

AVANCE, INC.

REQUEST FOR PROPOSALS

Communications Support

Contact: media@avance.org

8/31/2011

AVANCE, Inc. REQUEST FOR PROPOSALS

You are invited to submit a proposal for one or any element in this Request for Proposals

- I. National Website Redesign, Development, and Implementation**

- II. Communication Support for National Advertising/Marketing/Public Relations Development & Outreach**

***Proposals should be emailed, postmarked or hand delivered in a sealed envelope
By 5 p.m. on September 22, 2011***

1. Mailing Address:
Attn: Communications Department
AVANCE, Inc.
118 N. Medina Street
San Antonio, Texas 78207

2. Physical Address:
Attn: Communications Department
AVANCE, Inc.
118 N. Medina Street
San Antonio, Texas 78207

3. Email: media@avance.org

*Questions regarding this RFP should be submitted via email no later than
5 p.m. local time, September 15th, 2011, to: media@avance.org, no phone calls please.*

RFP TIMELINE

Release date August 31, 2011
Proposals are due by 5 p.m. CT September 22, 2011
Evaluation of Responses September 22 -28, 2011
Notification of Finalists September 29-30, 2011
Finalist Demos/Meetings October 3-14, 2011
Contract Award(s) October 19, 2011

AVANCE, Inc. REQUEST FOR PROPOSALS

RFP Projects Overview:

AVANCE, Inc. is looking for, but not limited to, a full-service Communications/Marketing/PR agency to support one or all of the following elements:

1. **Create and Implement National Website Redesign**
2. **Assist with development and creation of Advertising Campaigns**
3. **Assist with design elements to promote AVANCE Speakers/Presenters and Secure placement with prominent speaker's bureau**
4. **Design national agency web site utilizing a Content Management System**
5. **Create and produce Agency marketing, promotional, packaging materials**
6. **Secure and continuously update viable Donor Contact lists**
7. **Assist with production of Public Service Announcements and short videos for Broadcast and social media distribution**
8. **Event planning coordination and development for 40th Anniversary in 2013**
9. **Act as Publicist/PR firm for AVANCE**
10. **Social Media Training and marketing services - Update social media tools and outreach efforts to support fundraising efforts**

Preference will be given to vendors who can provide in-kind services, have the resources, and the experience and abilities to provide an array of communication services to educate, inform, and motivate the public and key stake holders to support AVANCE services. The primary focus is to strengthen AVANCE's reputation as a national leader in parent and early-childhood education.

INITIAL EVALUATION & SELECTION PROCESS

Proposals received will undergo an initial review to determine:

- Compliance with instructions stated in the RFP
- Compliance with proposal submittal date
- Evaluation of the proposals may include, but is not limited to, the following criteria:
 - RFP responses
 - References
 - Scope of Work
 - Finalist demos/meeting
 - Cost competitiveness

CONTRACT TERM:

The term of any resulting contract shall end on or before July 30, 2013. By mutual agreement, this contract may also be renewed annually. AVANCE shall have the right to terminate the contract at any time by giving the Contractor/Vendor a 30 day written notice, with or without cause. The vendor may cancel the contract upon 180 days written notice, with or without cause.

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BACKGROUND - AVANCE, Inc. overview

Founded in 1973, AVANCE is one of the oldest and largest parenting/early childhood programs in the country. The AVANCE Mission is: Unlocking America's Potential by strengthening families in at-risk communities through effective parent education and support programs.

2013 will mark the organization's 40th anniversary of helping predominantly Hispanic parents of children birth to three years of age become their children's first teacher, best advocate and critical educational partner. AVANCE utilizes a unique and empirically proven approach to school readiness and academic achievement. This powerful and effective program focuses on parenting education and family support, early childhood development, brain development, literacy, and school readiness.

Based in San Antonio, Texas, AVANCE has more than 125 sites across the country, serving thousands of families annually. The Parent Child-Education Program (PCEP) is the heart of AVANCE. This nine-month program consists of weekly parent education classes with special topics that range from the importance of reading, effective discipline and nutrition to toy-making sessions to promote teaching through play and connections with other social service programs to alleviate stress that impede effective parenting and to promote self-sufficiency. Home visits, early childhood education and transportation are also part of the model and they play a vital role in the program's success. Parents also attend classes in literacy learning English and obtaining their G.E.D. and college education. Program services are located in housing projects, churches, community centers and schools.

True to its name, which means "moving forward" in Spanish, AVANCE helps parents who are most at risk to move forward with their parenting skills, their own personal and educational development and their place in society. The program also helps children succeed in school, become productive, responsible, contributing members of society and future leaders in their communities.

The W.K. Kellogg Foundation awarded a grant to AVANCE's Unlocking America's Potential Project to expand the PCEP to 12 more sites across the United States over a five year period. As part of this grant, AVANCE also established 3 new research-partner sites. AVANCE will create and study the impact of adapting its culturally-responsive program to other racial and ethnic communities; African American, American Indian and Hispanic (non-Mexican origin). The ultimate goal of this project is to develop, document and share innovative ideas for serving vulnerable families as a global learning experience.

AVANCE has earned much acclaim from national venerated press as the *New York Times*, *Parade Magazine*, *ABC World News Tonight*, *Hispanic Business Magazine*, *McNeil-Leher Newshour* and *Parent's Magazine*. Additionally, AVANCE has been included in books authored by three First Ladies, "It Takes a Village," by Hillary Rodham Clinton, Barbara Bush's "First Teachers" and Rosalynn Carter's "Helping Someone with Mental Illness." **With our recent expansion AVANCE is once again in the media spotlight and we are seeking communication support to help establish AVANCE as the National Leader in Parent-Child Education.**

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I. Bi-Lingual Website design Request for Proposal:

The current version of the website, located at www.avance.org, was created and deployed in 2010.

AVANCE wants to provide a bi-lingual, English & Spanish, dynamic website that is designed and organized in a manner that allows viewers with limited computer experience to easily find and access information; acts as a marketing tool for AVANCE services and chapter sites; provides parenting resource information; provides site data to users of alternative access methods (mobile and screen readers); is easy to update and modify; allows integration with other vendor/partner products; leverages AVANCE data for social media; and is able to incorporate additional components in the future. AVANCE is seeking proposals from qualified and capable firms interested in providing a website content management system including all software and related services for the setup, customization, installation, development and implementation of the system either on AVANCE's existing external site host, or internal site host, or on a host provided by the vendor – final determination for hosting will be dependent on future discussions with the vendor. The site should be date-driven, so information can be automatically removed from the site when it becomes outdated. AVANCE will own the site files and data. Ownership of the website design and all content should be transferred to AVANCE upon completion of the project. The selected vendor must provide a copy of all site files at the completion of the project.

Current WEBSITE:

The website is currently remotely hosted on a Linux/Apache/MySQL/PHP (LAMP) platform. The current site was built using Word Press. AVANCE is open to transitioning the website to another platform as long as it is user friendly for those staff members that have little to no web design knowledge. Currently AVANCE has several sub sites aliased to the website (such as uapp.avance.org) and nine chapter sites that have their own domains. Some of the sub-domains are hosted on other servers but we are considering bringing them into the main domain as subsites via a content management system that will allow each site to have administrative rights and allow them to customize the primary template with local information. AVANCE is open to suggestions on how best to serve and incorporate the Chapter sites into one domain as subsites or in a different configuration.

SCOPE OF WORK

Section I. of this RFP is for web design and development services, a content management system (CMS), and, possibly, site hosting dependent on future discussions.

The main AVANCE site is currently remotely hosted by DreamHost; if future discussions include vendor hosting for CMS then that hosting must allow AVANCE networking staff access for updating DNS entries.

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Proposals for redesign of the website should include, or account for, but not be limited to the information in the following categories:

1. Website design – bi-lingual Eng/Spn
2. Content Management System to incorporate 9 branch sites and at least one subsite
3. Functionality, Integration and Online Services
4. Communications, Training and Support
5. Experience and Development Criteria
6. Hosting Requirements – (see below)
7. E-Commerce sub-site (see below)
8. Alumni page - registration and profile/tracking sub site
9. Acceptance

Breakdown:

1. Website design

a. Vendor shall develop a unique, professional looking, attractive website to fulfill all AVANCE requirements either in this RFP or in discussions with AVANCE following selection of the vendor. The site must be intuitive, well-organized, aesthetically pleasing, visually compelling and representative of a national agency. The design should allow users to easily access relevant information with call to action features and contain extensive SEO features.

b. A common and consistent style, based on the existing web design features, should be maintained through the website, and should include a user-friendly navigation framework that is understandable to users on all levels. Offer a small amount of flexibility/variability for AVANCE-run, special events, such as the Made in AVANCE Market Place, which may need differentiation for marketing purposes, and allow incorporation of sponsor logos within the structure of the home page.

c. The site must be functional on multiple platforms and viewable with different resolutions and browsers and the site should scale well for users of various devices from mobile devices to very wide screen displays (specifics to be determined at a later date). Design and function should be focused on intuitive and familiar navigation mechanisms and prominently feature high-priority or targeted content for the various website user audiences.

d. Each page must be printable by presented sizing, use of print style sheets (preferred), or availability of printer friendly links.

e. Vendor will work with the AVANCE to build a new content information architecture and navigation framework for the website which will support easy access to key services. The vendor will provide a variety of options for the arrangement of menus/services.

f. A focus group should be incorporated in the final design process. The focus group should include members of staff, businesses, residents, and Chapter representatives of AVANCE. The group should evaluate accessibility and ease of use of the proposed design and offer suggestions to be considered.

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- g. AVANCE desires breadcrumb navigation and a search engine friendly sitemap.
- h. The site should be designed to be accessible by viewers with limited computer knowledge and should avoid using technology that may not be compliant with some browsers. In the event such technology is used, the site should provide alternate means for accessing the information.
- i. The design and template formats shall conform to Section 508 of the US Rehabilitation Act of 1973, the Americans with Disabilities Act, and accessibility standards, both current and future, for government websites. Vendor should make an effort to comply with guidelines; however the usability of the site and ability for staff to easily update the site and content contained within the website should be considered. Compliance with the standards should not prevent any other requirements from being met.
- j. Website must display correctly in all current, major browsers with graceful fall back for older browsers and users without JavaScript.
- k. Best practices including standards-compliant code and quick page load times are required.
- l. Vendor will assist with the development of web page content so information is organized and easy to access and the entire site has a uniform, consistent format.
- n. The Home page will provide a path to web applications that assist users in their interaction with AVANCE. The list of applications in this section should be expandable without breaking the overall site design and easily updated by AVANCE staff.

2. Content Management System

- a. Vendor will provide an integrated content management system (CMS) that will allow key users at each site to do basic modifications to their site's information.
- b. Vendor must provide a detailed description on your availability to troubleshoot any problems and how you will provide regular maintenance and updates for the CMS and its associated modules and applications to keep the system up-to-date and introduce new functionality and applications.
- c. AVANCE IT should be able to add and manage users/groups with specific access rights and allow for a designated publisher to review content before it is posted live to the website. CMS should allow for an unlimited number of system users at no extra cost to AVANCE.
- d. The system should allow AVANCE site administrator's access to password protected areas or the ability to password protect. Passwords should be encrypted and not be accessible by Vendor unless otherwise specified in writing by AVANCE.
- e. AVANCE requires separate development and production environments.

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- f. AVANCE should be able to change the code easily without vendor involvement.
 - i. AVANCE IT department must have full and unlimited access to the website code.
- g. The CMS should have the following functionalities:
 - i. Ability to create content, including site framework, and edit existing content with external tools of AVANCE's choice. The ability to directly edit the underlying website code (HTML, CSS, Scripts, etc.) via the CMS or importing/uploading files edited outside the CMS is highly desired.
 - ii. Ability to add, edit and move content directly on an assigned web page without the need to utilize or be trained on back-end system administration.
 - iii. Include spell-check functionality that can be updated by administrators to include common words unique to AVANCE.
 - iv. Ability to apply multiple CSS styles to an object using the editing interface.
 - v. Ability to optimize uploaded picture and graphics files for quicker page loads.
 - vi. Ability to create interactive photo gallery(s) that are consistent in look and feel to the overall site design.
 - vii. Allow cross linking of videos with agendas, minutes and other supporting documents. (AVANCE may need to streams meeting/events through AV Capture All.)
 - viii. Administrative content control by approvals and lockable content regions.
 - ix. Document galleries to organize and publish documents according to subject matter.
 - x. Ability to specify times for content to be published.
 - xi. Ability to set an expiration date for content.
 - xii. Ability to preview page before posting live (all pages, including home page)
 - xiii. Ability to implement progressive enhancement through Javascript, jQuery or other standard scripting.
 - xiv. Be dynamic and easy to update without the need for software other than a web browser. If specific browsers are preferred, that information must be included in the proposal (cross browser optimization must be considered).
 - xv. Administrators shall have the ability to add, edit, update and move menu items affecting overall site structure and organization.

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xvi. Administrators should have a method for creating friendly URLs

xvii. Reports detailing:

1. User login history including user type, date and time of login, IP address, and if the login was successful,
 2. Changes and activity made by contributors and administrators including dates, times and actions taken. This report should be exportable,
 3. Broken link reports including the referring pages so links can be corrected, and
 4. Comprehensive site statistics.
- xix. Permissions should be assignable by user and group.
 xx. Provide an easy way to collect data/analytics.
 xxi. Ability to post an unlimited amount of content at no extra cost to AVANCE – (hosting TBD)

3. Functionality, Integration and Online Services

- a. Integration with social networking websites, allowing AVANCE to selectively update Facebook, Twitter, YouTube and any future social media pages with the CMS as staff updates the website.
- b. Mobile device compatibility for all website content.
- c. An integrated site search that offers results for all pages in the site, including PDFs. The search function should allow the user to search all sites, the main site, or subsections within the main site.
- d. A site map.
- e. Calendars
 - i. Multiple, live with unlimited events,
 - ii. Calendar information should be available on multiple pages as desired by AVANCE, and include the ability to create multiple separate calendars and news pages based on category and/or department, and
 - iii. Users should be able to filter calendar items to tailor results for their information needs.
- f. Ability to easily post “Breaking News” notices on the website homepage and feed that information to social media.
- h. Ability to navigate to pages from multiple areas of the website.
- i. Ability to track website visitor statistics and develop reports.
- j. Ability to download applications necessary to view information (ex: Adobe Acrobat Reader).
- k. Ability for users to complete various forms online.
- l. Ability for site visitors to submit comments online and have the comments directed to an appropriate staff member. This could be an integrated solution or a third party application.
- m. Ability to embed third party widgets (including but not limited to social media, and video streaming/playback) in to appropriate pages.
- n. Ability to make use of GIS mapping information. (API keys to be discussed with AVANCE IT)
- p. Ability to publish RSS feeds and incorporate feeds in the site content if desired.
- q. News and announcements application that allows an unlimited number of news types and items. News items must have the ability to link to external supporting documents/hyperlinks.

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- r. Customizable to accept online payments with SSL and encryption if AVANCE needs to do so through the site in the future for accepting donations and/or taking payments via an ecommerce. (Currently use Pyrex for donations) (AVANCE will maintain any SSL licensing if it needs to be purchased)
- s. Easily locate resources within the AVANCE (mapping).
- t. Access to other resource file types, e.g. PDFs, spreadsheets, documents, etc.
- u. Employment opportunities.
- v. RFP and Bid Opportunities online with automatic notice to subscribed vendors
- w. Online polls and surveys.
- x. Complaint submission and tracking system.

4. Communications, Training and Support

- a. AVANCE anticipates that the Vendor and AVANCE will work together to plan and organize information on the site, most likely through planning sessions, regular meetings, and continued communication throughout the duration of the project.
- b. The Vendor will aid AVANCE in transitioning to the new website by providing staff training and a guide book or instructions on changing/updating the website.
- c. Vendor shall maintain timely and regular communication with AVANCE during the development process.
- d. Support staff should be easily accessible, year round for CMS maintenance and troubleshooting, including all features and applications associated with the CMS.
- e. Proposals should include average response time for support and enhancement requests.
- f. Vendor will provide on-site training before and during launch; continued training after launch should be available as enhancements are released or new employees start using the system.
- h. The vendor must commit to regular maintenance and updating of the CMS and associated applications for the purpose of keeping the existing software up-to-date as well as introducing new functionality and applications.
- i. AVANCE's requests for improvements will be taken into consideration.
- j. Vendors shall be able to produce a Service Level Agreement that details guarantees of upgrades and the dedicated process for improvements.

5. Experience and Development Criteria

- a. Vendor must demonstrate past success with website development.
- b. Preference will be given to Vendors who have designed websites for national agencies.
- c. Vendor must provide references for at least two (2) organizations that required Section 508 compliance. References must be organizations for which the Vendor has developed a website that is currently in use.
- d. AVANCE will require live demos of each Vendor's CMS.
- e. The website will be developed through the cooperation of AVANCE and the Vendor and will be facilitated under the supervision of a dedicated project management professional in the direct employ of the Vendor.

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f. Vendor will supply a team of development professionals to supplement the development process lead by the project's manager. This team should include staff members skilled in national agency website navigation and architecture, national website design and support and training of the CMS.

g. Vendor shall have a proven development process and flexible timeline structure that favors the availability and time commitment of AVANCE. Vendors should be prepared to share details of their development timelines and processes in submitted proposals.

h. The CMS must be a proven platform for website development and government style website architecture. Development that is requested and approved by AVANCE should be performed by the vendor utilizing agile software development methodologies that encourage collaboration between the developer and AVANCE staff in an iterative process.

i. For ease of communication and project development, AVANCE **prefers vendors who utilize their own development staff rather than subcontracting pieces of the project development to additional vendors.** *Subcontractors or vendor-utilized third party developers who assist in part or in whole in the development of the website or continuing services shall be fully disclosed in any development proposal.*

6. Hosting Requirements (If system is not compatible with our current remote site host or in-house system. (final determination on hosting will be based on cost and discussions with AVANCE IT department)

a. Vendor shall provide:

i. a hosted CMS complete with redundant power sources, redundant internet connections, and a back-up system,

ii. a disaster recovery plan that details contingency plans for the site in case of an emergency,

iii. DNS hosting for all current domains (9) and subsites with a DNS management system for AVANCE networking staff, and

iv. web site analysis and statistics that AVANCE staff can track and manage

7. E-Commerce "AVANCE Market Place" - design a subsite to sale AVANCE products

This will involve future discussion and input with AVANCE IT department.

8. Alumni Registration page – create a log in page for Alumni to input contact information and create profiles and assist with developing a social media Alumni network group?

I. Acceptance

a. AVANCE retains rights to ALL content, graphics, images, and documents.

b. Ownership of the website design, code, and content should be transferred to AVANCE upon completion of the project.

c. AVANCE will select the Vendor that, in the sole judgment of AVANCE, best satisfies the requirements in the RFP, the expectations of AVANCE and can do so at the best value to AVANCE. Selection may not be the proposal with the lowest cost. Vendors may not contest for any reason the selection of AVANCE.

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d. Selection does not guarantee a contract. After selection, the selected Vendor and AVANCE will discuss and agree on final scope of work, final contract amount and terms of the Contract. If the selected Vendor and AVANCE fail to reach an agreement, AVANCE is free to select from remaining available Vendors, cancel the RFP, or issue an additional Request for Proposals.

Please include responses to items 1 – 10 below in your Web Design proposal:

- 1) Describe your organization's experience in developing websites. Note any experience with design and development for national agencies. Also comment on the overall history of your organization.
- 2) Describe different services offered by your organization.
- 3) Provide a brief bio listing qualifications of each employee that would contribute to developing the website for AVANCE, if selected. Please note experience with similar projects.
- 4) List types of software or practices used for website development and design.
- 5) Describe the methods, procedures and costs for updates to the CMS software and, if included in proposal, hosting service.
- 6) Clearly define responsibilities of AVANCE during the web site design process.
- 7) Describe the expected interaction between your organization and AVANCE throughout the development and transition process.
- 8) Describe the support your organization will provide during design and transition to the new website. Please be specific with respect to type (training, help only, etc.), contact method (phone, email), and available hours for support.
- 9) Provide all necessary contact information for your organization.
- 10) Provide any additional information about your organization that you feel is relevant to the decision process.

YOUR PROPOSAL MUST ALSO INCLUDE A RESPONSE TO THE FOLLOWING:

1. Provide an outline of your firm's approach to the project including:
 - A description of specific methods, techniques used to conduct your review.
 - Demonstrate your firm's ability to be innovative and creative in accomplishing the goals.
2. Provide a description of deliverables, including plans for reporting results and discussions with AVANCE.
3. Provide a generalized timetable for completion of tasks related to the projects.
4. Describe any value added services your firm provides, consider a two for one match or in-kind donation as part of the proposal
 - AVANCE is a nonprofit agency and as such seeks to obtain in-kind and/or a two for one match on Vendor provided services. This assists AVANCE in grant matches and provides a tax incentive to our vendors.*

The bidder must include definitive information regarding the payment schedule, to include the following:

1. A detailed estimated fee for services outlining all costs:
2. A description of additional charges for any extra services.

If a bidder's fee proposal is not clear, the proposal will be considered non-responsive and the proposal will be disqualified from further consideration.

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You are invited to submit a proposal for all or any element in this Request for Proposal

II. National Advertising/Marketing/Public Relations Development & Outreach Request for Proposal:

AVANCE, Inc. is soliciting bids from qualified Advertising, Public Relations and/or Marketing firms (contractors/vendors) to assist in creating bi-lingual, English & Spanish, marketing and communication strategies/materials to raise awareness and funding for AVANCE's programs, projects and events.

The vendor shall supply all necessary labor, materials, tools, and equipment to design and assist with a marketing/communications strategy to promote AVANCE's programs and events, including the design and production of essential and supportive graphics.

The fundamental purpose is to assist with the development, design, and implementation of a comprehensive marketing strategy for AVANCE that meets needs of a national agency.

Ownership of the graphic design and all content created will belong to AVANCE upon completion of the project. The selected vendor must provide a copy of all original format files at the completion of the project.

Please submit a proposal to provide the following services:

1. Design a strategy for driving traffic to AVANCE's Website via social media and affinity groups.
2. Design and assist with implementation of a marketing strategy, with accompanying essential graphic media, for promoting AVANCE programs, projects, events and/or conferences. The vendor will design marketing kits and materials to promote AVANCE's Parent-Child Education Program (which includes packaging/design of the 27 notebook curriculum and 7 training manuals) and AVANCE signature products/programs.
3. Assist with the coordination, promotion and implementation AVANCE's 40th Anniversary Event to take place in 2013.
4. Conduct market research and surveys to test AVANCE's marketing strategies and track AVANCE's media outreach campaigns. Obtain all news and video clippings, stories, articles about AVANCE.

Please consider these other elements in writing your proposal:

- Create and Implement National Campaigns
- Assist with design elements to promote AVANCE Speakers/Presenters and secure placement with prominent speaker's bureau
- Design national agency web site utilizing a Content Management System (see section I. Website Design proposal for details)

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- Create and produce agency marketing, promotional, packaging materials
- Secure and continuously update viable donor contact lists
- Assist with the maintenance and acquisition of a national media contact list
- Assist with production of public service announcements and short videos for broadcast and social media distribution
- Act as Publicist/PR firm for AVANCE
- Social Media Training and marketing services - Update social media tools and outreach efforts to support fundraising/development efforts

YOUR PROPOSAL MUST INCLUDE A RESPONSE TO THE FOLLOWING:

1. Provide an outline of your firm's approach to the project including:
 - a. A description of specific methods, techniques used to conduct your review. Demonstrate your firm's ability to be innovative and creative in accomplishing the goals.
 - b. How your firm will interact with AVANCE staff.
 - c. Description of resources AVANCE is required to provide.

2. Provide a description of deliverables, including plans for reporting results and discussions with AVANCE.

3. Provide a generalized timetable for completion of tasks related to the projects.

4. Describe any value added services your firm provides. Consider a two for one match or in-kind donation as part of the proposal

AVANCE is a nonprofit agency and as such seeks to obtain in-kind and/or a two for one match on Vendor provided services. This assists AVANCE in grant matches and provides a tax incentive to our vendors.

In your proposal also include an overview of vendor's experience, capacity and credentials:

- a. Describe your company, including date of establishment, location(s), number of employees, etc. Include description of your core capabilities and those functions you would outsource. Attach short bios of key personnel who would be involved with this account and what their roles would be with AVANCE.

- b. Provide two recent samples of work done for like clients (education or similar). Include samples of materials you developed. Should include, if possible: TV, radio and print examples of your best work.

- c. Provide the names and contact information of at least three references that we may contact, with a brief description of work done for these clients.

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The bidder must include definitive information regarding the payment schedule, to include the following:

1. A detailed estimated fee for services outlining all costs:

- Professional fees
- Labor costs
- Printing and reproduction
- Telephone charges
- Shipping
- All other ancillary charges

2. A description of additional charges for any extra services. If a bidder's fee proposal is not clear, the proposal will be considered non-responsive and the proposal will be disqualified from further consideration.

OWNERSHIP OF MATERIALS PRODUCED:

AVANCE shall own any media and all other materials created or produced by vendor, including but not limited to still and video images, creative products, research, recommendations, and graphic elements. The vendor either shall provide all such elements to AVANCE and shall maintain all such elements in a manner acceptable to AVANCE, and shall provide all such elements (in original design formats) to AVANCE upon completion of each project.

II. Acceptance:

- a. AVANCE retains rights to ALL media content, graphics, images, and documents.
- b. AVANCE will select the vendor that, in the sole judgment of AVANCE, best satisfies the requirements in this RFP, the expectations of AVANCE and can do so at the best value to AVANCE. Selection may not be the proposal with the lowest cost. Vendors may not contest for any reason the selection of AVANCE.
- d. Selection does not guarantee a contract. After selection, the selected Vendor and AVANCE will discuss and agree on final scope of work, final contract amount, deadlines and terms of the contract. If the selected Vendor and AVANCE fail to reach an agreement, AVANCE is free to select from remaining available Vendors, cancel the RFP, or issue an additional Request for Proposals.