

REQUEST FOR PROPOSAL (RFP)

PUBLIC RELATIONS & STRATEGIC COMMUNICATIONS SERVICES

CASINO MINING CORPORATION

ISSUED: [DATE]

1. OVERVIEW

Casino Mining Corporation (“Casino”) is seeking proposals from qualified Public Relations (PR) and Strategic Communications firms to support our corporate communications, media relations, community engagement messaging, and brand positioning as the Casino Project advances through Yukon’s highest level of environmental and socio-economic assessment—the Yukon Environmental and Socio-economic Assessment Board (YESAB) Panel Review process.

The selected firm will provide strategic guidance, media training, issues management support, and creative PR execution to help Casino communicate effectively with Yukon communities, First Nations, governments, partners, and the public.

2. ABOUT THE CASINO PROJECT

Casino is a proposed modern, responsible copper, gold, molybdenum, and silver mine located in the Yukon. In October 2024, Casino completed and submitted its Environmental & Socio-economic Effects (ESE) Statement, entering the Panel Review stage, the highest level of environmental and socio-economic assessment in the Yukon.

Our communications priorities reflect transparency, responsiveness, and relationship-building, particularly with the five affected First Nations and Yukon communities.

3. PURPOSE OF THIS RFP

Casino is seeking a PR firm that can:

- Strengthen corporate communications during the YESAB Panel Review stage
- Provide issues management and media relations expertise
- Support the development of clear, consistent, community-appropriate messaging
- Provide creative support for campaigns, content, and storytelling
- Develop tools, templates, and communications strategies
- Support community engagement communications in collaboration with Casino’s internal team

4. SCOPE OF WORK

Proponents should demonstrate experience and capacity in the following core areas:

A. MEDIA RELATIONS & ISSUES MANAGEMENT

- Develop and implement media relations strategies
- Prepare media responses, key messages, and media kits
- Provide issues tracking and rapid-response advisory
- Support crisis communications preparedness

B. STRATEGIC COMMUNICATIONS PLANNING

- Helping develop simple annual or project-specific communication plans
- Helping identify key audiences and the messages they need
- Providing support materials needed during the YESAB Panel Review, while working alongside Casino's internal team

D. CREATIVE PR CAMPAIGN SUPPORT

- Assisting with public awareness campaigns about the Project
- Helping create materials for community events, open houses, sponsorships, and education programs always aligned with Casino's brand and messaging
- Providing creative options that complement the tools and products already led by Casino's internal team

F. FIRST NATIONS & COMMUNITY COMMUNICATIONS SENSITIVITY

- Experience working in northern or Indigenous settings
- Helping develop materials that are culturally appropriate, place-based, and consistent with Casino's engagement approach
- Ensuring all support aligns with the respectful, relationship-focused communications Casino is committed to

PROJECT MANAGEMENT & REPORTING

- Joining regular check-in meetings to align on tasks and priorities
- Providing time-tracking and reporting so we understand progress, deliverables, and costs
- Managing budgets responsibly and transparently, with no surprises

5. PROPOSAL REQUIREMENTS

Proposals must include the following:

1. **Company Profile**
 - » Summary of your firm
 - » Office locations
 - » Years of experience in PR/strategic communications
 - » Experience with natural resource, northern, or Indigenous-focused projects
2. **Team Structure**
 - » Project lead(s)
 - » Bios and relevant expertise
 - » Availability for 2026–2027
3. **Approach & Methodology**
 - » Proposed approach to Casino's needs
 - » Engagement approach for northern communities and First Nations
4. **Work Plan**
 - » A general outline
 - » A description of ongoing, year-round support model and how to collaborate with internal teams
5. **Budget & Fees**
 - » Hourly rates for all team members
 - » Annual retainer model(s)
 - » Optional add-ons
 - » Estimated annual budget range
6. **Relevant Experience & Case Studies**
 - » Three (3) examples of similar work
 - » References from clients (preferably northern, Indigenous, or mining sector)
7. **Value-Added Services** (optional)
 - » Creative design
 - » Reputation monitoring tools

6. RFP TIMELINE

Milestone	Date
RFP Released	December 2026
Deadline for Questions	January 19, 2026
Proposal Submission Deadline	January 23, 2026
Firm Selection & Notification	February 2, 2026
Start of Contract	February 16, 2026

7. SUBMISSION INSTRUCTIONS

Please submit your proposal as a single PDF to: lyanson@casinomining.com

Subject line: **RFP – Public Relations Services**

Proposals must be received by **January 23, 2026 at 5:30PM YT**

9. CONTACT INFORMATION

Questions may be directed to:

Leneath Yanson

Communications & Engagement Manager

Casino Mining Corporation

lyanson@casinomining.com

10. Additional Notes

- Casino is not obligated to accept the lowest-price proposal.
- Casino may request additional information or interviews.
- All information shared through this RFP process is confidential.