic videos are concise.
- d) **Voiceover recordings:** Record voiceovers of the scripts for each animated infographic video.
- e) **Video design and production:** Develop a series of up to 25 Métis legal literacy animated infographic videos that are one to three minutes in duration using scripts provided by the MNO Advocacy Program.
- f) **Review and edit videos:** Review animated infographic videos with the Advocacy Program leadership team to ensure the concepts discussed have been captured within the videos. Edit videos as needed based on feedback from the MNO Advocacy Program leadership team prior to providing final video products.

The ideal candidate would have the following qualifications and experiences:

- Portfolio of sample animated infographic videos
- Excellent communication and interpersonal skills
- Strong project management skills and ability to work independently
- Demonstrated ability in animated infographic video production
- Experience working with Métis communities and knowledge of Métis culture and traditions considered a definite asset

## 2. The Métis Nation of Ontario

In 1993, the Métis Nation of Ontario (MNO) was established through the will of Métis people and Métis communities to come together throughout Ontario to create a Métis-specific governance structure. At its original meetings, Métis representatives from communities throughout the province set out the foundational vision for the MNO. This vision is encapsulated in the [MNO Statement of Prime Purpose](#).

This statement is a seminal document for the MNO as it sets out why the MNO was formed, whom MNO represents, and what the MNO wants to achieve. The statement has been central to the MNO's success over the last 18 years. It also affirms that the MNO was created to represent Métis people and communities in Ontario.

Some of the goals set out in the MNO Statement of Prime Purpose include:

- Creating a Métis-specific governance structure for the implementation of the inherent right to self-government in the province;
- Establishing a credible and recognized identification system for Métis people within the province;
- Pursuing a rights-based agenda and proudly asserting the Métis existence as a distinct Aboriginal people within Ontario;
- Protecting and preserving the distinct culture and heritage of the Métis people in the province; and,
- Improving the social and economic well-being of Métis children, families and communities throughout the province.

The MNO also has a negotiated accommodation agreement with the provincial government on Métis harvesting rights. Through its province-wide infrastructure, the MNO delivers a range of programs and services in the areas of health, labour market development, education and housing to Ontario Métis and other Indigenous people. More than 340 people work for the MNO in 33 offices throughout the province.

### 3. Deliverables

- Collaborate with Advocacy Program leadership throughout the life of the project to ensure all deliverables are relevant. This will include a review and edit of videos based on feedback from the MNO Advocacy Program leadership.
- Provide recommendations on script length to ensure videos are concise and digestible. Content of the script will be the sole responsibility of the MNO Advocacy Program.
- Provide expert opinions and innovative options for video design styles that will meet the needs of the Métis legal literacy videos and appeal to multiple demographics. Identify areas of potential improvement in video design style and consult with the MNO Advocacy Program for implementation of improvements/ideas.
- Record voiceovers of the script to be used in the animated infographic videos. Provide recommendations and samples for voiceovers.
- Develop up to 25 culturally-appropriate animated infographic videos, (one to three-minute videos) on multiple areas of law. *Scripts for video content will be provided by the MNO Advocacy Program.*

### 4. Compensation

The maximum funding available within this project is \$20,000 for a term ending June 30<sup>th</sup>, 2025. Terms and timelines for payment will be specified in the finalized retainer and contract for services.

### 5. Proposal Response Guidelines

To ensure a proposal is considered for evaluation, it must include all the information requested and be presented in the order described below.

#### 5.1 Cover Letter

The cover letter must:

- Reference the project title and number of the RFP;
- Be dated and signed by a person authorized to negotiate, make commitments, and provide any clarifications with respect to the proposal on behalf of the bidding contractor;
- Include a statement indicating your understanding of the proposed services and requirements;
- Highlight relevant qualifications experience;
- Indicate the capacity to provide the services and within the expected timeline.

#### 5.2 Qualifications and Experience

The proposal must outline that the applicant has the following:

- An understanding of Métis culture and history, and contemporary issues affecting the Métis Nation and Ontario Métis;
- Experience in animated infographic video production

- Experience and knowledge in working with Métis governments or Indigenous organizations;
- Demonstrated ability to work collaboratively and respectfully with Indigenous communities.

**Preference will be given to Métis production companies.**

### 5.3 Video Sample

The proposal must include a minimum of two animated infographic video samples produced by the applicant.

### 5.4 References

- Please supply three relevant reference letters, including contact information.

### 5.5 Methodology and Innovation

- Provide details of your recommended methodology, project management style, innovative ideas, suggestions or opportunities for improvement that would enhance the project, process or required outcomes indicated within this RFP.

### 5.6 Costs and Charges

- Provide the project's total cost, including the hourly rates for the team proposed to conduct the work (if applicable).

## 6. Submission

As a potential supplier of these professional services, you are invited to submit a proposal in accordance with the terms and conditions detailed in this document to the following contact:

Bridget Bowman  
Manager, Advocacy  
[bridgetb@metisnation.org](mailto:bridgetb@metisnation.org)

**Proposals received after January 31<sup>st</sup>, 2025 @ 11:59pm EST on the closing date will not be considered.**

## 7. Project Schedule

- RFP Release Date: December 13, 2024
- Closing Date: January 31<sup>st</sup>, 2025
- Project Completion: June 30<sup>th</sup>, 2025

## 8. Selection Process

Upon closing, all proposals will be reviewed for completeness. Only completed proposals will be brought forward for further consideration and final decision.

Eligible proposals will be evaluated based on the response guidelines in Section 4.

## 9. Period of Agreement

The term of any contractual agreement will be from the date of the award to be defined in the retainer agreement.

## 10. Terms and Conditions

*10.1. The Métis Nation of Ontario (MNO) will not be responsible for any costs incurred by a contractor in preparing and submitting proposals and/or attending interviews. The MNO accepts no liability of any kind to a contractor prior to the signing of a contract.*

*10.2. Submission of a proposal shall not obligate, nor should it be construed as obligating the MNO to accept any such proposal or to proceed further with the project. The MNO may, in their sole discretion, elect not to proceed with the project, and may elect not to accept any or all proposals for any reason.*

*10.3. Contractors may amend or withdraw their proposals prior to the closing date and time specified in the RFP by way of written notice.*

*10.4. The contractor must identify any information in its proposal that it considers to be confidential or proprietary.*

*10.5. The contractor will be expected to comply with the MNO's conflict of interest policy, and must identify any areas of potential conflict in its work with other clients and will be expected to work in the best interests of the Métis Nation of Ontario.*

*10.6 All proposals and accompanying documentation received under this competition will become the property of the MNO and will not be returned.*

*10.7. The MNO reserves the right to accept or reject, in whole or in part, any or all proposals.*

*10.8. The MNO reserves the right to cancel and/or re-issue this RFP at any time for any reason without penalty.*

*10.9. The contractor's proposal shall form part of the contractual agreement by attachment and will be incorporated by reference.*