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Jan 12, 2026

### Request for Proposals

Bay Cetology is a Canadian non-profit organization which enables conservation and understanding of cetacean populations that are data deficient or threatened by climate change and human development by using various methodologies to conduct field operations, analyze data, and communicate findings. Bay Cetology is a very active organization but currently has little presence on social media. The purpose of this request for proposals is to secure one vendor to design, implement and maintain a public communications strategy for Bay Cetology.

The activities of Bay Cetology worthy of regular exposure include field research, incident response, finwave development, science publications, public presentations, conference involvement, media appearances, fundraising efforts, and store updates. Our communications outlets include the Bay Cetology website and online store, Facebook, Instagram, X, Patreon, and Crowdcast.

Potential vendors must submit a 500-1000 word proposal which a) highlights their relative experience and, b) outlines their intended approach to fulfilling the purpose of this request, and c) identifies metrics for measuring success. Proposals must not exceed \$12,000.00 CAD. The proposal must include a time/expense budget outline for public communications strategy design, implementation and maintenance as well as images or links to examples of previous relevant communications. It and a personal CV are to be submitted to [info@baycetology.org](mailto:info@baycetology.org) by January 31<sup>st</sup> 2026. Both documents will be attached in PDF format, and the e-mail subject line should read: Bay Cetology RFP – first and last names of the potential vendor (ie. Bay Cetology RFP – Jan Doe).

Proposals will be evaluated by how well submissions are presented and strategies are approached with additional emphasis placed on experience and knowledge of the vendor, extent of strategy timeline and overall cost. The successful vendor will report to Bay Cetology's Executive Director regularly throughout the course of the contract.