

Request for Proposals (RFP)

# Official Promotional Supplier for RNU

Registered Nurses' Union Newfoundland & Labrador (RNU)

**Issue Date:** February 6, 2026

**Submission Deadline:** February 27, 2026 at 5:00 PM NST

**Attention:** *RFP Submission: Official Promotional Supplier for RNU*

**Email:** [communications@rnunl.ca](mailto:communications@rnunl.ca)

# 1. Executive Summary

The Registered Nurses' Union Newfoundland & Labrador (RNU) invites qualified promotional merchandise suppliers to submit proposals to become the Official Promotional Supplier for RNU.

For the purposes of this RFP, the "Official Promotional Supplier" refers to the single supplier selected by RNU to act as its standing-offer supplier of record for approved promotional items only, in accordance with RNU's Promotional Merchandise Policy and Approved Promotional Items Framework.

RNU seeks a single supplier that can reliably produce and supply approved promotional items that reflect the professionalism, credibility, and expertise of registered nurses, nurse practitioners, and registered psychiatric nurses. Promotional items must align with RNU's values of quality, usefulness, fiscal responsibility, and environmental stewardship.

The successful proponent will support a standing-offer model that ensures consistency in branding, pricing, quality, and availability across union office use, branches, and member self-ordering.

## 2. Background & Context

### 2.1 About RNU

The Registered Nurses' Union Newfoundland & Labrador represents more than 5,800 registered nurses, nurse practitioners, and registered psychiatric nurses working across acute care, long-term care, community health, education, and research.

RNU advocates for safe workplaces, professional recognition, and a strong, sustainable public healthcare system for the people of Newfoundland and Labrador.

### 2.2 Promotional Merchandise at RNU

Promotional merchandise plays a limited but important role in:

- Member engagement and education
- Professional recognition
- Public-facing outreach
- Union-led events and initiatives

RNU maintains strict controls over promotional items to ensure responsible use of union resources and consistent representation of the organization and its members.

### 3. Objectives

The objectives of this RFP are to:

1. Establish a reliable Official Promotional Supplier for RNU.
2. Ensure all promotional items are practical, durable, and professionally appropriate.
3. Maintain consistent branding, pricing, and quality control.
4. Support a standing-offer model accessible to RNU staff, branches, and members.
5. Reduce waste, duplication, and low-value promotional spending.
6. Align promotional practices with environmental responsibility and sustainability.

## 4. Scope of Work

### 4.1 Approved Promotional Items

The supplier must be capable of producing **only** the promotional items approved by RNU, in accordance with RNU's Promotional Merchandise Policy and the Approved Promotional Items Framework.

Items are organized into tiers and include, but are not limited to:

#### Tier One – Standard Standing Offer

- Retractable badge reels
- Wide fabric lanyards with breakaway clasps

#### Tier Two – Mid-Tier Standing Offer and Union Office Items

- Premium gel pens
- Microfiber lens cloth with lens cleaner spray
- Pupil gauge penlights
- Embroidered toques
- Embroidered quarter-zip pullovers

#### Tier Three – Premium or Prize-Level Items

- Premium insulated tumblers or bottles
- Premium hoodies or fleeces
- Power banks

#### Additional Approved Items

- RNU branded mugs
- Quality vinyl stickers for public engagement events

No substitutions, additions, or alternative items will be permitted without explicit written approval from RNU.

RNU may, at its discretion, expand or amend the approved promotional item list during the contract term, subject to updated specifications, alignment with RNU policy and framework, and written agreement between RNU and the Official Promotional Supplier.

### 4.2 Branding and Design Control

- All branding files will be supplied by RNU.
- Branding must be restrained, conservative, and professionally applied.

- No design alterations, upselling, or creative substitutions are permitted.
- All logo placement, sizing, and application methods are subject to RNU approval.

### 4.3 Standing-Offer Storefront

The supplier must provide an online storefront with:

- A unique URL that can be shared with RNU staff, branches, and members.
- Access to the official RNU-approved catalogue only.
- Consistent pricing and product specifications.

The storefront may be public or restricted, provided access is controlled and catalogue integrity is maintained.

### 4.4 Ordering and Fulfillment

- Branches and members must be able to order directly through the storefront.
- RNU will also place orders directly and maintain a minimum supply at the RNU office.
- Items will be produced on demand.
- Turnaround times must be reasonable and clearly communicated.

### 4.5 Sustainability and Environmental Responsibility

RNU places a strong emphasis on responsible purchasing. The supplier must:

- Align with RNU's "No Junk" promotional guidance.
- Prioritize durable, reusable items.
- Minimize packaging waste.
- Avoid disposable or single-use products.
- Demonstrate environmentally responsible production practices where possible.

## 5. Contract Term

The initial contract term will be **three (3) years**, with:

- Fixed pricing for year one.
- Annual pricing review and adjustment thereafter.
- Optional renewals at RNU's discretion.

Any pricing adjustments are subject to review and written approval by RNU, and RNU is under no obligation to accept proposed increases.

Performance will be reviewed annually.

## 6. Submission Requirements

Proposals must include:

1. Company overview and experience.
2. Description of manufacturing and sourcing practices.
3. Confirmation of ability to meet approved item specifications.
4. Description of storefront functionality.
5. Pricing structure and approach to annual review.
6. Quality control processes.
7. Sustainability practices.
8. Relevant experience with unions, healthcare, or public-sector organizations.
9. Sample product photos, where available (optional).
10. Declaration of any conflicts of interest.

### Format & Delivery

- Submit as a single PDF.
- Email to: [communications@rnunl.ca](mailto:communications@rnunl.ca).
- Subject line: RFP Submission – Official Promotional Supplier for RNU.

## 7. Timeline

<b>Milestone</b>	<b>Date</b>
RFP Issued	Friday, February 6, 2026
Questions Deadline	Friday, February 20, 2026 at 12:00 PM NST
Submission Deadline	Friday, February 27, 2026 at 5:00 PM NST
Supplier Selection	On or about March 13, 2026
Contract Commencement	On or about April 1, 2026

## 8. Evaluation Criteria

Proposals will be evaluated using the following criteria:

<b>Criteria</b>	<b>Weight</b>
Compliance with Approved Framework	30%
Quality and Durability of Products	25%
Pricing and Value	20%
Storefront Functionality and Service	15%
Sustainability and Environmental Practices	10%

Price will be evaluated comparatively and is not the sole determining factor in selection.

Preference may be given to suppliers with demonstrated experience working with unions, healthcare organizations, or public-sector entities.

## 9. Legal and General Conditions

- All promotional items produced under this contract are subject to RNU approval.
- RNU reserves the right to reject any or all proposals.
- RNU may request clarification or additional information.
- The successful supplier must comply with all applicable Canadian and Newfoundland and Labrador laws.
- This RFP does not guarantee any minimum volume of purchases.
- Confidentiality and non-disclosure requirements will apply.

## 10. Evaluation Process

Proposals will be reviewed by:

- Director of Communications
- Additional RNU leadership as required

Short-listed proponents may be invited to participate in follow-up discussions or presentations.