

REQUEST FOR PROPOSALS #0166A

PREFERRED PRINTING VENDOR(S)

in support of

ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (“EGPAF”)

1140 Connecticut Avenue, NW

Suite 200

Washington, DC 20036

Firm Deadline: April 4, 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 seeks a preferred printing vendor or vendors to assist in the production of multiple projects throughout each fiscal year. EGPAF’s printed materials are used to communicate to donors, partners, and the general public, the mission of the organization. Printed materials are also used to solicit donations, increase overall donor base, increase participation of individuals and to raise awareness for the mission.

SCOPE OF WORK/DELIVERABLES

Vendor(s) should have experience with the production of:

- branded organizational collateral systems (letterhead, business cards, notecards, envelopes, folders)
- brochures
- short and long form reports, issue briefs, white papers
- high-end event/gala invitations
- posters, banners
- postcards
- direct mail

MINIMUM REQUIREMENTS:

- Vendor(s) should have proven experience working under tight deadlines and producing high-end materials within a variable budget range.
- Vendor capabilities should include, but not be limited to dye-cutting, most forms of standard bindery, embossing/stamping services, access to envelope conversion services, access to letterpress partners
- Standard Mail house services (merging, stuffing, mailing, etc.)
- Vendor(s) should also have experience working in collaboration with a creative team to determine best solutions for printed materials, to include:
 - Guidance on the most appropriate paper stock
 - Guidance on best solutions/practices related to bindery, dye cutting, finishing

FOUNDATION RESPONSIBILITIES:

EGPAF will supply vendor(s) with professionally designed materials to be produced.

LOGISTICS:

Only vendors that are located within proximity to the DC metro area will be considered.

KEY CONTRACT TERMS:

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
1. Past performance of similar work	1. 3 professional references from similar past projects with phone and email contract information and one or more examples of prior similar work 1a. Samples of projects similar to those listed in “Scope of Work/Deliverables Section”	20%
2. Timeframe of implementation	2. Estimated timeframe/production schedule(s) of projects similar to those listed in “Scope of Work/Deliverables Section”	40%
3. Scenarios & estimated costs	3. Estimate approximate costs based on 3 scenarios listed and pictured. Refer to the “Scenarios/Estimated costs section.”*	40%

***EGPAF understands that estimating pricing is variable on complex projects. Vendor(s) should attempt to estimate the illustrated and listed examples as closely as possible.**

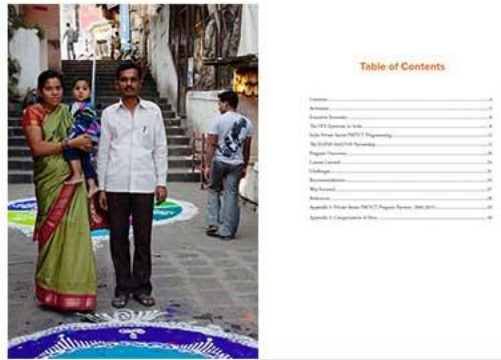
SCENARIO #2 Technical Report with 40 pages + Cover

- **Quantity:** 500
- **Trim Size:** A4
- **Stock:** 100# matte Cover, 80# Text
- **Ink:** 4/4
- **Finishing:** Saddle stitch, A4 finished size

FINISHED PRODUCT DIAGRAM:



Cover



**Inside Page
Example**

SCENARIO #3 Planned Giving Card & Response Card

- **Quantity:** 1500 of each piece (invitation, response, carrier envelope & response envelope)
 - **Stock:** 100# Matte Cover
 - **Invitation** 5x7" folded; 10x7" unfolded
 - **Ink:** 4cp/4cp
 - **Finishing:** Score and folded to final size: 5x7

 - **Response Card:** Flat
 - **Trim Size:** 4.25x5.5"
 - **Stock:** 100# Matte Cover
 - **Ink:** 4cp/4cp

 - **Carrier Envelope:**
 - **Trim Size:** A7
 - **Stock:** 70# Opaque text
 - **Ink:** 4cp

 - **Return Envelope:**
 - **Trim Size:** A2
 - **Stock:** 60# Opaque text
 - **Ink:** 4/0
- **Collate the Invitation/Brochure; Response Card & Envelope; Insert into Carrier and Prepare for mail with provided list.**

FINISHED PRODUCT DIAGRAM:



PROPOSED TIMELINE:

DATE: 03/16/18 – Release of RFP

DATE: 3/23/18 – 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: 3/28/18 - Question and Answer Response Document posted on EGPAF website at <http://www.pedaids.org/pages/contracting-opportunities>.

DATE: 4/4/18 - Completed proposals must be delivered electronically by the deadline mentioned on page one to: (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)

DATE: 4/16/18 – Final decision announced and Offerors notified

DATE: 4/23/18 – 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

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.

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.