

SAFE HAVENS INTERNATIONAL, INC



SAFE HAVENS INTERNATIONAL, INC
PURCHASING DEPARTMENT

Marketing Consulting Services RFP



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Introduction

Safe Havens International, Inc. (SHII) is the world's leading international nonprofit campus safety organization. Safe Havens works with K-12 schools, institutions of higher learning and faith-based organizations worldwide. Safe Havens analysts have published more than two dozen books on campus safety and have work experience in more than 20 countries. The Safe Havens team is comprised of international authorities and school safety, security and preparedness book authors who help schools improve academic climate through application of proven safety concepts which focus on practical and tangible concepts tailored to fit local risks, realities and resources.

Safe Havens performed approximately \$1 million in for fee services in 2010 and will perform more than \$1 million in pro bono services in 2011. Founded and operated as a non-profit organization, SHII desires to increase revenues from learning resources in the future in order to be able to support increased pro bono efforts to make children and youth safer wherever in the world they happen to be born and attend school.

Purpose

Though our organization has more school safety expertise than any non-governmental organization in the world, our personnel are not adept at marketing. Our limited skills in the area of marketing have thwarted our growth and revenue generation which limits the pro bono services we are able to provide.

SHII seeks to improve our approach to marketing of our services and learning resources at a minimal cost. We seek an ongoing relationship with a quality firm that can grow as our organization does.

We seek assistance and consulting services to guide our organization in the following areas:

- Redevelopment, redesign, new development, enhancement, integration, search engine optimization and/or support for the existing website www.safehavensinternational.org including related websites, web applications, and databases;
- New development, enhancement, integration, and support for a new mobile application for mobile computers and smartphones (for example iPad, iPhone, Android and Blackberry);
- Production or assistance in the strategic development, creation, and production of print, audiovisual, trade graphics and displays, video/DVD, web and electronic marketing materials that establish a consistent visual image of SHII and effectively promote key messages to target audiences and assistance in development of and source identification of promotional items including folders, DVD cases and other product containers.

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- Design for a new services and learning resources brochure.
 - Design for a new e-magazine format.
 - Assistance in developing pricing structures for training DVD/s, web courses and facilitator training programs.
 - Assistance in revising a sample proposal document to improve the manner in which SHII bids are developed for our client projects.

Scope of Work

The selected Consultant will be responsible for completing the tasks and milestones according to a negotiated time line with SHII's Project Manager(s). Tasks may be added and/or redefined based on budget and subsequent negotiations. Upon execution of the contract, Consultant will meet SHII's leadership staff to discuss clarification of the desired goals and outcomes of the contract. At the completion of the project(s), the Consultant is expected to provide various products and services that will allow SHII to develop marketing/promotional strategies to promote specific projects or SHII sponsored events, which may include: Training programs, public relations, design of new products, promotional and print materials.

The successful Proposer will provide consulting services assistance on an as-needed, as-requested basis for:

1. Redevelopment, redesign, new development, enhancement, integration, and support for the SHII website (www.safehavensinternational.org) including related websites, web applications, and databases according to the guidelines set forth in **Appendix A**;
2. New development, enhancement, integration, and support for a new mobile application for iPhone and Blackberry according to the guidelines set forth in **Appendix B**;
3. Production or assistance in the strategic development, creation, and production of print, audiovisual, trade graphics and displays, , video/DVD, web and electronic marketing materials that establish a consistent visual image of SHII and effectively promote key messages to target audiences and assistance in development of and source identification of promotional items according to the guidelines set forth in **Appendix C**;
4. Production or assistance in the strategic development, creation, and production of folders, video/DVD cases, and other product containers that may hold newly developed training products and supplemental manuals in a compact way, establish a consistent visual image of SHII and effectively promote key messages to target audiences and assistance in development of and source identification of the containers as promotional items according to the guidelines set forth in **Appendix C**;

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5. Report to and work directly with SHII's Executive Director in executing deliverables;
 6. Attend monthly meetings of SHII's Marketing Committee;
 7. Provide quarterly summary report to SHII's Executive Director indicating what work has been completed and the plan and strategy of Consultant moving forward in the implementation of an established work plan;
 8. Provide a monthly report to SHII's Marketing Committee at least one week prior to Marketing Committee meeting date that addresses the ongoing marketing efforts and achievements;
 9. Provide a full presentation of accomplishments and proposed strategies to SHII's Executive Director 90 days after commencement of the contract. Such presentation shall include the participation of and review by the Marketing Committee and the SHII Executive Board;
 10. Provide and execute strategies to evaluate relative markets consistent with our organization and offer ideas and implement plans in relation to the solicitation of high quality projects and/or programs to forward SHII's mission.

Proposal Submission

General

- All interested and qualified Proposers are invited to submit a proposal for consideration for part or all of this RFP.
- Submission of a proposal indicates that the Proposer has read and understands the entire RFP, including all appendices, attachments, exhibits, schedules, and addendum (as applicable) and all concerns regarding the RFP have been satisfied.

Proposal Submission Deadline

All proposals must be received at the address listed above no later than **5:00 PM (EST) March 21st, 2011**. Facsimile or electronically transmitted proposals will not be accepted. Postmarks will not be accepted in lieu of actual receipt. Late or incomplete proposals will not be considered.

Proposal Format

1. Please refer to **Appendix D - Proposal Information** for information on what should be included.
2. All completed proposals must be received by the proposal deadline closing date.
3. Proposals must be in a sealed envelope or container labeled with the following information:

ATTENTION: Michael Dorn
Proposer Name:
Address:
Telephone Number:



All proposals must be submitted to:

Safe Havens International
P.O. Box 27390
Macon, GA 31221-7390

Proposals shall NOT be accepted by e-mail or facsimile.

4. Hand carried proposals will not be accepted. Proposers are responsible for informing any commercial delivery service, if used, of all delivery requirements, and for ensuring addressed information appears on the outer label or envelope used by such service.
5. If bidding on part of this proposal, please note the elements that will be in your proposal.

Mandatory Requirements

All Proposers to this Request for Proposal must submit their proposals in the manner as stated in **Appendix D** of this RFP.

Proposers may bid on all or part of this RFP. Please clearly state which part(s) of this RFP the Proposer will bid on.

Inquiries

Questions

Questions regarding the contents of this RFP must be submitted via email to Michael Dorn Executive Director, at **mike@weakfish.org** on or before 5:00 PM (EST) on March 14th 2010. Questions will be answered within 72 hours.

Selection Process

Selection of the qualified firm will be based upon evaluation of the following:

1. Technical qualifications, experience, references, and managerial/staff capability.
2. Originality in approach to the promotion of SHII's mission and programs in addition to the creativity of the plan to develop and market the SHII brand.

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3. Costs. While cost may not be the primary factor in the evaluation process, it is an important factor.

Upon review of proposals by the Executive Director and Marketing Committee, applicants will be selected for interviews/presentation to be conducted at SHII's Atlanta Office (an address will be provided in the invitation).

- The Proposers that are invited for an interview/presentation will be notified of their selection at least two weeks in advance of the date they are to make their presentations to the Marketing Committee.
- Each Proposer will have fifteen (15) minutes to set up equipment and one hour to make the presentation. Fifteen (15) minutes will be allowed to remove equipment after the presentation.
- Proposers can take up to 15 minutes of their allotted time to present any ideas about the SHII project they feel should be taken into consideration by the Marketing Committee in determining their overall impression of the Proposer.

Announcement of the selected Proposer will be made as quickly as possible after the presentations. SHII will award a contract based on the criteria established, the ability of the Proposer to work with staff, and the proposal that best meets the needs and interests of SHII.

Evaluation Process

General

All proposals will be reviewed and evaluated by SHII Marketing Committee along with Executive Director to present to the SHII Board. Scoring proposals will be based on an ordinal ranking system.

SHII retains the right to require additional information including revised pricing information from any proposer and to determine the veracity of the information in the proposal. Proposals found to be based on inaccurate or misrepresented information may be dismissed from further consideration.

Initial Review of Submitted Proposals

- All proposals will be initially evaluated to determine if they meet the mandatory requirements.
- The proposal must have been received on or before the time, as stated in in this RFP.



Contract Award Process

Contract(s) will be awarded based on a competitive selection of proposals received. The Marketing Committee will submit its analysis and recommendation, in a summarized form, to the SHII Board. Upon review and recommendation of the proposed contractor, SHII will negotiate and prepare a professional service contract. In the event the contract negotiations are not successful, SHII reserves the right to commence negotiations with the second-ranked proposer.

Cost of service is an important factor in the evaluation process, but SHII is not obligated to accept the lowest cost proposal. Ability to provide a quality service in a timely manner at a low or reasonable cost in accordance with the RFP requirements is critical to a successful proposal.

Proposer's Guarantee

The Proposer guarantees the services rendered will be satisfactory to SHII, as required in this RFP. If SHII is dissatisfied with the Proposer's services, SHII reserves the right to terminate any agreement for service resulting from this RFP at any time and be relieved of the obligation of continuing with any such agreement. All monies due to contractor for satisfactory and acceptable work completed up to the date of termination of the agreement will be paid upon termination of agreement.

Ownership of Documents

All documents, data, products, graphics, and reports prepared by the Consultant/Proposer pursuant to this Contract shall be considered the sole property of SHII and may not be distributed or reproduced without the approval of SHII. All such items shall be delivered to SHII at the completion of work.

Confidentiality

All financial, statistical, personal, technical and other data and information relating to SHII's operation which are designated confidential by the SHII and made available to the contractor in order to carry out this contract, or which become available to the contractor in carrying out this contract, shall be protected by the contractor from unauthorized use and disclosure. The identification of all such confidential data and information as well as the SHII's procedural requirements for protection of such data and information from unauthorized use and disclosure shall be provided by SHII in writing to the



contractor. If the methods and procedures employed by the contractor for the protection of the contractor's data and information are deemed by the SHII to be adequate for the protection of the SHII's confidential information, such methods and procedures may be used, with the written consent of the SHII, to carry out the intent of this paragraph. The contractor shall not be required under the provisions of the paragraph to keep confidential any data or information which is or becomes publicly available, is already rightfully in the contractor's possession, is independently developed by the contractor outside the scope of the contract, or is rightfully obtained from third parties.

Under no circumstance is the contractor to discuss and/or release information to the media concerning this project without prior express written approval of SHII.

Incurred Costs

This RFP does not commit SHII to pay any costs incurred by the Proposer in the preparation of a proposal in response to this request and Proposer agree that all costs incurred by Proposer in developing its proposal shall be borne by such Proposer and that SHII has no responsibility to pay any such costs.

NOTE TO ALL RESPONDENTS AND PROPOSERS: SAFE HAVENS INTERNATIONAL, INC RESERVES THE RIGHT TO REJECT ALL PROPOSALS, AND AT ITS OPTION, TO TERMINATE THIS SOLICITATION, REISSUE IT WITH THE SAME OR DIFFERENT CONDITIONS, OR EXTEND THE DATE FOR SUBMITTALS. THIS REQUEST FOR PROPOSAL IS NOT AN OFFER TO CONTRACT WITH ANY SPECIFIC PARTY.



APPENDICES



APPENDIX A: SHII WEBSITE FUNCTIONAL AND TECHNICAL REQUIREMENTS

1. Overview

Safe Havens International Inc. (SHII) seeks consulting services assistance on an as needed, as requested basis for redevelopment, redesign, new development, enhancement, integration, and support for SHII's existing websites (www.safehavensinternational.org) including related websites, web applications, and databases. Redevelopment, redesign, new development, enhancement, integration, and support work should exceed industry standards in five areas of focus: presentation, experience, assistance, usage, and back-end functionality. Each area will be detailed below in Section 2: Tasks and Services.

2. Tasks and Services

The redevelopment, redesign, new development, enhancement, integration, and support should focus on five specific areas:

1. Presentation

- a. Aesthetics – Featuring a visually aesthetic and dynamic layout, color scheme, graphical elements, and fonts while adhering to the visual identity and brand standards of SHII.
- b. Message – Clearly convey the organization's mission and the key points and messages.
- c. Navigation – Facilitating easy navigation to various areas and elements of the sites. Following a logical and intuitive flow of information.
- d. Organization – Presenting information on the sites in an organized and coherent manner.
- e. Compatibility – Loading well on all browsers and smartphones without sacrificing quality or significantly diminishing another attribute listed above or below.
- f. Reliability – Ensuring information displays correctly and navigational and other integral links work properly.

2. Experience

- a. Image – Capturing the image of the SHII, and the industry's related markets.
- b. Sensory Experience – Offering a multimedia experience that will allow us to maximize use of our extensive video and photo library.
- c. Interactivity – Providing interaction opportunities on sites, with external sites, and with third-party applications.
- d. Quality of Information – Displaying in a meaningful way the most valuable and relevant information to users.



e. Maintenance – Allowing for regular sites updates and content additions by SHII staff. Also see Item 5 below.

3. Assistance

- a. User service/assistance – Providing customer service capabilities on the websites.
- b. Information Filtering – Featuring search capabilities.
- c. Transferability of Information – Allowing easy export of information in relevant and compatible formats.

4. Usage

- a. Overall – Generating aspects of the site relevant and applicable to Louisiana Entertainment as a whole.
- b. Sector-specific – Tailoring information and features to each sector – schools, colleges, faith based, and work place.
- c. Market-specific – Ensuring that each target market’s* needs are met.
*Target markets are identified as follows, but are not limited to: (1) industry professionals interested in school safety and emergency preparedness, (2) crisis planning related or affiliated services, (3) educational agencies and, (4) individuals seeking involvement in the emergency preparedness industry in a role other than that listed in Item 1, 2, 3, or 5, and (5) general public.

5. Back-end Functionality

- a. Content Management System
 - i. Moderation – Ensuring site monitoring and moderation is easy to perform by SHII staff.
 - ii. Exportability – Providing the ability to export data easily in a relevant and useful format.
 - iii. Data entry, autoformatting – Ensuring content (text and other media) entry and formatting is easy and intuitive.
 - iv. Navigation – Ensuring easy and intuitive navigation of CMS.
 - v. Supported Formats – Ensuring the site supports multiple media formats for visual and audio components.
 - vi. Flexibility – Ensuring flexibility in manipulating the sites’ appearance, layout, content, and integration.
 - vii. Ease – Ensuring general and overall ease of use of the CMS.
 - viii. Convenience – Ensuring general and overall use of the CMS is convenient and not tedious.
 - ix. Database Capabilities – Providing for in-house database



capabilities, including field or data alterations.

- x. Search and filter features – Featuring ability to sort information and data easily and effectively to generate ad hoc reports.
- b. Search Engine Optimization (SEO) – Ensuring the sites follow best practices for SEO and have the capability to be altered in ways aligned with SEO standards.
- c. Integration
 - i. Internal integration – Transferring and formatting all applicable and relevant content from current websites to fit the redeveloped websites. Integration should be organized, utilize archiving techniques, and ensure easy accessibility of content.
 - ii. External integration - Providing for seamless integration of other sites including, but not limited to, social media sites, online application system, directories, and other relevant sites.
- d. Training
 - i. Providing in-person training to SHII staff regarding performance of all functions of websites' maintenance, content management, and basic layout modifications.
 - ii. Producing a written manual with directions for performing basic and popular (requiring regular updates) content management tasks.
- e. Support
 - i. The Contractor will provide 24-hour support for the websites and related systems seven days a week during the contract period. Response time for support shall be one hour or less during normal business hours, or within one hour the next business day if after normal business hours. **Note: Contractor must ensure designated SHII staff can perform any and all changes to the website within reason.**
 - ii. The website is currently housed on dedicated servers owned and maintained by SHII. The successful Contractor can develop and test on an external, secure test server. **Note: The final products must be deployed to the SHII servers.**

3. Functional Requirements

The Contractor will provide redevelopment, redesign, enhancement, integration, and support for any changes to the above systems mandated by legislation and/or administrative regulation. In each of these areas, the Contractor will provide skills and knowledge transfer to SHII staff as appropriate.



4. Technical Requirements

Redevelopment, redesign, new development, enhancement, and integration, should include, but not be limited to:

- a) Providing well-tested, production-ready, and working SHII websites, related websites, web applications, and databases);
- b) Providing all requirements documentation;
- c) Ensuring the systems' continued functionality is appropriate for changing technology.

The Contractor will maintain SHII organizational and technical standards in all work performed.

5. Deliverables

The Contractor shall produce and provide to SHII the deliverables and services sought through this agreement as discussed above including but not limited to:

1. Design and layout of websites subject to SHII approval.
2. Reworking of existing elements of Safehavensinternational.org website deemed appropriate to keep by SHII.
3. Reworking of existing elements of weakfish.org websites deemed appropriate to keep by SHII.
4. Creation of new elements of Safehavensinternational.org website.
5. Access to Content Management System throughout entire enhancement and development phase.
6. Training of SHII staff.
7. Support
 - Support will include, but is not limited to, all planning, proposing development, enhancement, and deployment strategies, compiling lists of errors, and correcting known bugs and errors. Training is to include the transfer of skills and knowledge in both verbal (in person) and written form to SHII staff.

Deliverables-based invoices for payments, describing the services provided. Payment will be upon satisfactory completion of tasks/deliverables as determined by SHII.

The Contractor understands that all materials, files, executables, coding, databases and designs as it pertains to the redevelopment, redesign, new development, enhancement, integration, and support of existing websites (www.safehavensinternational.org) including related websites, web applications, and databases is fully owned by SHII and must be provided to SHII upon request.



APPENDIX B: APP FUNCTIONAL AND TECHNICAL REQUIREMENTS

1. Overview

Safe Havens International (SHII) seeks the consulting services assistance on an as-needed, as-requested basis for new development, enhancement, integration, and support for a new mobile application for mobile devices (including but not limited to the iPad, Android, iPhone and Blackberry). The mobile application should meet industry standards in five areas of focus: presentation, experience, assistance, usage, and back-end functionality. Each area will be detailed below in Section 2: Tasks and Services.

2. Tasks and Services

The mobile application's new development, enhancement, integration, and support should focus on five specific areas.

1. Presentation

- a. Aesthetics – Featuring a visually aesthetic and dynamic layout, color scheme, graphical elements, and fonts while adhering to the visual identity and brand standards SHII.
- b. Message – Clearly convey the organization's mission and the key points and messages of each sector.
- c. Navigation – Facilitating easy navigation to various areas and elements of the app. Following a logical and intuitive flow of information.
- d. Organization – Presenting information in an organized and coherent manner.
- e. Compatibility – Loading well on iPhone and Blackberry without sacrificing quality or significantly diminishing another attributed listed above or below.
- f. Reliability – Ensuring information displays correctly and navigational and other integral links work properly.

2. Experience

- a. Image – Capturing the image of SHII and the industry's related markets.
- b. Sensory Experience – Offering a multimedia experience.
- c. Interactivity – Providing interaction opportunities with app, with external sites, and with third-party applications.
- d. Quality of Information – Displaying in a meaningful way the most valuable and relevant information to users.
- e. Maintenance – Allowing for regular app updates and content additions.

3. Assistance

- a. User service/assistance – Providing easy "Contact Us" features.

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- b. Transferability of Information – Allowing easy export of information in relevant and compatible formats for specified mobile devices.
 - 4. Usage
 - a. Overall – Generating aspects of the app which are relevant and applicable to Louisiana Entertainment as a whole.
 - b. Sector-specific – Tailoring information and features to each sector (school safety, emergency preparedness, crisis management, and incident response)
 - c. Market-specific – Ensuring that each target market’s needs are met. (SHII will identify markets.)
 - 5. Back-end Functionality
 - a. Content Management System or other applicable back-end interface
 - i. Moderation – Ensuring app monitoring and moderation is easy to perform.
 - ii. Exportability – Providing the ability to export data easily in a relevant and useful format.
 - iii. Data entry, autoformatting – Ensuring content (text and other media) entry and formatting is easy and intuitive.
 - iv. Navigation – Ensuring easy and intuitive navigation of interface.
 - v. Supported Formats – Ensuring the app supports multiple media formats for visual and audio components.
 - vi. Flexibility – Ensuring flexibility in manipulating the app’s appearance, layout, content, integration.
 - vii. Ease – Ensuring general and overall ease of use of the interface.
 - viii. Convenience – Ensuring general and overall use of the interface is convenient and not tedious.
 - ix. Database Capabilities – Providing for in-house capture and manipulation of data.
 - x. Search and filter features – Featuring ability to sort information and data easily and effectively to generate ad hoc reports.
 - b. Integration - Providing for seamless integration of app and app data and information with redeveloped and redesigned websites (see **Appendix A**) and for seamless integration of other sites including, but not limited to, social media sites, online application system, directories, and other relevant sites with the app.
 - c. Training
 - i. Providing in-person training to SHII staff regarding performance



of all functions of app maintenance, content management, and basic layout modifications.

- ii. Producing a written manual with directions for performing basic and popular (requiring regular updates) content management tasks.
- d. Support – The Contractor will provide 24-hour support for the mobile application and related systems seven days a week during the contract period. Response time for support shall be one hour or less during normal business hours, or within one hour the next business day if after normal business hours.

Note: Contractor must ensure designated SHII staff can perform any and all changes to the app within reason.

3. Functional Requirements

The Contractor will provide development, enhancement, integration, and support for any changes to the above systems mandated by legislation and/or administrative regulation. In each of these areas, the Contractor will provide skills and knowledge transfer to SHII staff as appropriate.

4. Technical Requirements

New development, enhancement, and integration should include, but not be limited to:

- a) Providing well-tested, production-ready, and working mobile application;
- b) Providing all requirements documentation;
- c) Ensuring the system's continued functionality is appropriate for the changing technology.

The Contractor will maintain SHII IT department and technical standards in all work performed.

5. Deliverables

The Contractor shall produce and provide to SHII the services sought through this agreement as discussed above including but not limited to:

- 1. Design and layout of mobile application subject to SHII approval.
- 2. Reworking of existing elements of websites if deemed applicable by Contractor and approved by SHII.
- 3. Creation of new elements of mobile application.
- 4. Access to Content Management System throughout entire enhancement and



development phase.

5. Training of SHII staff.

6. Support.

- Support is to include, but is not limited to, all planning, proposing development, enhancement, and deployment strategies, compiling lists of errors, and correcting known bugs and errors.
- Training is to include the transfer of skills and knowledge in both verbal (in- person) and written form to SHII staff.

Deliverables-based invoices for payment, describing the services provided.

Payment will be upon satisfactory completion of tasks/deliverables as determined by SHII. The Contractor understands that all materials, files, executables, coding, databases, and designs as it pertains to the new development, enhancement, integration, and support of the SHII mobile application is fully owned by SHII and must be provided to SHII upon request.



APPENDIX C: MARKETING TOOLS & SERVICES FUNCTIONAL AND TECHNICAL REQUIREMENTS

1. Overview

Safe Havens International Inc. (SHII) seeks production or assistance in the strategic development, creation, and production of print, audiovisual, trade graphics and displays, video/DVD, web and electronic marketing materials that establish a consistent visual image of SHII and effectively promote key messages to target audiences as well as assistance in the development of and source identification of promotional items on an as-needed, as-requested basis.

SHII currently handles design for all marketing materials and will continue to play an integral part in the design and printing process. While other design software is an option SHII may consider, it is preferable that all design work be done using the Adobe Creative Suite (version 3 or above).

2. Tasks and Services

The marketing materials and services will include, but are not limited to, the following:

1. Analyze the marketing needs of OEID.
2. Prepare an image and advertising plan.
3. Develop concepts, themes, layouts, messaging, and copy for print and web.
4. Prepare finished copy for advertisements, websites, social media, brochures, high-quality presentations, DVDs, and videos as directed.
5. Prepare mock-ups and finished layouts for the above items as directed.
6. Design, supervise production, and assist with approval process for ready to print artwork for all marketing pieces.
7. Design and supervise production of trade show booths, presentations, DVDs, films, videos, and other electronic art and materials.
8. Design and develop DVD cases, folders and other containers to hold products.
9. Develop, design, and conduct special promotions as directed.
10. Initiate and help to manage an advertising response program.
11. Conduct other communications and marketing-related programs and project management services as requested to support a small internal staff.
12. Prepare invoices and billing for all marketing-related activities.
13. Supervise services 1 through 13.

Note: Media buying is not a part of the outlined tasks and services and is, therefore, not to be included in proposals. While production supervision is included in this RFP, physical printing of marketing materials is not included in this RFP and is not to be



included in proposals.

3. Deliverables

The Contractor shall produce and provide to SHII the deliverables and services sought through this agreement as discussed above including but not limited to:

- The services sought through this agreement, as discussed above, on a project-by-project basis;
- Deliverables-based invoices for payment, describing the services provided on a project-by-project basis.

Payment will be upon satisfactory completion of tasks/deliverables as determined by SHII. The Contractor understands that all materials, files, executables, coding, and designs as it pertains to the production or assistance in the strategic development, creation, and production of print, audiovisual, trade graphics and displays, video/DVD, web and electronic marketing tools that establish a consistent visual image of SHII and effectively promote key messages to target audiences as well as assistance in the development of and source identification of promotional items fully owned by SHII and must be provided to SHII upon request.



APPENDIX D: PROPOSAL INFORMATION

The following information is required in the proposal:

1. Name of Proposer (if consortium, names of consortium members), with addresses, phone and fax numbers, email addresses, and web addresses, if applicable.
2. Response date.
3. Stipulation that the proposal is valid for a time period of 90 days from the date of submission.
4. Positive statement of compliance with the RFP terms. If the Proposer cannot comply with any of the RFP terms, an explanation of each exception should be supplied.
5. Statement of ability of firm to meet the objectives of the project.
6. Current client list (up to 5).
7. Description of projects similar to this one, which the proposer has handled in the past or is currently handling, including comments on quality and relevance, particularly to any similarly complex operations.
8. Total number and names of Proposer's employees by function (creative, production, programming, administration, etc.). Include organizational chart.
9. Names of key personnel who would work on the project if the firm is selected. A brief educational and professional background of each, indicating necessary skills and experience. (Note: SHII has final approval of personnel assigned to its account)
10. Plans for accomplishing the tasks and services identified in **in the RFP. If bidding on part of the RFP, plans for completing the tasks and services of that element.** The Proposer should define the methodology and approach to be used with emphasis on the soundness and completeness of the plans, including the techniques to be used for collecting and analyzing information and data, sequencing and relationship of major steps, timeliness of the plans, and methods for implementing the plans. Each plan should outline how it will be integrated with each of the other plans if applicable and demonstrate cohesiveness with the other tasks and services of this RFP. **If use of any subcontractor(s) is anticipated in proposed project plans, the names, addresses, and exact purpose and role of the subcontractor(s) must be outlined.**
12. Samples (up to four) of what the Proposer considers to be its best website or web page design and development. (**NOTE:** Speculative campaigns will not be considered, and their presentation shall be grounds for disqualification.)
13. Samples (up to four) of what the Proposer considers to be its best print ads. Ads must have actually run; publication name and run date required; maximum one paragraph objection or description optional. Only one copy of each required; Proposer may submit printout of duplicate of ad if submitting more than one copy. (**NOTE:** Speculative campaigns will not be considered, and their presentation shall be grounds for disqualification.)



14. Samples (up to four) of what the Proposer considers to be its best promotional pieces. Pieces must have been produced; distribution vehicle and date required; maximum one paragraph objective or description optional. Only one copy of each required. (**NOTE:** Speculative campaigns will not be considered, and their presentation shall be grounds for disqualification.)
15. Samples (up to four) of electronic marketing work; for example, online ads, widgets, email newsletters, and/or mobile apps. (**NOTE:** Speculative campaigns will not be considered, and their presentation shall be grounds for disqualification.)
16. Description of capabilities/facilities for the production of copy, finished art, graphics, etc.
17. Description of capabilities/facilities for website and mobile application design and development.
18. Cost information
19. Brief statement (no more than 200 words) describing why the Proposer feels it should be considered for the SHII account.



END OF DOCUMENT