

REQUEST FOR PROPOSALS #0313A

Graphic Design Contractor

in support of

ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)
1140 Connecticut Ave. NW; Suite 200; Washington, DC 20036

Firm Deadline: January 31, 2020

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

At EGPAF, graphic designers manage 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

- The Graphic Design Contractor will work closely with EGPAF's Senior Graphic Designer to produce branded materials and will work on various design projects as assigned
- Required to reserve up to 20 hours devoted to design projects each week. Potential projects could include: printed marketing collateral, fact sheets, advertisements, social media graphics, technical reports, invitations and event collateral, and presentations
- Able to reserve ~30 mins to check in on project status weekly
- Able to design within EGPAF brand standards, following the particulars of our brand guide
- Able to conceptualize graphics, produce sample layouts, and edit and modify based on feedback

CONTRACTOR DELIVERABLES

- Must ensure that produced externally facing designed materials are of the highest quality and free of errors and delivered on time
- Able to provide comprehensive and accurate mechanical files for production for external print vendors when necessary/requested
- Must provide art files at project completion to ensure last minute changes can be dealt with in-house and to allow EGPAF to archive all designed projects

MINIMUM REQUIREMENTS

- Experience with strong conceptual development, visualization, typography, print design layout skills 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 and experience in corporate branding, layout, color theory and typography
- Proficient in Adobe Creative Suite (Indesign, Illustrator, Photoshop) and Powerpoint
- Proficient knowledge of pre-press accuracy and print production required
- Must be organized and able to meet assigned deadlines and respond to rush requests when necessary
- Exceptional attention to detail and accuracy on all phases of design process
- Must be able to manage multiple projects effectively
- Ability to work well within a culturally diverse environment.

FOUNDATION RESPONSIBILITIES

The contractor will receive direction from the Sr. Graphic Designer who will provide guidance and specific direction on deliverables.

LOGISTICS

Services will be provided either at the contractor's home, business, or in the EGPAF offices, located at 1140 Connecticut Ave. NW; Suite 200; Washington, DC 20036.

KEY CONTRACT TERMS

The anticipated contract type is a 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.

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 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
Proposal	An online portfolio or PDF submission of at least 10 examples of past work	30%
Past Performance	Three professional references with contact information along with examples of prior similar work	20%

Qualifications	CV/Resume of proposed individuals	20%
Total Fixed Price	Monthly cost at a fixed price for approximately 20 hours per week.	30%
TOTAL		100%

PROPOSED TIMELINE:

DATE: 01/13/20– Release of RFP

DATE: 01/21/20 – Submission of Contractual and Technical Inquiries: Cathy Colbert, Sr. Awards & Compliance Officer, ccolbert@pedaids.org

No phone calls please.

DATE: 01/24/20 – Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

DATE: 01/31/20 - Completed proposals must be delivered electronically by the deadline mentioned on page one to: Cathy Colbert, Sr. Awards & Compliance Officer, ccolbert@pedaids.org with a “cc” to Kelsey Brosnan, Sr. Graphic Designer. kbrosnan@pedaids.org

DATE: 02/07/20: – Final decision announced and Offerors notified

DATE: 02/10/20: – Contract executed and Services begin.

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

ADDITIONAL INFORMATION

All proposals and communications must be identified by the unique RFP# reflected on the first page of this document. Failure to comply with this requirement may result in non-consideration of your proposal.

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.

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 or 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.