

## **Request for Proposal (RFP) Creative Services Provider**

February 26, 2021

TechnoServe Inc. (TNS) invites your firm to participate in this competitive solicitation for pricing, delivery and terms of potential agreement for a print and digital design services provider to support the organization's project-specific requests, global communication and marketing efforts.

### **BACKGROUND**

TechnoServe works with enterprising people in the developing world to build competitive farms, businesses, and industries. We are a nonprofit organization that develops business solutions to poverty by linking people to information, capital, and markets. Our work is rooted in the idea that given the opportunity, hardworking women and men in even the poorest places can generate income, jobs and wealth for their families and communities. With more than five decades of proven results, we believe in the power of private enterprise to transform lives.

TechnoServe creates marketing collateral, reports, and presentations for a wide audience of stakeholders around the world. We seek a central provider of on-demand creative services for our global and headquarters office.

### **SCOPE OF WORK**

Examples of print and digital design needs include, but are not limited to:

- Program reports
- Fact sheets
- Case books/studies
- Training materials
- Newsletters
- Policy and procedures manuals
- Presentations

### **PERIOD OF PERFORMANCE**

The period of performance of any contract resulting from this solicitation is anticipated to be one year, beginning from the point of award.

## FORM/CONTENT OF RESPONSE

Please share your firm's qualifications and pricing for meeting TechnoServe's design needs. Your proposal should address the following topics:

### Company Background

- Please give an overview of your company's history and background.

### Questions

- Describe any relevant experience or capabilities that your company has with nonprofits and/or international development organizations.
- Please list the types of design services your firm provides.
- Please describe your firm's process for evaluating and testing designers on staff or contract.
- Does your firm have any special designations or certifications, such as being women-owned?

### Project Management and Quality Assurance

- Please describe how you would provide immediate availability/on-demand services?
- Can individual projects contact you directly, or do you require one point-of-contact?
- Please describe the initial steps you take upon engaging with a new client.
- Please say who from your firm would work with TechnoServe, and relevant qualifications.
- Please provide detailed information about your project workflow and project management team structure.
- How do you ensure that brand voice and terminology remain consistent among projects?
- How does your firm handle client complaints or concerns with regards to quality?

### Other Services Offered

- Please list other capabilities you provide, such as translation services, photography, and/or copyediting.
- Do you have designers located outside of the United States?

### Technology

- Please describe the technologies and platforms your firm employs.

### Security

- What measures do you take to ensure the confidentiality of client documents?

### Pricing

- Please provide a pricing structure for your services.

- Contracts will be structured according to a retainer, or Master Services Agreement (MSA). Each task order under the MSA will establish deliverable-based fees and a service schedule as agreed to by TechnoServe and your firm.

### Conclusion

- Please provide a list of three or more client references with similar needs to ours and their contact information.
- Please summarize why your company would be the best design services provider for TechnoServe.

### EVALUATION CRITERIA

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation. Points will be assigned to the proposal based on the following criteria:

1. **Experience in Performance of Comparable Engagements** (25 points maximum)  
TechnoServe will evaluate the vendors’ relevant capabilities, including their work with past clients, their experience with nonprofits and/or international development organizations, their languages of expertise and their process for evaluating and testing translators.
2. **Project Management and Quality Assurance** (25 points maximum)  
TechnoServe will evaluate how efficiently and effectively the vendor moves from an initial assignment to a completed product. The evaluation will take into account the vendor’s ability to process materials originating from different offices across the world. TechnoServe will evaluate the vendor’s ability to deliver a quality product that is consistent with the organization’s brand.
3. **Customer Service and Assistance** (20 points maximum)  
TechnoServe will evaluate vendors’ ability to meet TechnoServe’s design needs in a flexible manner. This will take into account experience of vendor’s team lead, feedback mechanisms and global reach of vendor.
4. **Pricing** (30 points maximum)  
TechnoServe will compare cost among vendors as well as fees for ancillary services.

CRITERIA	MAXIMUM POINTS
Experience of the firm	25
Project management and quality assurance	25
Customer service and assistance	20
Pricing	30
<b>TOTAL</b>	<b>100</b>

TechnoServe reserves the right to award the contract to the person / organization whose proposal is deemed to be in the best interest of TNS. The company / individual with the winning proposal will be notified in writing. Those who were not selected may or may not be notified, at the sole discretion of TNS.

## SCHEDULE OF EVENTS

This following schedule of events should be considered definitive. TechnoServe reserves the right, however, to adjust any of these dates as necessary to meet its needs. In the event any of the dates are adjusted, TechnoServe will send information about the date changes to all vendors to whom this RFP originally was distributed, plus any other vendors that have made their interests known to TechnoServe:

1. Questions regarding this request may be addressed to Emily Hagen, Corporate Communications Brand Manager at [ehagen@tns.org](mailto:ehagen@tns.org) and must be received no later than 5:00 pm EST on March 4, 2021. Responses to questions will be distributed to all interested parties no later than 5:00 pm EST on March 9, 2021. Firms/persons that wish to receive the compiled list of questions and answers must indicate their interest in competing for the contract no later than 5:00 pm EST on March 4, 2021.
2. Responses to the RFP should be sent electronically addressed to the attention of Emily Hagen, Corporate Communications Brand Manager at [ehagen@tns.org](mailto:ehagen@tns.org), and must be received no later than 5:00 pm EST on March 16, 2021.
3. Contract will be awarded on or around March 26, 2021, pending any phone interviews and the number of bids received.

## TERM AND CONDITIONS

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding.
6. TNS reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TNS reserves the right to accept all or part of the proposal when the award is provided.
8. All information provided by TNS in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TNS is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TNS reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TNS, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

**All proposals shall:**

1. Be in the English language.
2. Contain detailed cost in US Dollar, with applicable tax/charges clearly identified.
3. Provide requested payment terms and conditions.
4. Describe the qualifications, experience and capabilities of the firm/individual in providing the type of services being request by this RFP. Resumes or CVs of "key personnel" shall be submitted as an attachment.
5. Include a contact name, email address, and telephone number to facilitate communication between TNS and the submitting organization/individual.
6. Include a brief outline of the organization/individual and services offered, including:
7. Full legal name, jurisdiction of incorporation and address of the company.
8. Full legal name and country of citizenry of company's President and / or Chief Executive Officer, and all other officers and senior managers of the company.
9. Year business was established.