

OFFICE USE ONLY	PURCHASE ORDER #	ADDITIONAL TERMS ON REVERSE SIDE		TOTAL
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Graphic Design Services Bid – Attachment 1

A. SCOPE

The Contractor must provide the following services:

1. Provide graphic design work for all necessary art production (including color-coding, instructions for printers, webmasters and layout) associated with projects for variable media (online, fabric, oilcloth, newsprint, paper, etc.).
2. Design projects that are executable locally without use of exotic inputs.
3. Provide graphic design and image selection for online advertising including, but not limited to Facebook, Triblocal, Patch, independent local news websites, local government websites such as township and municipal websites, elected official websites, and school and college newspaper websites and other new media.
4. Target specific audiences based on geographic and other demographic criteria.
5. Provide print design for posters, flyers, mailers, report covers, brochures, manuals, forms and certificates.
6. Design voter registration event kits, including T-shirts, pens, buttons, magnets and other promotional items.
7. Design advertising campaigns for newspapers, websites and mobile targets (buses, trains, etc.).
8. Provide samples of free-hand drawing skills and have ability to execute quality illustrations in various media with a broad range of audiences in mind. These may include, but may not be limited to illustrations demonstrating pollworker or voter procedures, cartoons for posters, images for newsletters, or scenes and portraits for certificates as required.
9. Ability to brainstorm slogans and compose concise and persuasive text for advertising campaigns.
10. Timeliness is essential: ability to jump-start projects with minimal research. The Cook County Clerk's Office will not underwrite excessive research.
11. All artwork will be the property of the Cook County Clerk

B. QUALIFICATIONS

The Contractor must possess the following qualifications:

1. Proven copy-transposition skills. Spelling, grammatical and punctuation errors in text are not acceptable. There will be no remuneration by Cook County Clerk's Office for typing corrections unless errors originated with the Cook County Clerk's Office.
2. Ability to attend in-person meetings with the Cook County Clerk's Office several times on short notice.
3. Ability to work with programs including but not limited to: Adobe InDesign, Photoshop, Illustrator and Flash.
4. Some knowledge of video production is preferred, particularly creating title screens, credits and captions.
5. Be available to respond to phone calls in a timely manner, typically within 24 hours.

C. PROOFS

1. Designer will deliver edited proofs within three (3) days after receiving changes from Cook County. Quick turnaround time is essential for the Cook County clerk's office, when the Office must respond to legal orders, judge shortages and notify the public of last-minute changes to ballots or procedures.
2. Original source files must be provided to the Clerk's office for production of printed and/or HTML version of the documents. This includes all graphics, text and layout files used to create the document.
3. Proposer must have the ability to send design concepts to the Clerk's Election Office for review via the Internet, if so required.

D. DELIVERABLES

It is anticipated that the Cook County Clerk's Election Office will have at least three major advertising campaigns. The Contractor will be responsible for generating design concepts and producing ready-to-use images as it relates to the projects. The projects are as follows:

1. Design a judge.(pollworker) recruitment campaign to disseminate via print material at events and via the internet over paid and free platforms. This could include flyers, posters, ads for posting on local clerk websites, ads for posting on municipal websites, ads for posting on Facebook, ads for posting on electronic newspapers such as TribLocal, AOL Patch, Evanstonnow.

These ads should all be designed with the ability to 'click through' to the Clerk's Election Department's online judge application. To the extent that technology allows, designer will be required to assist with Facebook ad placement, targeting needed zip codes or colleges associated with Facebook members.

2. Create a "Register to Vote" campaign that can be deployed over several platforms from print (i.e. PACE bus placards) to electronic. This should include an overarching image to brand the campaign, and identify it with the Cook County Clerk's office, rather than an outlying election authority such as Lake County, or with the Chicago Board of Elections.

This image and an associated slogan will be deployed in electronic and print materials, and packaged in such a way that it can be sent to the same outlets described in the judge recruitment campaign, plus venues specific to young people such as: university websites; college, university and high school electronic newspapers; and other social networking sites.

Like the "Judge Recruitment Campaign", the "Register to Vote" campaign should have electronic click-throughs to the Cook County Clerk's website to the download page for voter registration forms, and voter information pages.

Both campaigns should have materials that are available to email as PDF attachments so that viral dissemination can occur via email links or via paper.

The key for both campaigns is for the designer to have flexibility to comply with varying requirements for different online providers. This includes content changes, click-through links and electronic banner and image re-sizing. Proficiency in audience-targeting via Facebook is also a plus.

3. Assist in development of Commemorative Certificates for the Department of Vital Records, should the Clerk's Office decide to promote commemorative birth, wedding or civil union records for additional County revenue. Commemorative certificates will be more like artwork and less like a standard record.

E. SUBMITTAL REQUIREMENTS

Bidders must submit the following documents with their bid:

1. Four (4) hard-copy and/or web samples that demonstrate their ability to execute products similar to those described above. At least one sample should demonstrate actionable campaign work and an understanding of the bidder's understanding of working with government agencies.
2. Three (3) client-references and samples or links to samples for these references.

F. PRE-BID MEETING

The County will hold a Pre-Bid Conference and Site-Visit at 118 N. Clark Street – Room 1018. Representatives from the Purchasing Division and Cook County Clerk – Election Department will comprise the panel to respond to answer any questions regarding 96242 OR, Graphic Design and Invitation to Bid procedures. It is not mandatory that the Contractors attend this Pre-Bid Conference, however it is highly recommended. Prospective Proposers must respond to Brenda Beard at (312) 603-5383 or e-mail brenda.beard@cookcountyil.gov on or before May 26, 2011, with firm's name and number of attendees. A maximum of two (2) representatives from each firm may attend.

The Pre-Bid Conference and Site – Visit will be held on:

DATE: May 26, 2011

TIME: 2:00 P.M.

PLACE: Cook County
Office of the Purchasing Agent
118 N. Clark St, Room 1018
Chicago, IL 60602

NOTE: Questions related to this Invitation to Bid must be addressed to Brenda Beard, Buyer IV, Office of the Purchasing Agent, brenda.beard@cookcountyil.gov by May 31, 2011.

G. BASIS OF AWARD

The contract shall be awarded to the lowest responsible and responsive bidder whose bid meets the requirements and criteria set forth in the Request for Sealed Bid. All items, unless otherwise stated, will be assumed to meet all specifications and requirements as set forth in the Request for Sealed Bid. Ambiguous bids which are uncertain as to terms, delivery, quantity, or compliance with specifications may be rejected or declared non-responsive. The County shall be sole determinant of the relevant and appropriate cost factors used in evaluating any Base, Options and/or Alternate bids. Bidders must quote all lines for consideration. It is the intent of the County to award this bid in whole and not in part. Only one award will result from this bid.

H. TERM OF CONTRACT

This contract shall be effective July 1, 2011 through June 30, 2012.

I. PRICING PROPOSAL -

Solely for the purposes of evaluating the bid, please indicate the estimated number of hours and pricing that will be assigned for each staff member to provide the requested Graphic Design Services identified in the table below. The total number of estimated hours for this project is 270.

On the indicated lines, please provide your Billable Rate for the requested services for each person on your team. The Billable Rate is the rate your company charges the County for services.

Position	Hours	Billable Rate	Extension Billable Rate x Number of Hours
a.		\$ _____	\$ _____
b.		\$ _____	\$ _____
c.		\$ _____	\$ _____
d.		\$ _____	\$ _____
e.		\$ _____	\$ _____
f.		\$ _____	\$ _____
g.		\$ _____	\$ _____
		TOTAL	\$ _____

Note: The County makes no guarantee that the services identified in this bid will be required as of the dates or in the quantities indicated.

COOK COUNTY AFFIDAVIT OF CHILD SUPPORT OBLIGATIONS

Effective July 1, 1998, every applicant for a County Privilege shall be in full compliance with any Child Support Order before such applicant is entitled to receive a County Privilege. When Delinquent Child Support Exists, the County shall not issue or renew any County Privilege, and may revoke any County Privilege.

"**Applicant**" means any person or business entity, including all Substantial Owners, seeking issuance of a County Privilege or renewal of an existing County Privilege from the County. This term shall not include any political subdivision of the federal or state government, including units of local government, and not-for-profit organizations.

"**County Privilege**" means any business license, including but not limited to liquor dealers' licenses, packaged goods licenses, tavern licenses, restaurant licenses, and gun licenses; real property license or lease; permit, including but not limited to building permits, zoning permits or approvals; environmental certificate; County HOME Loan, and contracts exceeding the value of \$10,000.00.

"**Substantial Owner**" means any person or persons who own or hold a twenty-five percent (25%) or more percentage of interest in any business entity seeking a County Privilege, including those shareholders, general or limited partners, beneficiaries and principals; except where a business entity is an individual or sole proprietorship, Substantial Owner means that individual or sole proprietor.

All Applicants/Substantial Owners are required to complete this affidavit and comply with the Child Support Enforcement Ordinance before any privilege is granted. Signature of this form constitutes a certification the information provided below is correct and complete, and that the individual(s) signing this form has/have personal knowledge of such information.

Privilege Information:

County Quotation Number: _____

County Department: _____

Applicant Information:

Last name: _____ First Name: _____ MI: _____

SS# (Last Four Digits): ____ ____ ____ ____

Street Address: _____

City: _____ State: _____ Zip: _____

Home Phone: (____) ____ - ____ Drivers License No: _____

Child Support Obligation Information:

The Undersigned applicant, being duly sworn on oath or affirmation hereby states that to the best of my knowledge (place an "X" next to "A", "B", "C", or "D").

- _____ A. The Applicant has no judicially or administratively ordered child support obligations.
- _____ B. The Applicant has an outstanding judicially or administratively ordered obligation, but is paying in accordance with the terms of the order.
- _____ C. The Applicant is delinquent in paying judicially or administratively ordered child support obligations
- _____ D. The Applicant is not a substantial owner as defined above.

The Undersigned applicant understands that failure to disclose any judicially or administratively ordered child support debt owed will be grounds for revoking the privilege.

Signature: _____ Date: _____

Subscribed and sworn to before me this _____ day of _____, 20____

X _____

Notary Public Signature

Notary Seal

INSTRUCTIONS FOR DELIVERY AND FOR INVOICING OF GOODS

1. Clearly mark every package with the name of the institution, department or agency to which goods are to be delivered. **MARK ALL PACKAGES WITH THE COOK COUNTY PURCHASE ORDER NUMBER.**
2. Stencil on or attach a tag to every package that bears your own names so the receiving clerk will know from whom the order was shipped.
3. Delivery time, unless otherwise stipulated, is Monday through Friday between 9:00 a.m. and 3:00 p.m.
4. Charge all goods to Cook County.
5. Direct all inquiries and send the original and all appropriate copies of the invoice with the proper Cook County invoice forms (i.e., 29A voucher form) to the following address:

Cook County Department of Purchasing
118 North Clark Street – Room 1018
Chicago, Illinois 60602

6. Never include goods furnished on two or more purchase orders on a single invoice.
7. All prices must be in compliance with federal, state, and local regulations.
8. Partial shipments or partial pay warrants will not be considered unless authorized or requested by the Purchasing Agent.
9. The law provides that every person selling goods to Cook County must make invoice form with certification as to the correctness of the bill.
10. Execute certification on the bottom of the invoice before mailing.
11. All pay warrants will be mailed to you by the Cook County Comptroller.
12. **INDEMNITY** – The contractor shall indemnify, keep and save harmless the County, its agents, officials and employees, against all injuries, deaths, loss, damages, claims, patent claims, suits, liabilities, judgments, costs and expenses, which may in anywise accrue against the County in consequence of the granting of this contract of which may in anywise result therefrom, whether or not it shall be alleged or determined that the act was caused through negligence or omission of the Contractor or his employees, of the subcontractor or his employees, if any, or of the County of Cook or its employees, and the Contractor shall, at his own expense, appear, defend, and pay all charges of attorneys and all costs and other expenses, arising therefrom or incurred in connection therewith, and, if any judgment shall be rendered against the County in any such action, the Contractor shall, at his own expense, satisfy and discharge the same. The Contractor expressly understands and agrees that any performance bond or insurance protection required by this contract, or otherwise provided by the Contractor, shall in no way limit the responsibility to indemnify, keep and save harmless and defend the County as herein provided. If this purchase order covers services, a Certificate of Insurance must be submitted before performance of service.
13. Compliance with the above will help avoid errors and delays.

CHECKLIST

FOR

REQUEST FOR QUOTATION SUBMISSION

Here's a check list for you to make sure the bid document you submit is complete.

Incomplete bid documents will not be considered for award so please contact us at VendorServices@cookcountygov.com with your questions, but be sure to allow enough time for us receive your inquiry and reply.

For the bid documents you are submitting, did you:

- **FILL OUT** the Vendor Address section of the *Request for Quotation* with your name and address, along with the attached Affidavit of Child Support Obligation page.
- Be sure to **SIGN** the *Request for Quotation*
- **DOUBLE CHECK** the unit, extended, and total price of the *Request for Quotation* you are submitting.
- **READ** the Terms and Conditions, Instructions on Marking Bid Envelope directions, located on the front of the *Request for Quotation* page and the Instructions for Delivery and for Invoicing of Goods page.

Finally, make sure you:

- **Submit** your bid documents on or before the **Respond by Date and Time** listed at the top of the page.
- **Deposit** your bid documents in the bid box located in Room 1018 of the County Building, 118 North Clark Street, Chicago, Illinois 60602 before 10:00 a.m. the date of the Bid Opening.
- **Send** in all pages of the *Request for Quotation*.

Bid documents submitted late or deposited in the wrong location will not be considered for award.

Good luck!