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REQUEST FOR PROPOSALS # 0147A

GRAPHIC DESIGN CONSULTANT

in support of

ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (“EGPAF”)

1140 Connecticut Avenue, NW

Suite 200

Washington, DC 20036

Firm Deadline: Thursday, February 16, 2018

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit <http://www.pedaids.org>.

BACKGROUND

EGPAF’s Graphic Designer manages the development and creation of a variety of compelling and strategic visual assets that maintain the brand integrity and increase the visibility of EGPAF’s global brand and message.

PURPOSE/SCOPE OF WORK

This consultant will work closely with EGPAF’s Graphic Designer, Senior Director External Affairs and select staff as needed and will work on various design projects on an ad hoc basis. The consultant will be responsible for design and production of requested print and digital communications maintaining a consistent and dynamic look and feel, within agreed upon timeframes. The consultant will be paid per hours worked. Approximate hours worked in a given year will be around 300 (give or take).

CONTRACTOR DELIVERABLES

Products could include:

- Marketing collateral (including brochures, country-specific documents, fact sheets, postcards, banners, advertisements, and public service campaigns)
- Presentations
- Web graphics
- Issue briefs
- Reports
- Internal communications
- Invitations
- Donor and partner-based communications

MINIMUM REQUIREMENTS:

- 3-5 years experience in graphic design, including work performed in a creative design environment;

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- Experience with strong conceptual development, visualization, typography, print design layout skills required;
- Extensive working knowledge of design industry software (CC; InDesign, Illustrator, Photoshop, and Acrobat);
- Proficiency with MS Office suite (Word, Excel, PowerPoint, etc.);
- Proficient knowledge of pre-press accuracy and print production required;
- Experience producing graphics and design layouts for a variety of projects (including brochures, e-newsletters, signs, online and print ads, promotional items and other publication design layouts) from concept to completion;
- Experience designing templates, forms, technical documents, and reports; understanding of digital and offset methodology and processes;
- Exceptional attention to detail and accuracy on all phases of design process;
- Excellent verbal/written communication skills; must be able to interact and communicate with individuals across departments;
- Ability to meet agreed upon deadlines;
- Able to handle stressful situations in a professional manner;
- Excellent organizational skills;
- Understanding of and experience in corporate branding, layout, color theory and typography;
- Ability to communicate effectively and efficiently;
- Flexibility and willingness to work in situations of flux; ability to work in a fast paced environment and handle multiple projects simultaneously;
- Ability to work well within a culturally diverse environment.

FOUNDATION RESPONSIBILITIES:

N/A

LOGISTICS:

The design consultant will mainly work offsite; candidates should live in the Washington, DC Metro area and potentially come to the DC office to meet with the Graphic Designer on an agreed upon basis.

KEY CONTRACT TERMS:

The anticipated contract type is firm fixed price. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services. The total available budget is up to \$30,000, at a rate of \$55/hour.

All deliverables provided to the Foundation must be furnished for the use of the Foundation without royalty or any additional fees.

All Materials will be owned exclusively by the Foundation. Contractor will not use or allow the use of the Materials for any purpose other than Contractor's performance of the Contract without the prior written consent of the Foundation.

EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:

The Foundation will accept the proposal that presents the best value. All proposals will be

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evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

Evaluation Criteria	Submission Requirements	Weight
1. Past performance of similar work	1. 3 professional references from similar past projects with phone and email contact information	25%
2. A portfolio of past work	2. An online portfolio or PDF submission of at least 5 examples of past work	30%
3. Timeframe of project completion	3. Estimated hours required to complete the following three potential projects: <ul style="list-style-type: none">• 3 branded social graphics• A postcard targeting donors• A 10 page technical report including detailed charts and graphs	20%
4. Qualifications of proposed individuals	4. CV/Resume of proposed individuals	25%
Total		100%

PROPOSED TIMELINE:

DATE: 01/25/18 – Release of RFP

DATE: 2/7/18 – Submission of Contractual and Technical Inquiries: Contractual: Cathy Colbert, Sr. Awards & Compliance Officer at ccolbert@pedaids.org Technical: Clare Dougherty, Sr. Director, External Affairs at CDougherty@pedaids.org and Kelsey Colon, Graphic Designer at KColon@pedaids.org

No phone calls please.

DATE: 2/9/18 – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

DATE: 2/16/18 - Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Sr. Awards & Compliance Officer at ccolbert@pedaids.org with a “cc” to (Clare Dougherty Senior Director, External Affairs, CDougherty@pedaids.org and Kelsey Colon, Graphic Designer, KColon@pedaids.org .

DATE: 2/20/18: – Final decision announced and Offerors notified

DATE: 3/1/18: – Contract executed and Services begin.

Please note it is our best intent to comply with the above timeline but unavoidable delays

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may occur.

ADDITIONAL INFORMATION

Please include the RFP # reflected on the first page of this document on all proposals and e-mail communications.

Any proposal not addressing each of the foregoing items could be considered non-responsive. Any exceptions to the requirements or terms of the RFP must be noted in the proposal. The Foundation reserves the right to consider any exceptions to the RFP to be non-responsive.

Late proposals may be rejected without being considered.

This RFP is not an offer to enter into agreement with any party, but rather a request to receive proposals from persons interested in providing the services outlined below. Such proposals shall be considered and treated by the Foundation as offers to enter into an agreement. The Foundation reserves the right to reject all proposals, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.

The Foundation shall not be obligated for the payment of any sums whatsoever to any recipient of this RFP until and unless a written contract between the parties is executed.

Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS Foundation is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.

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ETHICAL BEHAVIOR:

As a core value to help achieve our mission, the Foundation embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and Foundation employees, or other unethical practices. If you experience of suspect unethical behavior by a Foundation employee, please contact Doug Horner, Vice President, Awards, Compliance & International Operations, at [dhorner\[at\]pedaids.org](mailto:dhorner[at]pedaids.org) or the Foundation's Ethics Hotline at www.reportlineweb.com/PedAids/ Any vendor/consultant who attempts to engage, or engages, in corrupt practices with the Foundation will have their proposal disqualified and will not be solicited for future work.