



Request for Proposal

**Greater Indianapolis Chamber of Commerce
Chamber Member Loyalty Card Program**

June 28, 2010

www.indychamber.com

Pre RFP Notification Announcements: June 15 – 28, 2010

Release Date: June 28, 2010

RFP Clarification Call: July 16, 2010

Response Due Date: July 30, 2010

Finalists Notified: August 13, 2010

Presentations: August 30 – September 17, 2010

Contract Award: October 1, 2010

Service Availability: 60 days after Contract Award date

SUMMARY

The Greater Indianapolis Chamber of Commerce (GICC) is requesting proposals from qualified providers of a Member Loyalty Card Program discount program to provide a full suite of services to our membership.

RFP OUTLINE

- I. Background
- II. Desired Features
- III. Proposal Guidelines
- IV. Scope of Work
- V. Compensation Schedule
- VI. Conditions

I. BACKGROUND

The Greater Indianapolis Chamber of Commerce is expanding its suite of value-added benefits to its members and based on a recent member survey – Member Discounts are an area of great interest. The objectives of a Member Loyalty Card Program are to:

- a) Assist member by decreasing their cost for purchases of goods and services
- b) Increase membership by adding specific value-added services
- c) Build member value with existing members
- d) Provide discounts that leverage the buying power of all members
- e) Increase Chamber's profitability through revenue sharing

Greater Indianapolis Chamber of Commerce (GICC)

Founded in 1890 by Colonel Eli Lilly and a group of Indianapolis business leaders, the Greater Indianapolis Chamber of Commerce has been the voice of the central Indiana business community. Today, the GICC is still a voice for progress and improvement, bringing together businesses for a thriving community. Our programs convene local groups to affect change in specific areas or aspects of economic growth.

Vision Statement

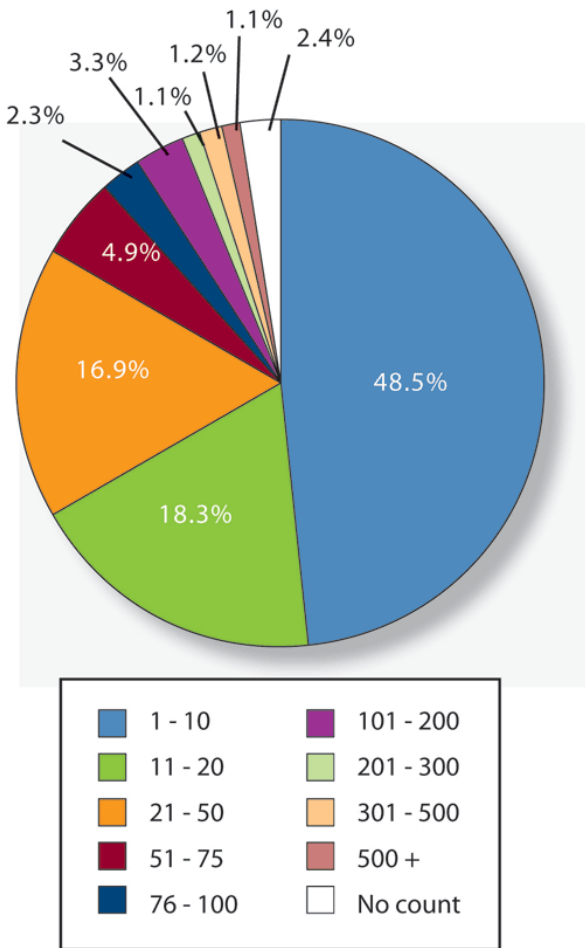
The vision of the Greater Indianapolis Chamber of Commerce is the leader in making Indianapolis the best place to live and to do business.

Mission Statement

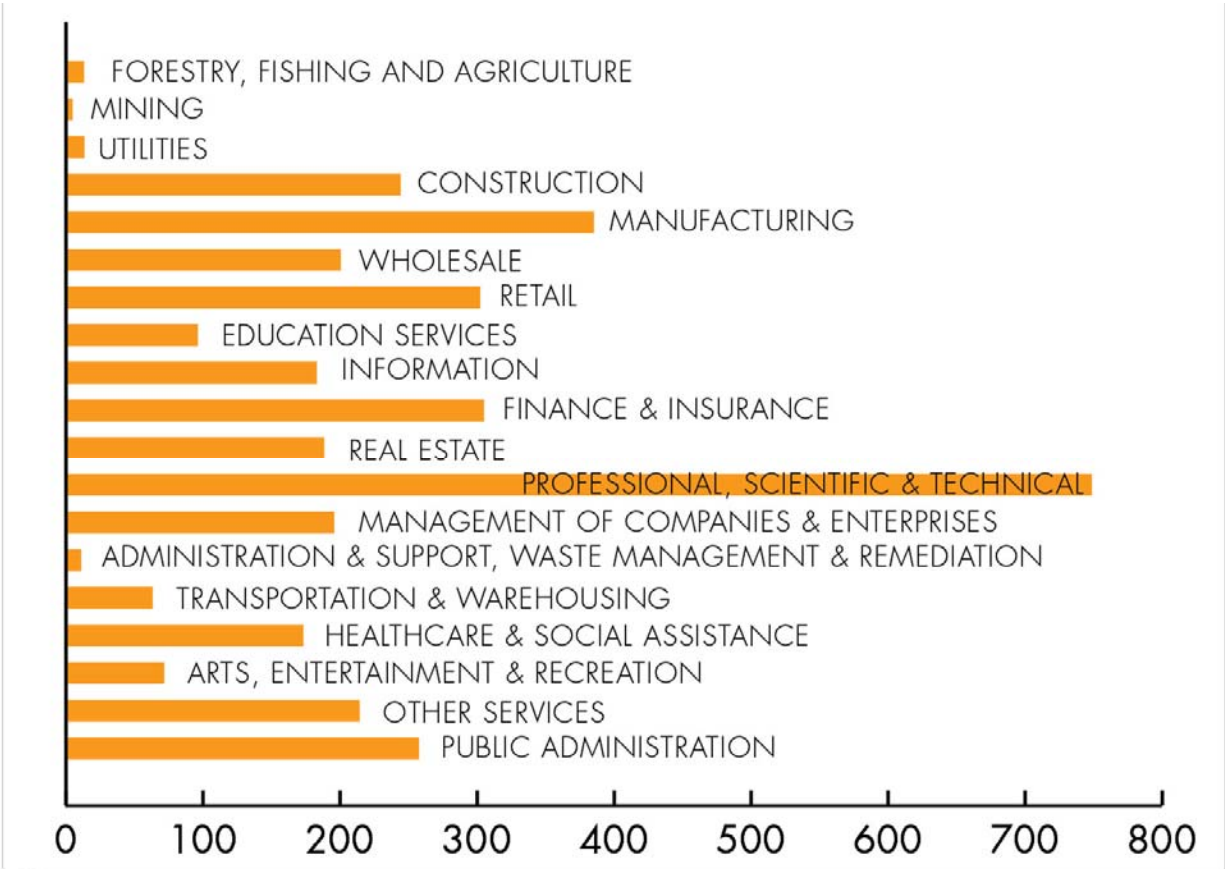
The mission of the Greater Indianapolis Chamber of Commerce is to be the leader in creating a thriving business environment with growth opportunities for its members.

Chamber Statistics

Chamber Members:	3,800
Member Employees:	232,000
Indiana Counties Represented:	Marion, Boone, Hamilton, Hancock, Hendricks, Johnson, Madison, Morgan, Shelby
Chamber Size:	8 th Largest in United States
Chamber Members- By Employee Count:	



Chamber Members – By Industry:



Sources of Funding

- Membership
- Advertising
- Sponsorship
- Programs & Events
- Affinity Programs

II. Desired Features

A. Member Only benefits, with exclusive discounts on a wide range of goods and services that our members purchase

The Chamber is looking for a program that delivers best in class benefits and service to our members with significant discounts (savings to the member) that will encourage our members to take advantage of this program. In return, the Chamber will provide exclusive access to our members for the contract period.

B. Sales and Marketing Plan

To ensure the success of this program, please provide a marketing plan that addresses the marketing collateral, communications, program execution and reporting components. The Chamber considers this plan to be a critical part of the overall success of the offer.

C. Local Member Support

Please provide details on how our Chamber members will interact with your firm, both pre-sale and post-sale. Please identify the contact(s) that the Chamber (sales team, leadership team) will utilize to manage the overall program.

D. Implementation / Project Plan

To ensure that the program is launched on time and with great success, please provide a detailed implementation and project plan, including any key focus areas from previous roll-outs that will ensure that this launch meets and exceeds expectations. This plan should include when and how the GICC and provider will review progress against timelines.

E. Revenue Generation (Compensation Schedule)

Please include information on the income that the Chamber will receive through this program.

F. Report Management

Please provide information and sample reports on how results will be tracked and communicated.

III. PROPOSAL GUIDELINES: RFP Response Requirements

Provide responses that are numbered identically to the requirements below:

Background, Team, and Ability Information

1. Transmittal page on business letterhead that is integrated and signed by a duly authorized official able to commit the Contractor to this project. The letter should identify all materials and enclosures within the proposal.
2. Company name, address of primary and secondary offices.
3. Background, ownership, key management, type of incorporation/licensing, etc.
4. Name and brief bio of project manager(s), key staff, and any subcontractors that will be responsible for the GICC account, their physical address.
5. Description of your business, overall mission/vision, core business, and evidence of ability to manage the GICC account, including relevant experience in Chambers of Commerce.
6. Provide two case histories to describe relevant client work.
7. Three references for current and past relevant clients and others with similar programs that we may contact directly.
8. Conflicts of interest by the Contractor, subcontractors, employees, or joint ventures and provide a description of how any conflicts would be mitigated.
9. Work and Pricing Information
10. Detail of how the Scope of Work (see next section) will be implemented, including an explanation of how the development of the Scope of Work will be coordinated with GICC.
11. Detailed timeline and estimated completion date of project.
12. An estimate of revenue that the GICC should expect per member and per year, based on demographics provided
13. Recommendations and pricing for other work or for additional terms and conditions not covered in this RFP.
14. Responsibilities and requirements of the GICC.

Deadlines: All bids must be received via email as a PDF and TWO hard copies by 4 p.m. EST, July 30, 2010 to:

Eric Hopp
Vice President, Membership & Marketing
Greater Indianapolis Chamber of Commerce
Chase Tower
111 Monument Circle, Suite 1950
Indianapolis, Indiana 46204
Phone : 317-464-2259
Fax : 317-464-2217
ehopp@indylink.com

Contract Award: **October 1 , 2010**

Service Availability: **Sixty (60) days from Contract Award Date**

Selection Process: Interested Providers will submit an RFP Response based on the requirements outlined on the previous pages.

GICC will select finalists based upon an evaluation of the Written Proposals.

Selection will be made primarily on the following criteria:

- o Overall ability of provider to achieve the Scope of Services
- o Revenues expected from the program and competitive nature of the offer to our members
- o Expertise and qualifications of the Contractor, sub contractors, and staff.
- o Confidence in working relationship with Contractor day-to-day and management staff
- o Relevant current and previous work within related industries.
- o Case studies, references, and work history verification.

IV. SCOPE OF WORK

Implementation / Project Plan

To be completed and approved within thirty (30) days from contract award date.

Marketing and Sales Plan

To be completed within forty-five (45) days from contract award date.

Service Availability Date

Services available for member use within sixty (60) days of contract award date.

V. Revenue Generation

Describe how members will contract for and receive membership discounts:

Describe how the GICC will benefit from its members using your Member Discount program:

Describe how the GICC will benefit from other chambers using services similar to the Member Discount program awarded to the provider:

Describe the reporting and payment structure to the GICC.

VI. CONDITIONS

Contractor should note if there are additional conditions recommended or required, they must be completely outlined and justified under Response #14 in the **RFP Response Requirements**.

GICC reserves the right to accept any proposal submitted for consideration.

RFP respondents must be a GICC member as of July 30, 2010 (paid 2010 membership)

GICC reserves the right to reject any and all proposals in whole or in part, awarding part, to forgive omissions or errors, if in its discretion, the best interest of GICC would be served.

A proposal must be valid for a period of ninety (90) days from the deadline.

Merchant Services contract will be for a period of three years.

GICC reserves the right to amend or cancel this RFP and the right to correct inaccurate awards resulting from its clerical errors.

GICC is not responsible for any costs incurred by any party in responding to the written part of this RFP

Selected provider of Member Discounts must be a Private 100 Level member for the entire Member Discount contract period.