



The Commonwealth of Massachusetts
Department of the State Treasurer
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Boston, Massachusetts 02108-1608

Purchasing Department: The Office of the State Treasurer and Receiver General – Office of Economic Empowerment

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File Title and Number: Treasury Art and Graphic Design Services RFQ 2017

Attachments:
Attachment A. Bidder Response Questions
Attachment B. Cost Response
Attachment C: Statement of Work Template
Attachment D: Mandatory Attachments

All responses and information submitted in response to this Request For Quote (“RFQ”) are subject to the Massachusetts Public Records Law, Massachusetts General Law, Chapter 66, Section 10, and Chapter 4, Section 7, Clause Twenty-Sixth. Any statements in responses that are inconsistent with these statutes are hereby rejected and will be disregarded.

Section I. Purpose

The Office of Economic Empowerment of the Office of the State Treasurer and Receiver General (“Treasury”) anticipates that it will require art and/or graphic design services in the future. The purpose of this RFQ is to request quotes for art and graphic design services based on the criteria outlined below. Bidders responding to this RFQ may submit responses to any or all of the categories of art and graphic design services identified in this RFQ.

Section II. Specifications

This RFQ is open to all entities listed on the Statewide Contract PRF60 – Category II. Where applicable, all of the terms and conditions of the Statewide Contract PRF60 and in any of the Mandatory Attachments, as found

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in Attachment D, are incorporated herein and made part hereof and conflicting or additional terms, conditions or agreements in responses shall be considered to be superseded and void.

Section III. Description of Requested Services

The Treasury is seeking the Bidder's fixed price hourly rate for art and graphic design services, animation and video production services. Art and graphic design services shall include, but not be limited to, the creation of images, patterns, layouts, graphic devices composed into a distinctive design, and other print- or web-based marketing collateral, which includes, but is not limited to, informational brochures, fact sheets, pamphlets, posters, product white papers, other printed materials, social media and website graphics, and web content. Video Production shall include, but not be limited to, the development, creation and production of programs, commercials, animated training videos, and animated videos to raise public awareness about services, educate learners, train staff, and deliver brand messages. Essential functions include services to produce quality videos, content, production quality, and clarity. Awarded vendors will be responsible for project management, content development, creative script, finding talent, scouting filming locations, filming, and editing.

Section IV. Submission Instructions

All quotes must be received by **5:00 pm on August 14, 2017**. Submit all quotes to Jameel Moore, Esq. via email at procurements@tre.state.ma.us or via mail at Office of the Treasurer and Receiver General, One Ashburton Place, 12th Floor, Boston, MA 02108-1608. Be sure to include the following items in your response:

1. A signed cover letter in which the Bidder states that it agrees to the terms of this RFQ. The letter should include the Bidder's affirmative agreement to provide the services as stated in this RFQ.
2. Name and contact information for the primary contact of the Bidder.
3. The Bidder's response to the Bidder Response Questions posed in Attachment A.
4. The Bidder's response to the Cost Response contained in Attachment B.
5. References from three (3) similar public or private sector entities for which your company has provided similar services.
6. A draft Statement of Work ("SOW") which should include the Bidder's proposed description of the services and responsibilities of the parties. The SOW template is shown in Attachment C.
7. Mandatory Attachments, as found in Attachment D:
 - a. Contractor Authorized Signatory Verification Form;
 - b. Certificate of Non-Collusion; and
 - c. Certificate of Tax Compliance in Good Standing.

Section V. Evaluation Criteria

The Treasury shall have sole authority to evaluate and make the final selection of Bidder(s) for contract negotiation(s) pursuant to this RFQ. The selection will be made after evaluation of both Phases I and II. The Treasury will make a recommendation to the Treasurer who will then accept or reject the recommendation. The Treasurer will make the final selection decision. The Treasury may recommend, and the Treasurer may select,

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the response(s) that demonstrates the “Best Value” overall. Phase I and Phase II of this RFQ will be evaluated separately.

The responses to this RFQ will be evaluated based on the criteria listed below.

Phase I: Completeness

Bidders’ responses will be reviewed based on completeness of response, including mandatory attachments and compliance to submission criteria. Bids that do not comply with these components will be rejected and will not proceed to Phase II. The Treasury reserves the right to waive or permit cure of non-material errors or omissions.

Phase II: Bidder Qualifications, Experience, and Services – 100 points

Qualified bids, based on the Phase I review, will be considered for additional review in Phase II. **The Phase II review will be based on the Bidder’s responses to the requested information specified in Attachment A and Attachment B.** Treasury may request to interview Bidder(s) or request Bidder(s) to provide oral presentations. Information gleaned from such interviews or oral presentations may be considered by Treasury as part of its review of Bidder’s response. The Phase II review will count for 100% of each Bidder’s score. The following will be considered and given appropriate weight:

- Firm background and experience
- Personnel background and experience
- Art and graphic design services information
- Cost proposal

Section VI. Subcontractors

- i. The selected Bidder will be considered the primary contractor and will assume total responsibility to provide the Treasury with all art and graphic design services needed by the Office of Economic Empowerment as detailed in this RFQ.
- ii. If the Bidder decides to use the services of one or more subcontractors, the following applies: Treasury reserves the right to select and approve subcontractors; the Bidder must agree to be responsible for the actions and quality of workmanship of the subcontractor(s).

Section VII. Statement of Work (SOW)

Treasury shall require the successful Bidder to sign a SOW that includes all the requirements, terms of service, deliverables, and remedies agreed to and negotiated by both parties. Please utilize Attachment C and submit a draft SOW as part of your response.

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Section VIII. Contract Negotiation and Amendments

The Treasury reserves the right to negotiate and execute a contract with the Bidder(s) for the purpose of effectuating the intent of this RFQ.

During the course of the contract, Treasury will, as requested or as necessary, issue clarifications on the services required. Should the successful Bidder or Treasury believe that any clarification in fact constitutes a change to the contract, the Bidder or Treasury shall so notify the other party in the form of a Change Order, which identifies all proposed changes to the contract. During the course of the contract, either party may issue requests for changes in the contract via a Change Order. However, the contract may only be modified by a written signature of an authorized representative of the Bidder and Treasury.

Section IX. Event Calendar

Calendar Event	Timeframe (estimated)
Release Date of the RFQ	July 20, 2017
Deadline for Bidder Questions	July 27, 2017
Response to Bidder Questions Posted	August 1, 2017
Deadline for Response to the RFQ	August 14, 2017 @ 5:00 pm
Date of Bidder Selection	August 17, 2017
Engagement Start Date	August 24, 2017

It is the Treasury's intent to review the responses, review the references of all or a subset of the Bidders, and then select a winner Bidder or Bidders. Treasury reserves the right to interview any Bidder(s) at any point during this process.

Section X. Additional Terms

It is the intent of Treasury to select a Bidder or Bidders that are qualified to provide services with respect to each desired service. There can be no assurance that any Bidding firm chosen to provide a particular service will be chosen to provide other services described in this RFQ. The Treasury reserves the right to contract with a single Bidder or multiple Bidders. The Treasury may contract with one Bidder or multiple Bidders depending on the best interest of the Treasury.

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The Treasury reserves the right to modify the specifications identified in the RFQ at any time prior to the closing date. The Treasury reserves the right to negotiate with the selected Bidder(s) as to any element of cost or performance, including without limitation, elements identified in the RFQ and/or the selected Bidder's response in order to achieve the best value for the Commonwealth. The Treasury reserves the right to request from any Bidder a "best and final offer" as to the Bidder's proposal or cost proposal. The Treasury reserves the right to procure some, all, or none of the services specified in this RFQ.

The Treasury intends to enter into a contract with the selected Bidder(s) for the services solicited in this RFQ for a period of approximately eighteen (18) months, with a contract end date of February 28, 2019. Treasury may, at its option, extend the contract for an additional one (1) year period thereafter for a contract length not to exceed two and a half (2 ½) years.

Any inquiries about quote submissions should be directed to:

Jameel Moore, Esq. at 617-367-3900, email: procurements@tre.state.ma.us