REQUEST FOR PROPOSALS

Proposal Title:  *Foundation Campaign Communications Package for Fiscal Years ending 6/30/2014 and 6/30/2015*

This is a Request for Proposals #16-042314RFP-01, issued April 2nd, 2014 by Montgomery County Community College (“the College”), Blue Bell, Pennsylvania. Direct inquiries for information to: Marie Ryan at mryan2@mc3.edu. **Sealed proposals will be accepted prior to 2:00PM April 23 2014.** Proposals received after the stated due date and time shall not be considered.

**All questions/requests for information shall be submitted in writing, addressed to:** Montgomery County Community College, Purchasing, ATTN: Marie Ryan, 340 DeKalb Pike, Blue Bell, PA 19422 or by email to mryan2@mc3.edu. After reviewing any questions/requests submitted, the College will issue an addendum to respond to items it deems necessary. Changes to this Request for Proposals will be made only by written addendum issued by the College and all addendums will be posted to the College’s website.

Submit Proposals: **BY MAIL TO:**
Montgomery County Community College, Purchasing, Office of Finance and Administration 340 DeKalb Pike, Blue Bell, PA 19422

**BY HAND DELIVERY OR EXPRESS CARRIER TO:**
Montgomery County Community College, Purchasing, College Hall - Room 121, 340 DeKalb Pike, Blue Bell, PA 19422

Proposers shall ascertain prior to submitting a response that all Addenda issued have been received and shall acknowledge receipt and inclusion of all Addenda here:

Addendum No. _______ Date: __________
Addendum No. _______ Date: __________

**Information the Proposer deems Proprietary is included in the proposal response in the separate section of the response identified immediately below.** See page three, paragraph two for additional information.
All proposed exceptions to the College's contract and to the General Terms and Conditions included in this Request for Proposals are included in the section identified immediately below. See page three, paragraph three for more information.

In compliance with this Request for Proposals and all the conditions imposed therein, the undersigned offers and agrees to furnish the goods/services in accordance with the attached proposal or as mutually agreed upon by subsequent negotiations. By my signature below, I certify that I am authorized to bind the Proposer in any and all negotiations and/or contractual matters relating to this Request for Proposals. Sign in ink and type or print requested information.

**INCLUDE PAGES 1 AND 2 OF THIS RFP AS THE FIRST 2 PAGES OF YOUR PROPOSAL RESPONSE**

**THIS PROPOSAL RESPONSE IS SUBMITTED BY:**

Full Legal Name of Proposer: ____________________________________________________________

Mailing Address: ____________________________________________________________

Remittance Address (If Different): ____________________________________________________

Fed ID OR Soc. Sec. No. __________________________ Date: ________________

Phone: ( ___ ) __________ Fax: ( ___ ) __________

Signature: __________________________________________ Title: ____________________________

(Person signing must be authorized to bind the Proposer in contractual matters)

(Applicable to Partnership/Corporation)

Typed/Printed Name: ________________________________________________________________

**INDICATE THE TYPE OF BUSINESS:**

_____ Individual Trading in Own Name

_____ Individual Trading Under Trade Name

(Individual and Trade Name must be listed below as “legal name”)

_____ Partnership

_____ Corporation

CORPORATE SEAL:
SUBMISSION OF PROPOSALS

1. An original, so marked, and 4 copies, so marked, for a total of 5 of your proposal document are required. Submit proposals in a sealed, opaque envelope, and put the RFP number (RFP #16-042314RFP-01), title, due date and time on the outside of the envelope. Proposers are responsible for having their proposal stamped by purchasing staff before the deadline for receipt of proposals. The College will not assume responsibility for reproduction where an insufficient number of copies have been supplied. In any such case, the College will notify the Proposer of the deficiency and request that the appropriate number of copies be delivered within 24 hours. Failure to comply with this or other requirements of this Request for Proposal shall be grounds for the College to reject such proposals. Telegraphic or facsimile submission of proposals is not acceptable and any such proposals will not be considered. Nothing herein is intended to exclude any responsible Proposer or in any way restrain or restrict competition. All responsible Proposers are encouraged to submit proposals.

2. Submission of Proprietary Information

Proposers shall submit, in a separate section of the proposal, any information considered proprietary and any copyrighted material and clearly identify the information as proprietary and/or copyrighted information. Proposers may not declare their entire proposal proprietary nor may they declare proposed pricing to be proprietary. References may be made within the body of the proposal to proprietary information; however all information contained within the body of the proposal not in the separate section labeled proprietary shall be considered Public Information.

3. Contract Form, General Terms and Conditions

3.1. The College’s proposed contract document and this Request for Proposals contain terms and conditions the College favors and intend to use for the resultant contract. If the Proposer has contractual language and/or contractual documents it wishes to have considered, such contractual language/documents must be submitted as part of the Proposer’s proposal response. Any Proposer receiving a contract award shall be required to execute a contract in substantial compliance with the College’s standard contract and will be required to furnish all other required contact documents within 15 days after receipt of notification that the contract is ready for signature; otherwise, the College may award the contract to another Proposer.

3.2 Mandatory provisions of this Request for Proposals are indicated by the inclusion of the words "shall" or "must" to identify the Proposer's obligations. Proposers who take exception to mandatory provisions will be requested to withdraw the exception(s). Proposers not agreeing to withdraw exceptions to mandatory provisions may be deemed nonresponsive or may receive a lower evaluation score.

4. Proposals having any erasures or corrections must be initialed by the Proposer in ink.

5. By submitting its proposal response, the Proposer certifies that it has not combined, conspired or agreed to intentionally rig, alter or otherwise manipulate, or to cause to be rigged, altered or otherwise manipulated its proposal response for the purpose of allocating purchases or sales to or among persons, raising or otherwise fixing the prices of the goods or services, or excluding other persons from dealing with the College. Furthermore, more than one proposal for the contract from an individual, partnership, corporation or an association under the same or different name will be grounds for the rejection of all proposals in which the Proposer is interested. Any or all
proposals will be rejected if there is reason for believing that collusion exists among any of the Proposers. A Non-Collusion Affidavit shall be executed and submitted with the Proposer’s proposal response using the form as set forth herein. **PLEASE READ THE INSTRUCTIONS FOR THE NON-COLLUSION AFFIDAVIT PRIOR TO SIGNING IT. THEY CAN BE FOUND ON THE PAGE IMMEDIATELY FOLLOWING THE AFFIDAVIT, IN APPENDIX A.**

6. The College will not be responsible for any expense incurred by any Proposer in preparing and submitting a proposal response. All proposals submitted will become the property of the College.

**BACKGROUND**

The College intends to select a firm to have an exclusive strategic working relationship with that has a national and regional portfolio with non-profit clients in higher education, particularly with Community Colleges. The successful firm must fulfill our expressed need and can offer us strategic thinking, high quality writing and design, and credible, impactful products with consistent messaging within the financial constraints of a Community College. The use of a single vendor will offer sophisticated solutions, economies of scale and innovative and strategic options from talented, experienced professionals. The vendor will be available for updates/meetings on-site on a regular basis.

Photography and printing are not included in projects.

Duration: This will be a 2-year agreement with the option to renew for additional 2 one-year periods.

**SCOPE OF SERVICES**

In the scope of services we have given an estimated timeline that is subject to change for fiscal years ending 6/30/14 and 6/30/15.

- Determine approach; suggest solutions, economies of scale, thinking out of the box for consistent, strategic, sophisticated messaging across Foundation media for projects. June 2014-September 2014

- Conceive and produce 3-5 minute video that announces the Campaign that underscores the urgency, importance of the Campaign, why MCCC, why now with creative impact. May 2014-November 2014 to be shown November 2014.

  - Concept, writing, design, and production for first two issues (Fall FY 14-15, Spring FY 14-15)
  - Create template for future issues
  - Size: Self-mailer.
  - Two issues/year - 4 page. Alternate Option: Second issue of the year will be additional pages featuring annual list of donors which would replace the Annual Report.
  - Style: Full color, larger print for older eyes, lots of color, big visuals, headlines and subheads that pop.

- FY 14 Annual report by March 30, 2015
  - Concept, writing, design and production, one per year including donor listing.
  - Including covers. Page range of 2-3 sizes plus envelopes.
  - Includes interviews, drafts, design concepts.
  - Does not include photography or printing costs.
• Develop collateral Foundation materials with consistent messaging and “look”. FY 14, 15:
  • Salute to Excellence custom invitation, outer envelope, rsvp card, return card; program book; e-invite; e-SavetheDate; e-graphic for email distribution. June 2014-November 2014
  • Leading Women in Philanthropy brochure and 4-part invitation package; e-header for email distributions. September 2014-December 2014.
  • Alumni Brochure; e-header for email distributions. May 2014-July 2014
  • Planned Giving brochure; 4 series post cards mailing; 3-4 forum invitation design; e-header for email distribution. Last quarter of Fiscal 2014 and throughout Fiscal Year 2015
  • E-graphic header for Foundation monthly news updates to donors/friends template
  • Standard 5 x 7 “shell” invitation package; include envelope if not 5 x 7. June2014-July 2014
  • Corporate Partnership Tool July 2014-December 2014
  • Communications tool for cultivating corporate partnerships.
  • Slides that the Foundation can customize and use across platforms – printed and bound in booklets, shared one-one-one via tablet, projected on a larger screen to a group, or excerpted on the Foundation website.
  • Use prospect-specific language and images, feature several slides useable with all potential corporate partners highlighting partnership opportunities and focusing both on small, mid-size and large companies. Include ways to sponsor or give back.
  • Conceive, design, write and produce tool in software familiar to the college.

PROPOSAL PREPARATION

The proposal response should address the items included in the Scope of Services. Proposals should be simply prepared, providing straightforward and concise responses to requests for information and descriptions of qualifications and capabilities. Each copy of the proposal should be bound with all documentation in a single volume not exceeding 30 pages in length double-sided. Failure to do so will result in a lowered evaluation. Incomplete proposals may be determined nonresponsive.

Proposers should organize their proposals using the format described below:

1. **Title Sheet**

   Furnish the information requested on the first two pages of this solicitation and include those pages at the beginning of your proposal response. The name stated on these pages must be the full legal name of the Proposer
and the address must be that of the office which will have the responsibility for the services provided. Proposers shall specify in the introductory cover sheet the section(s) containing trade secrets or proprietary information.

2. Approach Methodology

Provide a complete description of your organization and how it functions to provide fast turnaround and quality work. Please include how same day or overnight service can be achieved if needed.

3. Experience and Qualifications of the Proposer and Sub-consultants in Providing the Required Services

Include a brief statement of the firm’s experience, qualifications and history in providing the services stated in the Scope of Services for similar projects. Please state if writing is done in-house or is contracted out. Please state if design is done in-house or contracted out. Please provide a resume/background on the personnel that would be working directly with the College including the person or persons doing the writing and design.

4. References

Provide a list of clients, both nationally and regionally, for whom similar services have been provided and dates when the service was provided. Include client name, address, telephone number, description of type of services performed, and person the College may contact.

5. Fees for Services

- Submit a price that is reasonable keeping in mind that we are a Community College with financial constraints for the scope of services that will be spread out over a two year period. The price should be for the entire package and not a per year price.

6. Insurance

The firm shall furnish the College with an original Certificate of Insurance upon request.

7. Other Information

a. Please provide samples of each of the scope of work projects.

b. Please provide us with the location of your organization because the College expects it to be within a reasonable distance to the College for on-site meetings.

**CRITERIA FOR PROPOSAL EVALUATION**

Criteria to be utilized in evaluating proposals are:

1. Overall Qualifications and Experience of the Firm

Overall qualifications may include, but not be limited to, the size of the firm, available staffing, similar project experience, demonstrated success on past similar projects, insurance coverage, etc. The College may make such reasonable investigations as deemed proper and necessary to determine the ability of the proposer to perform the work. The Proposer shall furnish the College all such information and data pertinent to the evaluation of the response to this Request for Proposals upon written request from the College.

2. Overall Services, Project Understanding
Overall services to be provided, project understanding and approach to providing requested services. At its discretion the College may also consider information provided by references. Finally, the quality and specificity of the proposal response shall also be evaluated.

3. **Professional Fees**

Cost of the two year contract will be assessed.

4. **Other**

Samples of work, distance from the College, and resume/background on personnel that would be working with the College.

**METHOD OF AWARD**

The Vice-President for Development and External Relations shall appoint a Selection Committee (“the Committee”) to review the qualifications, experience and work of proposing firms, conduct interviews if necessary, negotiate pricing and contract terms, and forward a recommendation for award of a design contract to the President and then to the Board of Trustees if necessary. The Committee may conduct discussions with one or more firms regarding anticipated services and proposed methods of approach to the assignment.

**GENERAL TERMS AND CONDITIONS**

1. **Independent Contractor**

   The Firm is an independent contractor and nothing contained in the contract shall constitute or designate the Firm or any of its agents or employees as employees of the College.

2. **Rejection and Award of Proposals**

   The College reserves the right to accept or reject any or all proposals, to waive informalities, and to reissue any request for proposals and to award contracts to multiple Proposers. A Notice of Contract Award for this solicitation may be posted on the College’s website.

3. **Withdrawal of Proposals**

   3.1 A Firm may withdraw its proposal prior to the deadline for submission upon written request and presentation of proper identification.

   3.2 By submitting a proposal response, the Firm agrees that the proposal response will not be withdrawn for a period of 90 days following the due date for proposal responses.

4. **Contract Changes**

   Any changes to the Contract must be approved through issuance of a written contract addendum or change order. The College will not assume responsibility for the cost of any changes made without issuance of a written contract addendum or change order.

5. **Payment For Services**

   Payments to the Firm shall be made within 30 days after receipt of an approved invoice, with invoices submitted no more often than monthly, unless other payment and/or billing terms are specified in the contract. Backup
documentation for each invoice shall be provided in detail satisfactory to the College. The Firm's records and documentation supporting such invoices shall be made available to the College upon reasonable request. The Firm agrees to retain all records, documents and support materials relevant to the contract for a period of five years following final payment.

6. Legal Proceedings

Any legal proceedings arising out of or related to this agreement shall be filed by the parties in Montgomery County, Pennsylvania.

7. Precedence Of Documents

The precedence of documents shall be as follows: the Contract, the Request for Proposals and the Proposer’s response to the Request for Proposals.

8. Conflict of Interest

The Firm certifies that neither it nor any subcontractor is now engaged in any work, nor will they engage in subsequent assignments during the term of the Contract, that will pose conflicts with the interests of the College relative to the work covered by the Contract. The College will be notified of any potential conflicts of interest of the Firm or any subcontractor by the Firm prior to the Firm undertaking such assignments. The Firm further agrees not to use any of the information it receives or any of its work product in any manner contrary to the College's interests both during the contract term and thereafter.
APPENDIX A
Non-Collusion Affidavit

(See Below)

NON-COLLUSION AFFIDAVIT

State of ________________________ : 
________________________________

County of ______________________ : 

I state that I am __________________ of __________________ of __________________

(Name of Firm)

and that I am authorized to make this Affidavit on behalf of my firm, and its Owners, Directors and Officers. I am the person responsible in my firm for the price(s) and the amount of this Proposal.

I state that:

1. The price(s) and amount of this Proposal have been arrived at independently and without consultation, communication or agreement with any other contractor, bidder or potential bidder.

2. Neither the price(s) nor the amount of this Proposal, and neither the approximate price(s) nor approximate amount of this Proposal, have been disclosed to any other firm or person who is a proposer or potential proposer, and they will not be disclosed before Proposal opening.

3. No attempt has been made or will be made to induce any firm or person to refrain from bidding on this contract, or to submit a proposal higher than this Proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary bid.

4. The Proposal of my firm is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.

5. ______________________, its affiliates, subsidiaries, officers, directors and employees are not currently under investigation by any governmental agency and have not in the last three years been convicted or found liable for any act prohibited by State or Federal Law in any jurisdiction, involving conspiracy or collusion with respect to bidding on any public contract except as follows:

________________________________

________________________________

________________________________

________________________________

________________________________
I state that ____________________________ understands ____________________________

(Name of My Firm)

and acknowledges that the above representations are material and important, and will be relied on by MONTGOMERY COUNTY COMMUNITY COLLEGE in awarding the contract(s) for which this Proposal is submitted. I understand and my firm understands that any misstatement in this Affidavit is and shall be treated as fraudulent concealment from MONTGOMERY COUNTY COMMUNITY COLLEGE of the true facts relating to the submission of proposals for this contract.

______________________________

(Name)

______________________________

(Company Position)

SWORN TO AND SUBSCRIBED

BEFORE ME THIS _________ DAY

OF ______________________, 20__.

______________________________

Notary Public

______________________________

My Commission Expires
INSTRUCTIONS FOR NON-COLLUSION AFFIDAVIT

1. This Non-Collusion Affidavit is material to any contract awarded pursuant to this Request for Proposals. According to Section 4507 of the Pennsylvania Commonwealth Procurement Code, 62 Pa.C.S. § 4507, governmental agencies may require Non-Collusion Affidavits to be submitted together with bids.

2. This Non-Collusion Affidavit must be executed by the member, officer or employee of the Proposer who makes the final decision on prices and the amount quoted in the Proposal.

3. Bid rigging and other efforts to restrain competition, and the making of false SWORN statements in connection with the submission of bids are unlawful and may be subject to criminal prosecution. The person who signs the Affidavit should examine it carefully before signing and assure himself or herself that each statement is true and accurate, making diligent inquiry, as necessary, of all of persons employed by or associated with the Proposer with responsibilities for the preparation, approval or submission of the Proposal.

4. In case of a Proposal submitted by a joint venture, each party to the venture must be identified in the Proposal, and an Affidavit must be submitted separately on behalf of each party.

5. The term “Complementary Bid” as used in the Affidavit has the meaning commonly associated with that term in the bidding process, and includes the knowing submission of bids higher than the bid of another firm, any intentionally high or noncompetitive bid, and any other form of bid submitted for the purpose of giving a false appearance of competition.

6. Failure to file an Affidavit in compliance with these instructions may result in disqualification of the Proposal.

7. A bidder’s statement that it has been convicted or found liable for any act prohibited by Federal or State Law in any jurisdiction involving conspiracy or collusion with respect to bidding on any public contract within the last three (3) years does not prohibit a government agency from accepting a bid from or awarding a contract to that bidder, but it may be grounds for administrative suspension or debarment in the discretion of the government agency under the rules and regulations of that agency or, in the case of a government agency with no administrative suspension or debarment regulations or procedures, may be grounds for consideration on the question of whether the agency should decline to award a contract to that person on the basis of lack of responsibility.