



REQUEST FOR PROPOSAL (RFP)

Design, Development and Hosting of the
CNV TV Website

cnvtv.ca

Issued by CNV TV August 16, 2017

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1 Introduction

1.1 Overview

Here at Canal Nouvelle Victoire (CNV), we are looking to redevelop our website at cnvtv.ca. What's our dream website, you ask? The answer is a mobile-first video discovery companion.

We are looking for proposals from highly qualified, experienced website development companies to design, develop and implement our new public-facing website. You may¹ be the company we're looking for if your organization has expertise in:

- digital-first approach
- cutting-edge web technologies (PWA, IPFS, AWS Lambda, ML, IoT, etc.)
- information architecture
- content strategy
- user experience and usability testing
- website development and deployment
- website hosting
- social network integration

We want to partner with a vendor who understands our specific community, and will help guide us to where we want to be in the different stages of development of our website.

1.2 About CNV

CNV is the first Canadian channel with inspirational programming for multi-ethnic families. CNV's programming will mainly consist of music videos (contemporary, Latin, country, hip-hop, R&B, soul, reggae, world music, etc.) and some television shows.

Located in the cosmopolitan city of Montreal, CNV TV occupies a 3 000 ft² office that includes post-production studios, boardrooms, and offices for our management, sales and production teams.

1.3 Terms of Service

CNV TV wishes to engage a vendor for the duration of this project and for any needed on-going maintenance services. Specific deliverables related to the scope of work for this project will be included in the final agreement.

1.4 CNV TV Contact Details

This RFP is issued by CNV TV, 20 Crémazie Est, suite A, Montréal, Québec (Canada) H2P 1C8.

¹ This request for proposal does not require CNV TV to award the addressee a contract to complete the project. CNV TV reserves the right to cancel the solicitation if it is considered to be in its best interest.

RFP - Design, Development and Hosting of the CNV TV Website

Please submit all inquiries related to this RFP in writing (we will **not accept** telephone calls regarding this RFP).

Inquiries could include requests for additional information, clarifications or proposed changes to the RFP. We will only respond to inquiries that:

- we receive before midnight on August 29
- are labeled "CNV TV Website Design, Development and Hosting"
- include your name, firm's name, telephone number and email address

We will try to provide help or additional information of a reasonable nature that may be requested by interested vendors. Responses to inquiries will be posted on CNV TV website, located at cnvtv.ca/request-for-proposal.html by September 1, 2017.

Please direct all your questions to:

Technical Inquiry Contact:

David Elisma
CNV TV
20 Crémazie Est, suite A
Montréal, Québec, H2P 1C8
david.elisma@cnvtv.ca

Contracting Contact:

Guy-Michel Lévy
CNV TV
20 Crémazie Est, suite A
Montréal, Québec, H2P 1C8
gmlevy@cnvtv.ca

We do not allow prospective vendors to contact CNV TV personnel, other than those named above, with respect to this RFP. We may reject your proposal if you contact our personnel outside these conditions.

2 Goals and Context

2.1 Project Purpose

The main purpose of new website is to:

- allow users to discover and consume video content
- promote our TV channel by making it easy for us to share and post content

2.2 Project Goals

The main goals of the website redesign project are as follows.

2.2.1 Interaction and Engagement

Our website's interface should be intuitive and easy-to-use so our community and business partners can complete their tasks quickly and easily on a 24x7 basis. The main tasks are discovering video content, share the discovery and interact with the content (comment, vote, like, capture, modify, etc.).

2.2.2 Mobile-first and Progressive Web App Concepts

Our new website should automatically detect the screen resolution of any device and respond with an optimized view. It should use Progressive Web App concepts to optimize website delivery and allow notifications.

2.2.3 Evolutionary SaaS Solution

The vendor's hosted Software as a Service (SaaS) content management solution (CMS) should be customizable in a way to allow us to pull content from our broadcast platform (Cinegy™) in real-time into the website.

Improvements to existing features of the CMS and new enhancements and features should be incorporated over time.

2.2.4 Research-Based Design

All design decisions should be strategic, research-based and data-driven to create a website that should meet the needs of all users.

2.2.5 Simple Administration

The website should be simple to administer and allow users of all skill levels to update their assigned sections of the website. This should streamline business operations and reduce the amount of time that IT spends on enhancing and maintaining the site.

2.3 Target Audiences

Audiences served by the website will include:

- Viewers aged between 18-25
- Inspirational and faith-based musical artists
- Businesses operating in the community
- Elected and appointed officials
- Community members and organizations
- Local and national media

2.4 Our Current Environment

This is a summary of our existing website environment:

- **Website age** – launched in 2014
- **Content management** – managed by 2 staff
- **Content strategy** – approximately 40 pages managed through the content management system (we anticipate significantly fewer pages on the new site)
- **Website documents** – contains approximately 20 images and a number of YouTube videos
- **Website platform** – developed with Joomla
- **Website hosting** – hosted on GoDaddy

3 Vendor Traits

Preference will be given to vendors with experience developing video content delivery websites, with special attention given to vendors' breadth of experience, references, years of experience and expertise of staff.

Additional development criteria include:

3.1 Collaborative Effort

The website will be developed through the cooperation of CNV TV and the vendor, and facilitated under the supervision of a project coordinator directly employed of the vendor.

3.2 Skilled Team

The vendor will supply a team of user experience, design and development professionals to supplement the development process led by the project coordinator. This team should include staff members skilled in:

- website user experience
- navigation and information architecture
- accessibility
- support and training for the content management system

3.3 Proven Development Process

The vendor should have a proven development process that allows for both a structure and flexibility of our project timeline.

3.4 Internal Development Staff

We will give preference to vendors utilizing their own development staff rather than subcontracting pieces of the project development to additional vendors.

4 Project Deliverables

4.1 Phase 1 – November 1, 2017

4.1.1 Overview

This will be the shortest and smallest phase in scope. Phase 1 should set the foundations of our identity and brand. The home page is the main component of this phase. The home page should programmatically be feed six major playlists of video content. The goal is to present more video content than text content.

4.1.2 Budget Details

Our budget for phase 1 is \$5000-8000. While we prefer the most cost-effective solution, all proposals will be considered and weighed on their merits. All invoices for this project must be billed before December 30, 2017.

4.1.3 Functionality Requirements

- Cinegy™ API integration
- Intuitive playlist navigation
- Simple and lightweight design
- 4-8 static HTML pages
- 2-4 dynamic HTML pages
- Language toggle
- Forms (submit a video, contact us)
- Social media integration (follow buttons)
- Video streaming solution

4.2 Phase 2 – late summer 2018

4.2.1 Overview

Significantly longer, phase 2 should introduce the membership portal to the website. Without going into a full fledged online community yet, these features may be connected to a CRM and the CMS. The goal is to provide some feedback features on videos much like Soundcloud. The users could have direct influence on the music video rotation by voting/liking.

4.2.2 Budget Details

Because a membership portal could be a broad set of functionalities, our budget for this phase will be based off the proposals received. Proposals that offer flexibility in billing for non-required elements added to the portal

after initial launch will be also considered, as we may be able to budget for additional funding for these additional elements or ongoing marketing efforts after this fiscal ends on December 30, 2017.

4.2.3 Functionality Requirements

The membership portal will need:

- Registration/login area for users
- Member profile
- Session management
- Private/public views (secure member data)
- Comments on videos
- Like/vote videos
- Saved videos/artists/playlists
- Social media integration (follow buttons, share buttons)
- Members management controls
- Cinegy™ API integration

We would love to have the following, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required:

- Member activity feed
- Integration with a CRM
- Frame capture, filters and captions
- Search results page
- Invite your friends to join

4.3 Phase 3 – November 2019

4.3.1 Overview

The final phase will be introducing a paid service for artists in the form of a suite of career management tools. More robust features for the overall online community will link the two portals together to offer a seamless experience. The artist should be able to leverage his catalog to engage his fan base on air and online.

4.3.2 Budget Details

Similarly, as phase 2, budget will be based off proposals received. We may

be able to budget for additional funding for these additional elements or ongoing marketing efforts after this fiscal ends on December 30, 2018.

4.3.3 Functionality Requirements

The artist portal on our website should have the following capabilities:

- Artist profile
- Event calendar
- Discography/videography
- Artist team directory
- e-commerce/merchandising
- Two-way conversation between artists and fans

4.4 Project Timeline

Project Timeline Dates	
Request for proposal (RFP) release date	August 16, 2017
Written questions due	August 29, 2017
Response to vendor questions	September 1, 2017
Proposal deadline	September 8, 2017
Final vendor selection	September 15, 2017
Phase 1 kick-off	Late-September 2017
Phase 1 - Anticipated website launch	November 10, 2017
Phase 2 and 3 kick-off	Early 2018
Phase 2 - Social network features	August 2018
Phase 3 - Artists management tools	November 2019

4.5 Usability Testing and Report

The vendor is expected to conduct usability testing and provide a report of their findings. The written report should summarize the usability study and provide design recommendations and a wireframe version of the proposed new website. This wireframe will be used to develop homepage and interior page design concepts.

4.6 CMS Functionality

The vendor's proposed content management system (CMS) should be the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website. However, core features should center on ease-of-use, flexibility and an established information architecture and hosting environment for ongoing stability.

The CMS must allow non-technical content contributors the following abilities:

- Administrative Dashboard
- Automatic Sitemap
- Content Management
- Content Preview
- Hyperlinking
- Menu Updates and Menu Administration
- Spell Check
- WYSIWYG Editor
- HTML Code Editor
- Page Templates
 - Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.
 - Content publishers should have the ability to place widgets or content blocks on page templates that serve specific purposes and streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.
 - Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.

The system shall also include the following features for use by administrative users:

- Approval Workflow
- Content Categories
- Permissions
- User-friendly URLs
- Dynamic Menu Structure

4.7 Technology/Platform Requirements

4.7.1 Browser Support

The website should support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years.

4.7.2 Hosting Data Center and Backup Data Center

We are seeking a hosted website solution that should include:

- Hosting in SSAE 16 Type II compliant data centers with redundancies for ISP providers, power and backups
- Guaranteed uptime of 99.9% backed by a Service Level Agreement (SLA)
- Full disaster recovery to a backup data center with less than 60 minutes site restoration and less than 15 minutes data replication
- Complete Distributed Denial of Service (DDoS) mitigation solution to detect and mitigate malicious cyber-attacks

4.7.3 Page Load Time

The solution should ensure that pages load on an average of 1.5 seconds or less.

4.7.4 Third Party Plugins

CNV TV will allow the vendor to use third-party plugins where appropriate as potential solutions for a requirement.

4.7.5 Accessibility

Our new website should comply with World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 (Level AA compliance). In addition, the vendor should follow best practices, voluntary standards and guidelines developed by the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI).

4.7.6 Flexible Solution

The new site should be built upon proven and accepted website development standards like Test-driven development, Behavior-driven development, Domain-driven development or other methodology that seem appropriate to achieve our goals (see 2.2).

4.8 Maintenance and Support

The vendor's CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of

ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

- **Support** – Access to live support available via e-mail or phone during vendor’s normal business hours. The support team must be fluent in the functionality and uses of both the content management system’s features and associate applications and modules.
- **Support Materials** – 24/7 access to support materials including, but not limited to:
 - online training manuals
 - support FAQs
 - customer support forums
 - instructional videos
 - informational newsletters
 - informational and support-driven webinars (live and archived)
 - request forms
 - online education courses
 - support-related updates through common social networking mediums
- **Support Service Level Agreement** – A Service Level Agreement that details guarantees of customer support as well as a service escalation process. While website content updates are to be managed by CNV TV through the CMS, the vendor must commit to regularly maintaining the CMS and associated applications for the purposes of keeping the existing software up-to-date as well on the cutting-edge of functionality.
- **CMS Development Process** – An internal process dedicated to reviewing new technologies and implementing development projects in order to provide a more robust CMS with additional features and applications.
- **CMS Improvements** – Regular maintenance of the CMS to improve existing functionality and, when appropriate, take CNV TV’s requests into consideration.
- **CMS New Features** – Rolling upgrades of the solution that strengthen and update the CMS’s functionality and associated applications.

4.9 Additional Services

We are interested in learning more about other services you offer such as:

- **Annual Consulting Hours** – Do you offer a certain number of consulting hours as part of the base annual fee? Can these consulting hours be used each to help us keep our website fresh and engaging? For example, we may have some mini-projects such as creating or redesigning buttons, refreshing images, etc.

- **Content Strategy** – Do you offer any advanced training or assistance to help us with managing our content, working with users to write in the plain language style or review our existing content?
- **Monthly Office Hours** – Do you offer monthly office hours where we can call in during a set time to get answers to non-critical issues?
- **Premium Disaster Recovery** – Do you offer a premium disaster recovery solution beyond your base package that would give us 99.99% uptime guarantee and less than 5-minute recovery time

4.10 Additional Options

Although CNV TV has these specific requirements, it is also interested in your ideas for the approach of redesigning the style of CNV TV's website. We encourage respondents to consider and propose alternative solutions and recommendations. We are particularly interested in specific web functionality that your company may have already developed and deployed for other customers.

5 Evaluation of Proposals

5.1 Evaluation Process

All proposals that are properly submitted according to the submission criteria will be forwarded to the Evaluation Committee. The committee will make recommendations to senior management for the award of the project.

5.2 Evaluation Criteria

The Evaluation Committee will use the following set of criteria to evaluate each vendor's proposal:

- Technical expertise (30%)
- Experience with heavy media content site (25%)
- Features and function of CMS (20%)
- Long-term strategic outlook and partnership (15%)
- Pricing (10%)

5.3 Recommendation for Award

A contract will be awarded to the vendor that best satisfies the overall requirements of the evaluation criteria. After the evaluations have been conducted, the Evaluation Committee will recommend the successful vendor to the IT Director. The IT Director reserves the right to make an award, not to make an award or to cancel this RFP either before or after the date of the RFP response deadline.

5.4 Contract Discussions

Once the IT Director has approved the Evaluation Committee's recommendation, we will enter into contract discussions with the successful vendor. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by CNV TV), then contract discussions will be terminated and we will begin contract discussions with the next highest-ranking vendor. We will continue negotiations at our sole discretion until a contract is signed and approved or all proposals are rejected and the RFP is withdrawn.

5.5 Notice of Award

We will notify all vendors submitting a response to this RFP in writing of the award of a contract if and when an award is made. If no award is made, we will notify all vendors accordingly. For the purposes of this RFP, an award will be considered made once contract negotiations are complete.

6 Vendor Qualifications and Obligations

All questions contained in this RFP must be answered or else the proposal may be rejected.

6.1 Documents to Be Submitted

Vendor must submit the following information to be considered (include the corresponding item number with each response):

6.1.1 Executive Summary

a. Summarize on one page or less the key products and services you are proposing. Explain which RFP requirements these products are intended to meet and the benefits if we use these products and services.
b. Summarize your overall strategy and approach for delivering web design and development projects.

6.1.2 Corporate Profile

a. Provide a short overview of your firm's history and philosophy (if available).
b. State the year the vendor started in the business of selling CMS solutions and web design services.
c. Where is the vendor company's headquarters located?
d. Describe the process of how your company works with remote customers
e. Provide the total number of vendor's employees and the number of employees in user experience and web design.
f. Indicate whether the business is a parent or subsidiary.

6.1.3 Vendor System Information

a. For hosted solutions, describe your hardware and software configuration as Attachment A.
b. Describe the architecture, languages and tools used to develop your proposed solution.
c. Provide details on the licensing requirements and a copy of software license agreements as Attachment B in your response.
d. Describe your DDoS Mitigation solution.
e. Describe your disaster recovery solution, including Recovery Time Objective (RTO) and Recovery Point Objective (RPO)

6.1.4 Services and Implementation

a. Provide a list of your firm's capabilities.
b. Explain your firm's experience in developing mobile-first websites or Progressive Web App.
c. Describe your organization's experience with implementing multi-lingual websites.
d. Identify what uniquely distinguishes your offering from your competitors.
e. Describe your implementation approach, project management tools and methodologies for the proposed solution.
f. Submit an implementation plan which will address requirements,

<p>customizations, content migration, implementation schedule, delivery milestones and responsibilities for each party as Attachment C in your response.</p>
<p>g. Describe any optional services that could be included with our solution:</p> <ul style="list-style-type: none"> • Content strategy • Branding • Site health checks • Site analytics reporting

6.1.5 Project Team

<p>a. The selected vendor must provide a project coordinator to lead the implementation process.</p>
<p>b. Define the process, project management and team structure that would execute this type of solution.</p>
<p>c. Specify the primary point of contact.</p>
<p>d. Define how your process manages or mitigates client changes throughout the life of a project.</p>

6.1.6 Documentation

<p>a. Provide a list of the technical documentation the vendor will provide prior to the anticipated website launch.</p>
<p>b. Is online assistance available with your system?</p>

6.1.7 Software Support and Maintenance

<p>a. Describe the software support/maintenance programs available.</p>
<p>b. Does the maintenance program include all future software upgrades?</p>
<p>c. Describe the hours of support you provide? Where is it located? Is it staffed by your own employees or is it a third-party facility? Briefly discuss technical support staffing numbers, staff experience, etc.</p>
<p>d. Do you have a guaranteed uptime? Describe your service level agreement for uptime.</p>

6.1.8 Warranty

CNV TV prefers that a warranty is included with the proposed solution.

<p>a. Describe the warranty offered with your proposed solution.</p>
<p>b. Do the same support commitments apply during the warranty period as during the maintenance contract period?</p>

6.1.9 Redesign Costs

We prefer a firm quote on the full website redesign, development and hosting. However, we also want to insure a competitive bid from each potential vendor.

If your firm prefers to provide a firm quotation covering only certain phases of this type of project, you must clearly describe each phase and denote each section of your quote as firm or budgetary. At minimum, you must provide a budgetary proposal for the full scope of the work described in this RFP.

Provide detailed pricing information for the proposed solution. Include list prices

and discounted prices. Only include licenses as required for the different roles of users (administrator, view only, etc.). Break pricing down by project phases if appropriate.

6.1.10 Services and Support Costs

a. Implementation of web site design
b. Implementation services
c. Software support and maintenance
d. Hourly billing rates for each job classification that will or could be utilized during the project and/or post "go-live".
e. Other services and costs (specify)

6.1.11 Ongoing Costs

a. Annual hosting or subscription Fee
b. Hourly rates for custom development
c. Other ongoing costs

6.1.12 Optional Costs

Provide a brief description and cost associated with options provided under Section 4.13 (Optional Costs).

7 Submission Format and Delivery Requirements

7.1 Proposal Response Delivery

You should submit the proposal by email to david.elisma@cnvtv.ca.

7.2 Date and Hour of Submission

Proposals are due on or before September 8, 2017 at midnight. Any proposal that has not been received at the above address by then will not be considered.

7.3 Acceptance or Rejection of Submissions

CNV TV reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in CNV TV's best interest. CNV TV will not incur any liability or obligation to vendor (financial or otherwise) by accepting a proposal submission. CNV TV may cancel the RFP in whole or part without making any award at its sole discretion. CNV TV will not be liable to any vendor for any expense, cost, loss or damage incurred or suffered by the vendor as a result of such withdrawal.

7.4 Costs for Document Development

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to CNV TV. All Vendors agree to provide all such additional information as, and when, requested at their own expense. No vendor in supplying such information will be allowed to change the pricing or other cost quotations originally submitted.

7.5 Proposal Validity

A proposal submitted in response to this RFP is irrevocable for 90 days from the date of submission. CNV TV reserves the right to withdraw a bid acceptance at any time if in the opinion of CNV TV the vendor is unwilling or unable to enter into a form of contract satisfactory to CNV TV. Acceptance will be defined as CNV TV selecting you as our provider of service for the intent of negotiating a contract for services.

7.6 Contract Evaluation and Award

CNV TV reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP.
- Award all services to one vendor.
- Issue contract awards for any combination of services and vendor, either all of part of the business as CNV TV sees fit.

CNV TV is not obligated to accept the lowest price or most technologically

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advanced proposal.

CNV TV has no obligation to reveal the basis for contract award or to provide any information to vendors relative to the evaluation or decision-making process. All participating vendors will be notified promptly of bid acceptance or rejection.

8 Contract Negotiation and Execution

It is the intent of CNV TV that after the successful vendor has been selected, CNV TV and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract. CNV TV will not be contractually bound to any bidder before executing a written contractual agreement. The contents of the bid submitted will become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful vendor will include penalties for non-performance and failure to meet the proposal implementation schedule.

Contract execution is contingent upon approval by CNV TV's Governing Body.

8.1 Proposal Submission Certification

By submitting a proposal, the vendor certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof. The vendor further agrees that the performance time specified is a reasonable time.