



Request for Proposals
Saskatchewan Government and General Employees' Union

Request for Proposal

The Saskatchewan Government and General Employees Union (SGEU) is issuing this Request for Proposals (RFP) to invite qualified advertising agencies to submit proposals to provide strategic, creative, and media services in support of an upcoming advertising campaign.

SGEU Communications Department

RFP Reference Number: SGEU #2026-01

Release Date: February 10, 2026

Closing Date: March 3, 2026 at 12:00 noon Saskatchewan Time

Table of Contents

1.0	PROCEDURES AND INSTRUCTIONS.....	3
1.1	Purpose	3
1.2	Issuing Office	3
1.3	Closing Date and Time	3
1.4	RFP Process	3
1.5	Key Dates	4
1.6	Inquiries and Changes.....	4
1.7	Clarification Questions.....	4
1.8	Irrevocable Offer	4
1.9	Acceptance or Rejection Proposals.....	4
1.10	Selection Process	5
1.11	Cost Structure.....	5
1.12	Indemnity	5
1.13	Permits, Licenses, Notice, Laws and Rules.....	5
1.14	Governing Law	5
1.15	Conflict of Interest.....	5
1.16	External Marketing.....	5
1.17	Survival.....	5
1.18	Insurance Requirements.....	6
1.19	Workers Compensation Coverage.....	6
1.20	Time Disputes.....	6
2.0	PROJECT SCOPE AND REQUIREMENTS.....	6
2.1	Scope of Services.....	6
2.2	SGEU Proposed Timelines and Key Milestones.....	7
2.3	Agency Qualifications	7
2.4	Campaign budget	7
2.5	Proposal Requirements	7
3.0	INSTRUCTIONS TO OFFERORS – (MANDATORY REQUIREMENTS).....	8
3.1	Response Guidelines.....	8
3.2	Security.....	9
3.3	Past Performance Reference	9
3.4	Terms and Conditions.....	9
4.0	RFP RESPONSE FORMAT	9
4.1	General Outline.....	9
4.2	Signing Authority.....	9
4.3	Innovation – Additional Services.....	9
5.0	Screening for Presentation (“Short list” of proposals).....	10
5.1	Screening Criteria	10
6.0	Presentation	10

1.0 PROCEDURES AND INSTRUCTIONS

1.1 Purpose

The Saskatchewan Government and General Employees Union (SGEU) is issuing this Request for Proposals (RFP) to invite qualified advertising agencies to submit proposals to provide strategic, creative, and media services in support of an upcoming advertising campaign.

The project scope is provided in Section 2.

Background

SGEU is a union representing 20,000 members in five sectors (Public Service, Crown, Health, Education and Community Services) across Saskatchewan. The objective of this campaign is to advance awareness of the union, our members, and the crucial role we play in providing the services Saskatchewan people rely on.

The selected agency will assist SGEU with the development and execution of an advertising campaign that may include:

- Raising public awareness of the union
- Improving public perception of union members and their work
- Influencing public opinion and/or stakeholder engagement
- Supporting advocacy efforts
- The campaign may run across multiple platforms, including traditional, digital, and social media.

1.2 Issuing Office

1011 N Devonshire Drive
Regina, Saskatchewan
S4X 2X4

Attention: Kelsay Reimer, Director of
Communications and Education
Phone: 306.775.7866
Email: kreimer@sgeu.org

1.3 Closing Date and Time

The offeror proposal, signed by the offeror's authorized representative, must be received by 12:00 noon in the issuing office on March 3, 2026 and marked **RFP#2026-01**.

Proposals received after the deadline date and time will not be considered. **Submissions will be accepted exclusively in electronic and written format. Faxed submissions are not permitted.**

1.4 RFP Process

Upon closing, SGEU will review all proposals for completeness and compliance with the requirements of this RFP. Incomplete proposals will be rejected and will receive no further consideration. The result will be a "short list" of offerors who will be further evaluated to ensure compliance with the specifications and in accordance with the evaluation criteria identified in this RFP.

1.5 Key Dates

Release of RFP	February 10, 2026
Confirmation of Intent to Participate Form (Appendix A)	As soon as possible
Deadline for RFP Clarifying Question Inquires	February 24, 2026
Deadline for RFP proposal submissions	March 3, 2026

Key dates are tentative and may be changed by SGEU at any time.

1.6 Inquiries and Changes

It is the responsibility of each offeror to inquire about and clarify any requirements of this RFP that are not understood in writing. If an offeror discovers any inconsistency, discrepancy, ambiguity, errors or omissions in this RFP, the offeror must notify the Issuing Office immediately. Inquiries, interpretations, and questions regarding the requirements of this RFP are to be directed to the Issuing Office (see Article 1.2). Contacts are restricted to the Issuing Office. Contact with individuals other than those listed above may result in bid disqualification.

Amendments to proposals will be accepted if received in writing prior to the proposal closing date and time (Article 1.3). Proposals may be withdrawn upon written request from the offeror.

1.7 Clarification Questions

All clarification questions from the offeror in regard to product and service requirements must be made in writing to Kelsay Reimer, kreimer@sgeu.org (cc pkidd@sgeu.org) no later than February 24, 2026. Responses to the questions will be provided to all potential offerors who have completed and returned the Confirmation of Intent to Participate Form (Appendix A). Any clarification questions received from offerors after this time will not be answered.

1.8 Irrevocable Offer

Proposals shall constitute a valid and irrevocable offer which is open for acceptance by SGEU for a period of 90 days following the closing date and time specified in Article 1.3. SGEU will not be liable under any order/contract in connection with this RFP, or the submission of proposals, unless and until SGEU has an agreed upon contract or proposal in writing.

1.9 Acceptance or Rejection Proposals

SGEU reserves the right to accept the proposal which it deems most advantageous and the right to reject any or all proposals, in whole or in part, whether the prices offered are the lowest or not. SGEU is under no obligation to award an order/contract and reserves the right to terminate the proposal process at any time, and to withdraw from discussions with any or all of the offerors who have responded.

1.10 Selection Process

SGEU intends to select the most comprehensive, qualified, and cost-effective, best value proposal based on the evaluation of the responses to this RFP. SGEU is committed to supporting the Saskatchewan economy. While all qualified agencies are invited to bid, points will be specifically allocated to proponents who demonstrate a physical presence in Saskatchewan, employ a Saskatchewan-based workforce, and demonstrate a deep understanding of the province's unique labour, political landscape, and the broader public sector environment. Upon receipt of the responses, SGEU will screen each response to ensure compliance with the specifications of the RFP. After initial screening SGEU will analyze the responses to the individual requirements. Ratings will remain confidential, and no totals or scores of the evaluation will be released to any offeror.

1.11 Cost Structure

Costs must be shown in Canadian dollars, Goods and Services Tax (GST) and Provincial Sales Tax (PST) excluded.

Cost structure considerations addressed in the proposal are to include a description of fees (including administration), commissions, rebates, asset-based fees, and any other fees that are contained within your proposal.

1.12 Indemnity

The offeror shall indemnify SGEU for all damage suffered by SGEU as a result of negligent actions or wrongful acts of the offeror, its employees, servants and/or agents. The offeror shall indemnify and hold harmless SGEU, its respective board of directors, employees, servants and/or agents from all claims, demands, losses, costs, damages, actions, suits, or proceedings initiated by third parties arising from the negligence of the offeror, its employees, servants, and/or agents or rising directly as a result of the project.

1.13 Permits, Licenses, Notice, Laws and Rules

The offeror shall obtain and cover the costs for all permits, licenses that are necessary for the execution of the project, including liability for all applicable taxes; shall give notices and comply with all laws, ordinances, codes, rules and regulations bearing on the conduct of the project; and shall pay all fees required by law.

1.14 Governing Law

The order/contract shall be subject to and governed by and interpreted in accordance with the laws of Canada and the Province of Saskatchewan.

1.15 Conflict of Interest

The successful offeror shall not undertake an assignment that actually or potentially creates a conflict of interest with the provision of the goods and related services without having first disclosed to SGEU the actual or potential conflict of interest.

1.16 External Marketing

The offeror shall not use the name of SGEU for any external marketing purposes whatsoever without express written permission from the SGEU.

1.17 Survival

The terms, conditions, representations and warranties contained in the order/contract shall survive the termination or expiration of the order/contract.

1.18 Insurance Requirements

a. Commercial General Liability Insurance:

With a limit of not less than two million dollars (\$2,000,000.00) inclusive per occurrence for bodily injury (including death), and damage to property including loss of use thereof. Such insurance shall include coverage for broad form property damage, contractual liability, completed operations, product liability and non-owned automobiles.

Copies of the certificate of insurance will be required upon finalization of contract with selected offeror.

1.19 Workers Compensation Coverage

A copy of a letter of good standing and clearance from WCB will be required upon finalization of contract with the selected offeror.

1.20 Time Disputes

In the event of a dispute regarding time, SGEU's time clock will govern.

2.0 PROJECT SCOPE AND REQUIREMENTS

2.1 Scope of Services

The successful agency will be expected to provide some or all of the following services:

a. Strategy and Planning

Campaign strategy and messaging development

Audience research and insights

Media strategy and planning

b. Creative Services

Creative concept development and/or recommendations on refinement

Copywriting and design

Production of advertising materials (billboard, print, digital, video, audio, etc.)

c. Media Services

Media buying and placement

Digital advertising management

Performance tracking and optimization

d. Reporting and Evaluation

Campaign performance metrics and reporting

Post-campaign analysis and recommendations

2.2 SGEU Proposed Timelines and Key Milestones

- a. March 20, 2026 Project kick off and Creative Alignment
 - Campaign kickoff and stakeholder alignment
 - Review draft creative concept
 - Confirm campaign objectives

- b. April 6-April 30, 2026 Creative Refinement and Final Approval
 - Refine creative concept
 - Approve creative concept
 - Channels identified and timeline developed
 - Channel specific messaging finalized

- c. May 2026 Launch campaign
 - Initial campaign launch

- d. May 2026- December 2026 Campaign roll out
 - Creative update(s) and/or additions
 - Creative rotation and/or creative variation

- e. January 2027 Evaluation and next steps

2.3 Agency Qualifications

Proposing agencies should demonstrate:

- Experience developing advertising campaigns for labour unions, advocacy organizations, non-profits, or public interest clients
- Understanding of labour issues, workers' rights, and union values
- Proven success in reaching diverse audiences
- Capacity to manage campaigns of comparable scope and budget
- Commitment to ethical advertising practices

2.4 Campaign budget

The anticipated budget range for this campaign is \$750,000. Agencies are encouraged to propose cost-effective solutions that include leveraging SGEU's communications department to maximize impact while respecting budget constraints.

2.5 Proposal Requirements

- (a) The documentation for each proposal must be delivered no later than the deadline to SGEU's Representative, Kelsay Reimer, SGEU, 1011 N Devonshire Drive, Regina, Saskatchewan, S4X 2X4. Email: kreimer@sgeu.org, (and cc: pkidd@sgeu.org).

- (b) Delays caused by any delivery service (email, Canada Post and courier) shall not be grounds for any extension of the deadline, and proposals that arrive after the deadline will not be accepted.

Proposals shall include, at a minimum, the following:

1. Company background
General background information about your firm, number of years in business, provincial location(s).
2. Team Composition
Total number of firm strategists/consultants (stating their provincial geographic location) providing names and professional designations or other credentialing who would be dedicated to this project.
3. Relevant Experience and areas of expertise
Experience developing advertising campaigns for labour unions, advocacy organizations, non-profits, or public interest clients.
4. Service and Fees
A full and complete description of the services you will and will not provide for each of the items listed under “Scope of Work” above. Include your fee structure, or other pricing arrangements for annual plan administration fees itemized by base fees, if applicable, and/or per participant fees.
5. Implementation Plan
Confirm your ability to meet the proposed timelines and key milestones outlined in Section 2.2. If any milestones present a challenge, please identify them and propose an alternative schedule.
6. References
Requirements as outlined in Section 3.3 of this document.
7. Privacy Policy
Your privacy policy with regard to sharing plan information to outside parties.
8. Insurance Coverages
A description of your insurance coverages including Errors and Omissions, Directors & Officers, Fiduciary Liability, including names of carriers and limits.
9. Sample Client Service Agreement
A specimen copy of your client service agreement, contract, or other relevant documents.

3.0 INSTRUCTIONS TO OFFERORS – (MANDATORY REQUIREMENTS)

The offeror must have substantial compliance with all mandatory requirements.

3.1 Response Guidelines

To ensure your bid is considered for evaluation, offerors should ensure bids include the following:

- A complete proposal outlining all required elements,
- An authorized official signature of the offeror's company.

3.2 Security

The selected offeror must verify in writing that all printed information pertaining to SGEU is kept confidential and secure. This also applies to any related reporting and other data provided to SGEU. The offeror must also comply with all applicable privacy laws.

3.3 Past Performance Reference

Offerors must provide three (3) clients of similar size to SGEU, preferably clients of equivalent complexity. References should be for clients with requirements similar to those of SGEU.

Information should include the scope and date of the project, names and address of the client, title and phone number and email address of the contact person.

3.4 Terms and Conditions

Available upon request, must be agreed to at the time of contract signing.

4.0 RFP RESPONSE FORMAT

In order to receive a uniform format of responses from all offerors, the following guidelines for formatting the Proposal have been outlined.

4.1 General Outline

- a) A table of contents of all presented material.
- b) Concise outline of your corporate structure and ownership.
- c) A complete description of the duration and extent of your company's experience in handling similar projects.
- d) Include response for all mandatory requirements (See Articles 2.0 and Article 3.0)
- e) The cost structure, in Canadian dollars (see Article 1.11), for all services.
- f) Responses to required information as presented in this RFP. The offerors shall clearly indicate any specification that cannot be met in its entirety.
- g) Submission of three (3) relevant references.
- h) A summary of any value-added benefits.
- i) Completed Confirmation of Intent to participate (see Appendix A).

4.2 Signing Authority

Offerors' proposals must be dated and signed in the firm or corporate name and must bear the signature of a principal duly authorized to represent the offeror. The offeror's name must be fully stated. Where a proposal is signed by an agent of the offeror, evidence of authority to act as the offeror's agent shall accompany the proposal.

4.3 Innovation – Additional Services

Please indicate any additional value-added possibilities including unique features, and/or incentives. Each value-added submission should be described and priced separately.

5.0 Screening for Presentation (“Short list” of proposals)

The first stage of the evaluation will consist of a review of the proposal to ensure that it is compliant with all mandatory requirements contained in this document. Proposals not considered compliant may be rejected at this stage and no further efforts will be made by the evaluation team.

Screening of proposals will be conducted by the selection team after closing date. Successful offerors will be notified and invited to present to an evaluation committee.

5.1 Screening Criteria

Mandatory Requirements (must be included in the proposal)
Scope of Services/Proposal Requirements
Relevant experience and qualifications
Quality and creativity of proposed approach
Understanding of union values
Demonstrated ability to deliver results
Cost and Value for money

6.0 Presentation

Successfully screened offerors will be invited to presentation to the evaluation committee. Presentations may be conducted in person or virtually. The presentation must be given by personnel who will be directly involved in providing the services required. All costs associated with the presentation will be the responsibility of the offeror.

Appendix A –Confirmation of Intent to Participate Form
RFP Reference Number: SGEU #2026-01

Please complete this form and email IMMEDIATELY to:

SGEU

1011 N Devonshire Drive

Regina, Saskatchewan

S4X 2X4

Email: kreimer@sgeu.org and cc: pkidd@sgeu.org

Failure to return this form may result in no further communication regarding this Request for Proposal.

Company Name:	
Address:	
Contact person:	
Phone Number:	
Email Address:	

I have received a copy of the above noted Request for Proposal tender. I authorize the SGEU to send further correspondence that it deems to be of an urgent nature by e-mail, as they deem appropriate.

I understand that if I do not submit a proposal, this will not affect our company's status as a potential supplier to SGEU in the future. I also understand that if I do not return this form our firm will not receive any further notice with regard to this Request for Proposal.

I understand that any clarification questions (as per Article 1.6) must be made no later than February 24, 2026.

Please select one of the following:

I will be participating in this formal procurement process.

I will not be participating in this tendering process.

Name:		Signature:	
Title:		Date:	