REQUEST FOR PROPOSALS

SaaS Product Demo and Motion Graphics Video Production

Issued by: *Toronto Region Immigrant Employment Council (TRIEC)*
Issue date: *October 20, 2026*
Submission deadline: *November 2, 2026 at 5:00 p.m. EST*
Contact: *TRIEC Campaigns Team – campaigns@triec.ca*
Reference number: *RFP-2026-videoproduction*

1. About TRIEC

Founded in 2003, the Toronto Region Immigrant Employment Council (TRIEC) creates and champions solutions to better integrate skilled immigrants into the Greater Toronto Region labour market. TRIEC works collaboratively with a diverse group of stakeholders, including employers, post-secondary institutions, service providers, community organizations, regulatory bodies and all three orders of government.

For more information, please visit

www.triec.ca

2. Purpose of this RFP

TRIEC invites qualified vendors to submit proposals for the following:

TRIEC is seeking a video production agency or freelance video producer to create engaging, professional videos for its SaaS product(s): motion graphics and animated videos, and SaaS product demo videos. The videos will communicate product value, demonstrate functionality and help target audiences understand how the products work.

TRIEC needs both short-form promotional videos (30 to 60 seconds) to build awareness and clear product demo and onboarding videos to support adoption. The opportunity is open to agencies, studios and experienced independent freelancers, and all proposals will be evaluated against the same criteria.

3. Project Background

As part of its work to advance the integration of skilled immigrants into the Greater Toronto Region labour market, TRIEC offers SaaS product(s) to its stakeholders. To support adoption and engagement,

TRIEC needs clear, compelling video content that explains what these products do, why they matter and how to use them.

The videos will be used on TRIEC's website, landing pages, social media, presentations and other digital channels. TRIEC is looking for a production partner that can support an ongoing pipeline of video work rather than a one-time deliverable.

3.1 Products, Audiences and Objectives

Product: TRIEC Career Navigator, a mobile-friendly web platform that helps internationally trained newcomers move from career exploration to concrete employment action in one guided experience. Users identify a realistic Canadian career pathway, then get personalized next steps in a single dashboard: relevant jobs (including employer partner opportunities), networking and career events, upskilling and micro-credential recommendations, a Canadian-format resume builder, and AI interview readiness.

Audiences: The primary audience are internationally trained professionals and newcomers exploring or pursuing a Canadian career, who want a simple, guided alternative to navigating many disconnected services. Many will not speak English as a first language, so videos should use plain language and clear visuals. Secondary audiences are employer partners and community, education and training partners whose jobs, events and programs appear on the platform.

Objectives: Build awareness ahead of and at launch, show how the platform turns a career pathway into clear next steps, explain key features (such as the resume builder and job matching), support onboarding, and encourage ongoing use.

Timing: TRIEC Career Navigator is currently in development. Early videos are expected to focus on motion graphics for awareness. Product demo videos will be produced as features become available and may initially use prototypes or test environments.

4. Scope of Work and Deliverables

4.1 Objectives

This project must achieve the following objectives:

- Communicate the value propositions, features and benefits of TRIEC's SaaS product(s)
- Demonstrate product functionality, user journeys and workflows clearly and accurately
- Help target audiences understand how the products work and encourage adoption
- Deliver brand-aligned videos for web, social media, presentations and other digital channels

4.2 Deliverables

The successful vendor will be expected to deliver the following:

- Motion graphics and animated videos: short-form promotional videos, typically 30, 45 or 60 seconds
- SaaS product demo videos: short feature demos (30 to 60 seconds) and longer walkthroughs or tutorials (typically 2 to 5 minutes)
- Updates to existing videos as product features and interfaces change
- Regular project status updates to TRIEC

- Final files, editable project files and source assets, meeting the requirements in Section 4.4
- TRIEC may require translated versions of some videos to French, such as translated subtitles or captions, translated on-screen text, or voiceover in other languages. Translation is not part of the base scope and should be quoted as an optional add-on.

TRIEC anticipates needing at least 3 to 7 videos, with potential for more over time. This is an estimate, not a guaranteed commitment.

4.3 Roles and Responsibilities

The vendor is expected to handle scripting, storyboarding, voiceover, screen recording, animation, editing, music and captions. TRIEC will provide key messages, brand guidelines and assets, access to the product for screen recording, and consolidated feedback and approvals. Vendors may propose a different split and should price optional services separately.

4.4 Minimum Technical and Accessibility Requirements

- Formats: MP4 at a minimum of 1080p, in 16:9 for web and presentations, with square (1:1) and vertical (9:16) versions for social media as needed
- Captions: closed caption files (.srt or .vtt) for every video, and burned-in captions for social media versions
- Accessibility: compliant with the Accessibility for Ontarians with Disabilities Act (AODA) and WCAG 2.1 Level AA, including readable on-screen text with sufficient colour contrast
- Files and licensing: editable project files and source assets delivered to TRIEC; all music, fonts, footage and voiceover licensed for TRIEC's ongoing use
- Optional add-on pricing for translation, quoted per video and per language, with subtitles/captions, on-screen text and voiceover priced separately

4.5 Out of Scope

Development, configuration or hosting of TRIEC's SaaS product(s); paid media buying and campaign management; and translation or localization into other languages, unless separately agreed in writing.

5. Project Timeline

TRIEC anticipates the following schedule. Dates are subject to change.

Milestone	Target Date
RFP issued	October 20, 2026
Deadline for questions	October 26, 2026
Proposal submission deadline	November 2, 2026, 5:00 p.m. EST
Evaluation and shortlisting	November 3 – 13, 2026
Interviews / presentations (if applicable)	Week of November 16, 2026
Award notification	November 27, 2026
Anticipated project start	December 2026

6. Budget

TRIEC has not set a fixed budget, as the number of videos will depend on project needs. Proposals must include pricing in Canadian dollars, with assumptions stated (e.g., revision rounds, voiceover, music and stock licensing). Pricing should include:

- Standardized per-video pricing for 30-, 45- and 60-second promotional videos, short feature demos, longer product walkthroughs or tutorials, and updates to existing videos
- Package, subscription or retainer options, and any volume discounts
- Any additional costs (e.g., stock assets, licensed music, voice talent, rush fees)
- Applicable taxes, shown separately
- A proposed payment schedule tied to deliverables or milestones

Pricing and value for money represents 20% of the evaluation score (see Section 8).

7. Proposal Requirements

All proposals must address each of the following sections:

7.1 Vendor Overview

- Background on your organization or freelance practice (history, size, specialization)
- Relevant experience in similar engagements
- Commitment to equity, diversity, and inclusion
- Business details: legal or registered business name and HST number (if applicable); freelancers should confirm they operate as independent contractors

7.2 Creative and Production Approach

- Proposed creative and production process, from scripting and storyboarding to final delivery
- How your approach responds to the objectives in Section 4
- Your approach to SaaS product demo videos and to keeping videos easy to update
- Estimated turnaround times for each video type, and the number of revision rounds included

- Available formats and resolutions, and confirmation that you meet the requirements in Section 4.4
- Tools and software you will use

7.3 Project Team

- Names and bios of all key personnel, including their project roles
- Identification of lead contact and day-to-day project manager
- Sub-contractors or freelance collaborators, if any (must be clearly identified)
- Freelancers: how you will ensure capacity and continuity across multiple videos, including who would step in (and how quickly) if you are unavailable, and any collaborators you would work with (e.g., voiceover artists, animators)

7.4 References

Provide a minimum of three references from current or recent clients for comparable engagements. For each reference, include:

- Organization name and contact name, title, phone, and email
- Brief description of the engagement and outcomes

7.5 Budget

See Section 6 for budget requirements.

7.6 Additional Materials

Proposals must also include:

- Portfolio examples of both motion graphics/animated videos and SaaS product demos, including short-form (60 seconds or less) examples
- Proposed intellectual property, licensing and usage rights for final deliverables, including ownership of source and project files and any third-party assets (music, stock footage, fonts)

8. Evaluation Criteria

Proposals will be evaluated against the criteria below. TRIEC reserves the right to request clarification or additional information during the review process.

Evaluation Criterion	Weight (%)	Maximum Score
Quality and relevance of portfolio	25%	25
Creative approach and storytelling	20%	20
SaaS product demo expertise	20%	20
Pricing and value for money	20%	20
Turnaround time and production flexibility	10%	10
Licensing and ownership terms	5%	5
TOTAL	100%	100

TRIEC may conduct interviews or presentations as part of the evaluation process. Only shortlisted vendors will be contacted.

9. Submission Guidelines

9.1 Format

- Proposals must not exceed 10 pages (excluding appendices, portfolio samples, bios, and references)
- Submissions must be in PDF or Word format
- All pages must be clearly numbered; portfolio videos may be provided as links
- One electronic copy is required; submissions are accepted by email only

9.2 Submission Method

Proposals must be submitted by the deadline via:

Email: *campaigns@triec.ca*

Subject line: *"TRIEC SaaS Product Demo and Motion Graphics RFP – [Vendor Name]"*

Late submissions will not be accepted. Submitted materials will not be returned.

9.3 Questions and Clarifications

All questions regarding this RFP must be submitted in writing to campaigns@triec.ca with the subject line "TRIEC SaaS Product Demo and Motion Graphics RFP – Question" no later than October 26, 2026.

Questions and responses of general interest will be shared with all prospective vendors by email by October 28, 2026.

10. Terms and Conditions

- TRIEC reserves the right to cancel this RFP, request additional information, negotiate with shortlisted vendors, and accept or reject any or all proposals, without obligation.
- The lowest-cost or any proposal will not necessarily be accepted.
- TRIEC may select more than one vendor to meet the requirements of this RFP.

- An award is subject to the successful conclusion of a contract.
- Agencies and freelancers will be subject to the same contract terms, including confidentiality, intellectual property and insurance requirements.
- All information in this RFP is confidential. A non-disclosure agreement may be included in the resulting contract.
- TRIEC may request additional information from any vendor at any stage of the evaluation process.
- Vendors bear all costs associated with preparing and submitting a proposal.
- The successful vendor must hold, or be able to obtain before contract signing, appropriate commercial general liability and professional liability (errors and omissions) insurance. Coverage requirements will be confirmed in the contract.
- All rights, title, and interest in deliverables will, upon creation, be the sole and exclusive property of TRIEC, unless otherwise agreed in writing.
- Vendors must ensure that all rights in work created by their staff, sub-contractors or collaborators are assigned to TRIEC, and that any third-party assets are properly licensed.
- TRIEC values diversity among its suppliers and welcomes proposals from organizations that are minority owned (51% or more), have a substantial percentage of employees from diverse groups, or who can demonstrate a commitment to diversity and in particular to the inclusion of skilled immigrants in the workforce.