



Request for Proposal



1. Background

The Metis Economic Development Organization (MEDO) is a business investment and management firm operated alongside the Manitoba Metis Federation (“MMF”) making strategic business investment decisions based on generating profit and building capacity for the long-term sustainability of the Metis Nation within Manitoba. As such, it:

- Invests in and manages – through ownership or joint ventures – profit-generating businesses.
- Supports the MMF – Regions and Affiliates – with business opportunities.
- Creates a motivated, aligned and cohesive business network by marketing and promoting Metis businesses and the 100,000 person Manitoba Metis consumer base through the MEDO AFFINITY Platform.
- Leverages opportunities to build capacity (i.e. employment) for Metis people.

MEDO Affinity provides the opportunity for Manitoba and Western Canadian businesses to participate in aligning this emerging market with their products and services. The program will be piloted in Manitoba and then rolled out over the Metis consumer base in Western Canada with a total market reach of over 300,000+

MEDO and the MEDO Affinity Program are seeking appropriate MERCHANT PARTNERS for the program in the following sectors :

Appliances
Automotive
Banking and Insurance
Construction + Trades
Entertainment
Electronics
Food and Convenience
Fuel + Transportation
Health and Beauty
Office Supply and Business Services
Professional Services (Accounting, Consultants)
Restaurants and Dining
Sporting Goods
Sports and Recreation
Transport and Shipping
Travel and Accommodations

2. Key Elements of the Request For Proposal

The plan must include the following key elements:

- a. A planned framework for the product or service engagement and accountability of the business, including recommended objectives and incentives for engagement with the program.
- b. An outline of an administrative structure or contact for the business appropriate for meeting the tasks of administering requirements for technical and/or marketing development.
- c. A business implementation strategy incorporating MEDO Affinity Program specific deliverables.
- d. A business overview of an engagement “strategy” with the goal of long-term sustainability and growth of MEDO Affinity Program.

3. Outline of components of the MEDO Affinity Program Proposal

The RFP is to be broken down into the following components:

1. Business Introduction and Background;
2. Business Proposal Description
3. Product and/or service value-added and/or discounting structure;
4. Requirement of program rebate or marketing budget
5. Enrollment fee presentation
6. Engagement objectives, marketing strategies and plan.

4. Business Proposal Deliverables

a. General

The Business Plan deliverables defined below are the minimum requirements for participation within the Program. Should the respondent feel that it is desirable to deliver additional goods or services, these should be described explicitly in the proposal.

b. Program Fees

Upon notification that a respondent is the successful bidder and before commencing the Business Plan the respondent shall prepare and submit a predetermined annual 'program fee', which will be based on each individual business case.

c. Rebate Fees

Purchases by Affinity Program Members will be eligible for rebate consideration in accordance with the terms noted below.

- the Business will issue Affinity Program rebates on purchases made by Affinity Program members including any purchases made by existing Business customers who later join the Affinity Program.
- When the purchase is paid for between the date of invoice and 30 days, the Business will rebate the Affinity Program a predetermined amount which will

be based on each individual business case, on the total of the invoice after all taxes, delivery and assembly charges included therein have been deducted.

d. Marketing Collateral

Marketing and branding collateral would be delivered on a predetermined schedule for distribution and incorporation. Written progress reports, highlighting activities undertaken and results achieved can be tracked online

5. Ownership of Business Plan

MEDO will retain exclusive rights to the proposal documents once submitted.

6. Basis of Selection

Selection will be based on an evaluation of the proposals in terms of product and services quality, marketing initiatives and value added offers.

A proposed agreement, including a rebate and program fee schedule will become effective on the date the business formally enters the MEDO Affinity Program by signing off on a formal agreement or by providing the MMF and Affinity Program a letter confirming participation in the program including an effective start date.

7. Incurred Expenses

MEDO or any of its associated entities shall not be obligated in any way to the respondent's response to this document. Respondent's costs related to the preparation of a response to the document shall be entirely the responsibility of the respondent. Expenses of any nature incurred by the respondent prior to the signing of an agreement or contract shall be the sole responsibility of the respondent and may not be charged to or claimed from MEDO or its associated entities in any manner, shape or form.

8. Submission of Proposals

Proposals are to be received by MEDO Affinity program no later than **June 30, 2011**.

Proposals may be submitted to:

Mr. John Vandale
Chief Communications Officer
Metis Economic Development Organization
107-150 Henry Avenue
Winnipeg MB R3B 0J7

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