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The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide technology based solutions to work with content relevant e-commerce companies that will enable them to support our cause, while also helping us to build a donor database. The ultimate goal is generating revenue and increasing awareness of our programs and initiatives at RBFF.

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#### Attachments:

1. Proposal Cover Page

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Request for Proposals**

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**I. REQUEST FOR PROPOSALS RBFF-09-C-185**

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide technology based solutions to work with content relevant e-commerce companies that will enable them to support our cause, while also helping us to build a donor database. The ultimate goal is generating revenue and increasing awareness of our programs and initiatives at RBFF

**II. SOLICITATION**

Name/Address of Issuer:

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Project Manager  
Recreational Boating and Fishing Foundation  
601 N. Fairfax Street, Suite 440  
Alexandria, VA 22314  
Phone: 703/778-5155  
Fax: 703/519-9565  
Email: jkarazsia@rbff.org

**Please contact Jessica with any questions you may have regarding this RFP.**

Date of Issuance: Wednesday, June 17, 2009

Closing Date and Time: **Wednesday July 1, 2009 at 5:00 pm ET**

**III. BACKGROUND**

RBFF is an independent, not-for-profit 501(c)(3) organization. Our organizational mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic resources.

RBFF's funding is administered through the U.S. Fish and Wildlife Service (the "Agency") pursuant to a cooperative agreement between the Agency and RBFF. The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel. RBFF has never actively solicited donations.

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In recent years a shared concern has emerged in the fishing, boating and conservation communities. Participation in recreational fishing and boating is changing, and in some cases declining. Projections of demographic trends indicating that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. This portends obvious economic impacts in both private and public sectors, with additional considerations in the areas of resource stewardship and quality of life issues.

RBFF's challenge is to maintain and increase participation among those groups where fishing and boating have always played an important role in their cultural heritage, while diversifying to include a wider representation—building new traditions for all in the 21<sup>st</sup> century. RBFF has developed a wide variety of programs and products that make it easy for people to get involved in recreational boating and fishing. Under their Take Me Fishing™ (TMF) and Anglers' Legacy™ (AL) brands, RBFF provides the tools to help people get started. They also remind lapsed boaters and anglers — people who enjoy the sport but no longer participate — about the joy they've been missing.

Stakeholders are vital to the success of RBFF. RBFF's mission can best - and arguably only - be accomplished through successful collaborating and partnering among stakeholders. In so doing RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups.

Stakeholder groups include:

- Fishing and boating industry, including manufacturers, distributors, wholesalers and retailers as well as service providers such as marinas, guides, etc.;
- State and federal natural resources agency personnel, including those involved with aquatic education, license sales and marketing, fisheries management, parks/access site management, communications and information management;
- State, federal and local law enforcement agencies with mandates in the boater safety, access and education arenas;
- Tourism agencies, parks and recreation agencies, convention and visitor bureaus and businesses relying on aquatic resource-based recreation;
- Outdoor and environmental educators;
- Recreation providers, youth and family advocacy and service organizations;
- Non-governmental advocacy or public interest groups such as:
  - Conservation organizations
  - Fishing and boating organizations
  - Safety organizations
  - Media and outdoor communications groups

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For more information about RBFF, please visit our organizational web site at [RBFF.org](http://RBFF.org).

### **IV. PROJECT NEED**

RBFF needs to develop a simple turn-key program to raise funds, and build a donor base. Funding and administrative ability is very limited; therefore a program that limits upfront costs and administration is preferred.

### **V. PROJECT SCOPE**

Contractor shall:

- 1) Give RBFF access to potential donors.
- 2) Enable e-commerce companies to support RBFF's mission without significant administration and cost obstacles.
- 3) Allow donors who visit e-commerce sites to support RBFF through a seamless transaction-giving option.
- 4) Provide technical end-to-end platform for e-commerce company and RBFF donation. This includes creative execution, ad serving, optimization and other technology driven aspects.
- 5) Handle donor customer service and communications, receipts, follow up acknowledgement, tax confirmations.
- 6) Ability to filter donation option based upon content/purchase.

### **VI. CONTRACTOR QUALIFICATIONS**

Contractor must demonstrate high levels of expertise in:

- 1) Donor program development focused through web based outreach and e-commerce partnerships.
- 2) Management and administration of such programs.
- 3) Demonstrated ability to meet deadlines and produce deliverables according to timeline.

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**VII. DELIVERABLES AND TIMELINE**

The following deadlines apply to this request for proposals:

|                                         |                            |
|-----------------------------------------|----------------------------|
| Issue RFP:                              | June 17, 2009              |
| Proposal Due Date:                      | July 1, 2009 at 5:00 pm ET |
| Final decision and vendor notification: | Week of July 6, 2009       |
| Contractor begins work:                 | Week of July 6, 2009       |

**VIII. PROPOSAL REQUIREMENTS**

At a minimum, the proposal should include the following elements:

1. Completed Proposal Cover Page.
2. Description of how your corporation/organization/team fulfills the “Contractors Qualifications” outlined in Section VI. Examples of previous work that is similar to the work required here are requested.
3. Include a list of clients for whom you have performed similar work within the last two years. Please provide 3 client references that RBFF may contact.
4. Background on your corporation/organization/team, including history, staff size and experience, and other relevant information. If subcontracting is required, indicate whether you intend to subcontract with small businesses, minority-owned firms, and women’s business enterprises.

Applicants must submit proposals in hard copy (**five copies**) and electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor’s ability to meet the requirements of the RFP.

The electronic copy must be received by **Wednesday July 1, 2009 at 5:00 pm ET** for consideration. Late proposals will not be accepted.

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**IX. EVALUATION FACTORS FOR AWARD**

Basis for Award

The award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Evaluation Criteria

Applicants are cautioned that this is a best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

**X. SPECIAL REQUIREMENTS**

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in 43 CFR, part 12, which incorporate OMB Circulars A-110, A-122 and A-133 by reference. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement,

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such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

### Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as any applicable provisions of OMB Circular A-133, "Audits of States, Local Governments, and Non-Profit Organizations" and OMB Circular A-122, "Cost Principles for Nonprofit Organizations," and 48 CFR part 31, "Contract Cost Principles and Procedures." Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

### Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

### Use of Metric System

To the extent practicable and economically feasible, all accepted products and services shall be dimensioned in the metric system of measurement.

### Ownership of Work Product

- A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a "work made for hire," and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a "work made for hire," the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all

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papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.

- B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF's government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant's assertions.

### Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

### Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

Applicants are also directed to OMB Circular No. A-133, Audits of Non-Profits, in particular the Government's potential right to audit the Contractor's records under §§ .200 and .210 (OMB Circular No. A-133 is hereby incorporated by reference). A copy of OMB Circular A-133 is available from RBFF upon request, or can be downloaded from

<http://www.whitehouse.gov/omb/circulars/a133/a133.html>.

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**PROPOSAL COVER PAGE**  
(All applicants must submit this completed form with their proposal.)

|                                          |               |
|------------------------------------------|---------------|
| <b>RFP Number</b>                        | RBFF-09-C-185 |
| <b>Company Name</b>                      |               |
| <b>EIN or Social Security<br/>Number</b> |               |
| <b>Contact Name &amp; Title</b>          |               |
| <b>Mailing Address</b>                   |               |
| <b>Telephone</b>                         |               |
| <b>Facsimile</b>                         |               |
| <b>E-mail address</b>                    |               |
| <b>Website address</b>                   |               |
| <b>Proposed cost</b>                     |               |