



REQUEST FOR PROPOSALS

Unifying the Cannabis Sector for Coordinated Knowledge Transfer and Marketing

Part-Time Project Coordinator

Issuing Organization	Cannabis Cultivators of BC (CCBC), on behalf of the BC Ministry of Agriculture and Food
RFP Issue Date	June 2026
Proposal Submission Deadline	July 3, 2026 at 5:00 PM Pacific Time
Contract Start Date	August 1, 2026
Contract End Date	March 31, 2027
Maximum Budget	\$35,000 (inclusive of all taxes and expenses)
Submission Method	Email to: info@cannabiscultivatorsbc.org with subject line: RFP – Cannabis Sector Project Coordinator

Questions: Submit written inquiries to info@cannabiscultivatorsbc.org no later than July 31, 2026.

About this Opportunity

The Cannabis Cultivators of BC (CCBC) is seeking proposals from qualified individuals to provide part-time coordination and consulting services in support of a province-wide cannabis sector knowledge transfer and marketing initiative. The successful proponent will work under the direction of CCBC, with input from partner associations, to deliver a suite of coordinated engagement and extension activities from August 2026 through March 2027.

Sector Context

British Columbia's legal cannabis sector comprises more than 200 Licensed Producers (LPs), including micro-cultivators, standard cultivators, processors, and Indigenous-led operations with benefits through Section 119 government-to-government agreements. As a newly legalized sector with a range of active industry groups, CCBC aims to foster collaboration across those groups — building collective capacity for knowledge transfer, producer education, and coordinated marketing efforts that benefit LPs across the province.

This project seeks to deliver a set of coordinated activities that contribute to a wider goal: a more collaborative and well-organized legal cannabis sector in B.C. Expected outcomes include improved coordination among industry associations, increased producer engagement, and strengthened collective capacity to address shared challenges.

Scope of Work

The contractor will act as the primary Project Coordinator for this initiative, working part-time embedded with CCBC from August 2026 – March 2027. The work will be based on pre-agreed upon project fee (estimated 30-40 hours per month). The contractor will report to and take direction from CCBC. Partner associations may provide input, but CCBC holds final decision-making authority over all project activities and deliverables. Responsibilities include:

- Support the development of a shared workplan among partner associations.
- Develop a **monthly cannabis sector newsletter**. Example content may include: sector news, upcoming events, government programs, research highlights, member features, and more. Topics to be informed by member survey and partner association input.
- Plan and execute four virtual education webinars. Topics to be determined by CCBC, with input from partner associations and government, and aligned with cross-sector challenges.
- Each webinar will be accompanied by a supporting **factsheet** which must be in plain-language and suitable for LP audiences.
- **Coordinate the presentation of cannabis research and extension content at one provincial agriculture show** (Lower Mainland, Okanagan, or Island) based on existing agriculture extension programming in collaboration with government.
- Coordinate and facilitate an **LP-focused session at a designated sector conference**. Agenda to focus on strategies for improved association coordination, sector competitiveness, and knowledge transfer.
- Design and facilitate at least **one peer networking session** to foster collaboration among BC LPs.
- Design and administer an association member survey capturing key demographics, alignment with association vision/mission, perceived value of association activities, and gaps in services. Analyze results and produce a summary report. CCBC will retain ownership of all raw survey data and approval over how survey results are presented.
- Provide regular progress updates to CCBC (monthly or as agreed).
- Develop a final project report based on established measures and include recommendations for future activities. The final report is subject to CCBC review and approval prior to submission to government.

Qualifications & Experience

Proposals will be evaluated partly on demonstrated qualifications. CCBC is seeking a proponent who can demonstrate the following:

- Knowledge of the Canadian regulated cannabis sector, including licensing, regulatory frameworks, and production realities for B.C. Licensed Producers.
- Experience working with or alongside provincial government.
- Experience supporting industry association governance, coalition building, or sector strategy development.
- Demonstrated experience coordinating multi-stakeholder engagement initiatives, ideally in agriculture, natural resources, or a regulated industry sector.
- Experience designing and facilitating virtual events, webinars, or education series for professional audiences.
- Strong written communication skills and experience producing plain-language extension materials (factsheets, newsletters, reports).
- Proficiency in online event platforms (Zoom, Teams), survey tools (e.g., SurveyMonkey, Microsoft Forms), and newsletter distribution platforms.
- Ability to work independently and part-time while managing multiple concurrent deliverables and deadlines.

Proposal Requirements

Proposals must be submitted by email to info@cannabiscultivatorsbc.org no later than July 31, 2026 at 5:00 PM Pacific Time. Proposals must be in PDF or Word format and include the following components:

1. **Cover Letter (maximum 1 page)** Brief statement of interest, proposed approach to this engagement, and confirmation of availability from August 2026 through March 2027.
2. **Relevant Experience and Qualifications (maximum 2 pages)** Description of relevant past projects or roles.
3. **Budget Proposal** Specify your proposed rate(s) and estimated hours. The total must not exceed \$35,000 (all-inclusive). Include a brief narrative justifying your budget.
1. **References** Provide contact information for a minimum of two (2) professional references with direct knowledge of your relevant project experience. References may be contacted during the evaluation period.

Subcontracting of core deliverables is not permitted without prior written approval from CCBC. If the proponent intends to engage any subcontractors, this must be disclosed in the proposal. Proponents must disclose any actual or potential conflicts of interest in their proposal.

All information provided by CCBC in connection with this RFP is confidential. The successful contractor will be required to sign a confidentiality agreement as part of the contract.

Thank you for your interest in supporting B.C.'s cannabis sector.