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Request for Proposals (RBFF-22-C-494)

The Recreational Boating & Fishing Foundation (RBFF) is soliciting proposals from qualified service providers for the development and customization of direct mail templates and the printing and mailing of direct mail pieces to enable state fish and wildlife agencies to increase boat registrations.

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Attachments:

1. Proposal Cover Page
2. Appendix A: Current Sample Mail Pieces

**Recreational Boating and Fishing Foundation
Request for Proposals #RBFF-22-C-494**

I. REQUEST FOR PROPOSALS (RBFF-22-C-494)

The Recreational Boating & Fishing Foundation (RBFF) is soliciting proposals from qualified service providers to customize current direct mail templates, print and mail direct mail pieces to support the increase of state fish and wildlife agencies' total number of boat registrations. Customization includes tailoring/updating current letter templates with potential of need for design services

II. SOLICITATION

Name/Address of Issuer:

Joanne Martonik
Marketing Program Manager
Recreational Boating and Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314
Phone: 703/778-5153
Email: jmartonik@rbff.org

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

Date of Issuance: Wednesday, August 17, 2022

Closing Date and Time: Friday, September 9, 2022 @ 5:00 pm Eastern Time

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.

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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

RBFF is governed by a 25-member Board of Directors representing the various stakeholder groups listed above. We actively involve stakeholders in the development and implementation of our programs via several volunteer task forces and advisory groups.

RBFF works directly with state fish and wildlife agencies to implement marketing programs to increase national participation in recreational fishing and boating; as well as increase fishing license sales and boat registrations in each state. For more details on fishing participation, please see the [National Survey of Fishing, Hunting and Wildlife-Associated Recreation](#) conducted by the U.S. Fish & Wildlife Service and the [2022 Special Report on Fishing and Boating](#).

For more information about RBFF, please visit our organizational web site at <https://www.takemefishing.org/corporate/who-we-are/>.

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IV. PROJECT NEED

State agency engagement is a critical strategic initiative for RBFF. RBFF strives to provide marketing support and expertise to state fish and wildlife and natural resource agencies as they are the key interface with consumers and are critical to increasing both fishing licenses sales and boat registrations. In doing so, RBFF requires support in the area of direct mail best practices, printing, and distributing boat registration reminder direct mail pieces. RBFF may also require support in new creative design work if it is decided to re-design the current direct mail template in the future. RBFF is searching for a contractor that can act as an extension of staff and work collaboratively with the program team and state fish and wildlife agencies in the launching of the Boat Registration Marketing Program with an anticipated 19 states.

Beginning with pilot programs in 2009, RBFF has partnered with state agencies to run a yearly direct mail campaign encouraging boat owners that had not been actively registered for at least one year to re-register their lapsed boat and get back on the water. For most states, lapsed boat owner information is matched with state fishing license data to identify angler and non-angler households, and messaging is targeted accordingly.

Based on the success of the pilot programs, RBFF expanded the Boat Registration Marketing Program nationally. The program has increased each year and now reaches more than 460,000 boaters in 17 states in 2021. Key highlights for the 2021 program are:

- 39,278 boats re-registered during the 45-day evaluation period
- More than \$1.4 million in gross program revenue from lapsed boat registrations
- Over \$81,000 estimated additional revenue from the Sport Fish Restoration and Boating Trust Fund as a result of the program

The 2023 program will be rolled out as the fishing and boating season starts, beginning April 1, 2023 with an anticipated 19 states. RBFF will then continue to build on this program in the following years.

The selected contractor will coordinate with RBFF and data vendors, create customizable templates for the direct mail pieces, oversee the printing and mailing distribution of the direct mail pieces, work with United States Postal Service to handle returned mail pieces and ensure the timely completion of the project in each state. The mail pieces to be created, printed and distributed will include (as seen in Appendix A for current letter template):

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- About 15 states will require a remittance form, including:
 - A four-color, two-sided 8.5" x 11" letter reminder with remittance form with a fishing message and imagery, targeting boat owners who hold a fishing license
 - A four-color, two-sided 8.5" x 11" letter reminder with remittance form with a boating message and imagery
 - A standard return envelope will be included inside with the mailer
- About 4 states will require a non-remit letter, including:
 - A four-color, one-sided 8.5" x 11" letter reminder with a fishing message and imagery, targeting boat owners who hold a fishing license
 - A four-color, one-sided 8.5" x 11" letter reminder with a boating message and imagery
- Both remit and non-remit mail pieces will be mailed in a windowed envelope customized with the state agency logo shown through the window and RBFF return address

The remittance forms along the bottom third of the mailers must be perforated to be detachable. All mail lists will be provided by a third party contractor.

V. PROJECT SCOPE

In order to conduct the work outlined in the project need, the services may include, but are not limited to:

1. Project Planning and Management - Contractor will develop a streamlined system to manage printing and mailing aspects of the project for approximately 19 states.
2. Template Development and Customization - Customized templates, based on artwork files provided by RBFF from the 2022 program, will be created/customized per state by the vendor and approved by RBFF prior to implementation of the direct mail program. Templates will need to be customized per state based on availability of data, client preferences, and the needs of each state. A new, re-designed letter template may be needed in future years of the program. In this case, the chosen vendor will need to provide design work for a new template. As such, please provide budget range for direct mail template design).
3. Creative Services - Any additional design or copy editing beyond the scope described will be billed at an hourly rate (please provide rates).
4. Production and Delivery System - Contractor will work closely with RBFF in order to create, approve and finalize mail pieces to be delivered and printed in a timely manner.
5. Coordination with Data Vendors - Contractor will work closely with data partners to understand the needs of each participating state, receive the

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- boat registration and mailing data to be plugged into the mail pieces and manage the delivery of the mail pieces.
6. Printing - Contractor will be responsible for the printing of approximately 550,000 total mail pieces for the national program, being distributed to 19 states, as well as one to two envelopes per mail piece. Proofs must be submitted for review and approval. National printer and mail-house capabilities are necessary.
 7. Mailing Distribution - Mail pieces will need to be mailed at the first-class postage rate and are expected to go out on target mail date set at onset of project.
 8. Returned Mail - Contractor will coordinate for returned mail to go back to the United States Postal Service and manage data from returned mail pieces.

VI. CONTRACTOR QUALIFICATIONS

In order to successfully deliver this project, the selected contractor must have the following:

1. Extensive knowledge of and proven track record in direct mail marketing for clients including non-profit organizations and government agencies.
2. Proven track record of product development, design and creation of successful letter templates, and printing and mailing of large quantities.
3. Demonstrated ability to meet deadlines and produce deliverables according to timeline.
4. National printer and mail-house capabilities.
5. Experience conducting a national direct mail marketing program with varied customized mail pieces.

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	Wednesday, August 17, 2022
Proposal Due Date:	Friday, September 9, 2022 @ 5:00 p.m. Eastern Time
Final decision and vendor notification:	October 4, 2022
Contractor begins work:	December 1, 2022

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VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal (of no more than 10 pages in length) 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 with three client references that RBFF may contact.
4. Examples of previous design work of direct mail templates.
5. 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.
6. Proposed total cost of services.

Applicants must submit proposal in the form of an 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 proposal must be received by **Friday, September 9, 2022 at 5:00 p.m. eastern time** for consideration. Late proposals will not be accepted.

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.

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The contractor will be selected based on the following criteria:

1. Business Goals: Does the proposal meet goals and requirements?
2. Project Design and Management: Contractor will have demonstrable expertise in successfully managing projects, maintaining proactive communications and producing deliverables according to project schedules.
3. Case Studies: Does the proposal cite specific case studies which document relevant experience, driven by a complex business problem that required both expertise and the ability to help the client apply what was learned? Are examples provided of past new creative work?
4. Organizational Capacity: Is this a stable organization with the necessary resources and expertise to deliver expected outcomes for RBFF?
5. Industry/Non-Profit Experience: Does the organization have experience in the recreational boating or fishing industry or nonprofit sector?
6. Deliverables: Are detailed pricing, timeline, and deliverables included?

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.

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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, 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.

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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 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 <https://www.whitehouse.gov/omb/information-for-agencies/circulars>.

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ATTACHMENT 1- PROPOSAL COVER PAGE

(All applicants must submit this completed form with their proposal.)

RFP Number	#RBFF-20-C-439
Company Name	
EIN or Social Security Number	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Website address	
Proposed cost	

George, your boat registration has expired:



Fee Due: \$10.20

MI No.	Make	Year	Length
MI7806BG	YAMAHA MOTOR CORP USA	2002	9-0

Renew now to receive your new registration.

 T163 P8 45695-1-1-2 42972
George C Burnside
60 Shadow Lake Dr
Hattiesburg, MS 39401-9187
8 163



MDWFP
Attn: Boat Registration Division
1505 Eastover Dr
Jackson, MS 39211-6322



Please detach and return with payment.

If you have changed your address or sold your boat, see back for details.

Check your state agency's website for updates on where/how to renew and closure updates.



3 EASY WAYS TO RENEW:

- 1. Renew online:** Go to www.mdwfp.com and follow the instructions. While you're there, you can also update your address.
- 2. Renew by mail:** Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
- 3. Renew by phone:** Call 1-800-5GO-HUNT

If you have already renewed your boat registration, please disregard this notice.

**SCAN THE BARCODE
TO GET STARTED**



*ENJOY MISSISSIPPI'S
WATERWAYS!*



TAKEMEFISHING.org

SOLD YOUR BOAT? NOTICE OF SALE

Complete this section and return the form in the envelope provided.

MI NO. _____ **DATE SOLD:** _____
NAME OF BUYER(S): _____
BUYER ADDRESS: _____
BUYER CITY/STATE/ZIP: _____
PH NUMBER: _____

NEW ADDRESS?

Complete this section and return the form in the envelope provided.

Address		
City	State	Zip
Phone Number	Email	

**PUT YOUR BOAT BACK IN
THE WATER AND PUT
MORE FUN IN YOUR LIFE.**



Getting on the water is safe and easy! Public access ramps are conveniently placed at waterways near you, with many of the access sites having parking lots, dock space and other amenities.

Your boat registration fee helps maintain our waterways and supports local conservation efforts. The water is waiting – all that's missing is you and your boat!

Boat Registration Renewal Information For Your Records:

MI NO.	MAKE	YEAR	HULL ID NUMBER
MI7806BG	YAMAHA MOTOR CORP USA	2002	YAMA1401I102



For more information, visit www.mdwfp.com



Wallace, your boat registration has expired:



Fee Due: \$10.20

MI No.	Make	Year	Length
MI7681BJ	Unknown	1971	15-0

 T163 P8 45695-1-1-2 42949
Wallace B McCarty
812 Bonhomie Rd
Hattiesburg, MS 39401-8616

8 163



MDWFP
Attn: Boat Registration Division
1505 Eastover Dr
Jackson, MS 39211-6322



Please detach and return with payment.

If you have changed your address or sold your boat, see back for details.

Check your state agency's website for updates on where/how to renew and closure updates.

GET BACK ON BOARD TODAY.



3 EASY WAYS TO RENEW:

- 1. Renew online:** Go to www.mdwfp.com and follow the instructions. While you're there, you can also update your address.
- 2. Renew by mail:** Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
- 3. Renew by phone:** Call 1-800-5GO-HUNT

If you have already renewed your boat registration, please disregard this notice.

**SCAN THE BARCODE
TO GET STARTED**



**ENJOY MISSISSIPPI'S
WATERWAYS!**



TAKEMEFISHING.org

SOLD YOUR BOAT? NOTICE OF SALE

Complete this section and return the form in the envelope provided.

MI NO. _____ **DATE SOLD:** _____
NAME OF BUYER(S): _____
BUYER ADDRESS: _____
BUYER CITY/STATE/ZIP: _____
PH NUMBER: _____

NEW ADDRESS?

Complete this section and return the form in the envelope provided.

Address		
City	State	Zip
Phone Number	Email	

REGISTER YOUR BOAT WHILE THE FISH ARE BITING!



Each year, our lakes, rivers, and streams are stocked with thousands of fish. With so many fish and so little time - isn't it time you get back on the water?

Your boat registration fee helps maintain our waterways and supports local conservation efforts. When you take someone fishing, you're helping share the tradition you love.

For your records:



Month	Fish	Where to Go
April	Largemouth Bass	Ross Barnett Reservoir, Neshoba County Lake
April	Crappie	Sardis, Grenada, Enid and Arkabutla
April	Bream	Prentiss Walker, Chotard/Albermarle Lakes, Lake Lamar Bruce
April	Catfish	Lake Washington
May	Largemouth Bass	Lake Bogue Homa, Bay Springs Lake
May	Crappie	Davis Lake, Calling Panther Lake, Ross Barnett Reservoir, Chotard/Albermarle Lakes
May	Bream	Prentiss Walker, Lake Claude Bennett, Lake Perry, Tippah County Lake
May	Catfish	Lake Tom Bailey, Barnett Spillway, Pearl River/LeFleur's Bluff State Park
June	Largemouth Bass	Pickwick Lake, Lake Ferguson
June	Crappie	Enid Lake, Sardis Lake
June	Bream	Lake Monroe, Kemper County Lake
June	Catfish	Mississippi River

MI NO.

MI7681BJ

MAKE

Unknown

YEAR

1971

HULL ID NUMBER

PS155924

For more information, visit www.mdwfp.com



CONSERVE. CONNECT. PROTECT.

Aaron, your boat registration has expired:

Fee Due: \$32.00

VA Registration No.	Make	Year	Length
VA518AT	SEA DOO	1997	10-3
PIN 1456			
CID 1630482			

Renew Online: dwr.virginia.gov/GoBoat and follow the instructions.

Questions: Contact Virginia DWR at (804) 367-1000, Option 8 or email boat-reg@dwr.virginia.gov.

Check your state agency's website for updates on where/how to renew and for updates on any closings.

T1 P1 45695-2-1-1 140
Aaron James Ashburn
1095 Laurel Point Rd
Lancaster, VA 22503-2335



GET ON BOARD



3 EASY WAYS TO RENEW:

1. Renew online: Go to dwr.virginia.gov/GoBoat and follow the instructions.

2. Dropbox: At the DWR home office at 7870 Villa Park Dr., Suite 400, Henrico, VA 23228.

3. For questions or to renew over the phone: Call (804) 367-1000, Option 8

To get more information on boat ramps and facilities, visit dwr.virginia.gov/GoBoat or scan the code below.



PUT YOUR BOAT BACK IN THE WATER AND PUT MORE FUN IN YOUR LIFE

For more information, visit dwr.virginia.gov/GoBoat



TAKEMEFISHING.org



Gregory, your boat registration has expired:



CONSERVE. CONNECT. PROTECT.

Fee Due: \$42.00

VA Registration No.	Make	Year	Length
VA4896BX	TROJAN	1975	26-0
PIN 5015			
CID 1195377			

Renew Online: dwr.virginia.gov/GoBoat and follow the instructions.

Questions: Contact Virginia DWR at (804) 367-1000, Option 8 or email boat-reg@dwr.virginia.gov.

Check your state agency's website for updates on where/how to renew and for updates on any closings.

T1 P1 45695-2-1-1 17
Gregory N Spease
733 Jessie Dupont Memorial Hwy
Burgess, VA 22432-2015



GET BACK ON BOARD TODAY.

3 EASY WAYS TO RENEW:

1. Renew online: Go to dwr.virginia.gov/GoBoat and follow the instructions.

2. Dropbox: At the DWR home office at 7870 Villa Park Dr., Suite 400, Henrico, VA 23228.

3. For questions or to renew over the phone: Call (804) 367-1000, Option 8

To get more information on boat ramps and facilities, visit dwr.virginia.gov/GoBoat or scan the code below.



ENJOY VIRGINIA'S WATERWAYS!



TAKEMEFISHING.org

For more information, visit dwr.virginia.gov/GoBoat

