

# Hudson River Valley National Heritage Area Hudson River Valley Ramble: Graphic Design, Printing and Distribution of Promotional Materials

## Request for Quotes January 22, 2016

Project Name: Hudson River Valley National Heritage Area  
Hudson River Valley Ramble – Graphic Design,  
Printing and Distribution of Promotional Materials

Project Administrator: Hudson River Valley National Heritage Area  
Management Committee; Hudson River Valley  
Greenway (Management Entity)

Contact Information: Mark Castiglione, Acting Director  
Hudson River Valley National Heritage Area  
625 Broadway, 4<sup>th</sup> Floor  
Albany, NY 12207  
(518) 473-3835  
[hrvg@hudsongreenway.ny.gov](mailto:hrvg@hudsongreenway.ny.gov)

Contract #: 01-NHA-2016

### Introduction

The Hudson River Valley National Heritage Area [HRVNHA] was created to protect and celebrate the natural, cultural and historic resources of the Hudson River Valley. Each year, the National Heritage Area completes programs and events that highlight all that the Hudson River Valley has to offer. Working within a framework of interpretive themes, the Heritage Area also pursues new and innovative ways to present the resources of the Hudson River Valley region to both connect residents with history, but also to attract additional tourists. Graphic design, printing and distribution services for promotional material design for the Annual Hudson River Valley Ramble [Ramble] is the subject of this Request For Quotes.

### Background on the Heritage Area

In 1996, Congress created and dedicated funding for the National Heritage Area which

recognizes the national significance of the Hudson River Valley through the establishment of a four million acre region stretching from Yonkers in Westchester County north to Waterford in Saratoga County. The mission of the HRVNHA is to recognize, preserve, protect, and interpret the nationally-significant cultural and natural resources of the Hudson River Valley for the benefit of the nation.

### ***About the Hudson River Valley Ramble***

The [Hudson River Valley Ramble](#) is an annual event series that celebrates the history, culture, and natural resources of the Hudson River Valley National Heritage Area, as well as the amazing landscape, communities, and trails throughout the region.

Every September, participation continues to grow. ‘Ramblers’ come not only from the Hudson Valley region and New York State, but from other regions of the country as well to discover the riches our Valley has to offer. Whether you are interested in a challenging hike, bike ride, or paddle, an inspiring walk through the grounds and homes of some of the Valley’s most notable artists, authors, and Great Americans, a trip back in time to experience the significant role the region played in the Revolutionary War, or a family-fun festival or river exploration event, the Hudson River Valley Ramble truly offers something for everyone.

### **Key Partners and Resources**

- National Park Service
- Heritage Area Management Committee
- Designated Heritage Sites
- Hudson Valley Tourism / I Love NY
- Hudson River Valley Institute at Marist College
- Hudson River Estuary Program (DEC)
- NYS Office of Parks, Recreation and Historic Preservation
- More than 200 organizations hosting Ramble events

### **Scope of Work**

The following tasks and duties are expected to be part of this project:

#### **General Scope of Services:**

Roles will include (but are not limited to):

- Design, printing, and distribution of promotional materials related to the Ramble, specifically a rack card (estimated 25,000 copies) and the Ramble events booklet (estimated 63,000 copies), or either of these items individually. The rack cards should be 4”x9” 14pt gloss. The Ramble booklet will be roughly a 36 page four-color document, in 8.5 x 11 format, 40# gloss text, saddlestitch binding. It is preferable to have one firm produce both products.

- View the [2015 Hudson River Valley Ramble booklet](#)
- View the [2015 Hudson River Valley Ramble rack card](#)
- The Ramble events booklet must be distributed in bulk to high-traffic tourism destinations provided by the contractor as a part of this project, and to individuals and destinations on a list provided by the Greenway.
- Work with Ramble Coordinator and the National Heritage Area to finalize layout of Ramble booklet
- Design, edit, and layout copy and event listings provided by Ramble Coordinator and partners
- Accommodate and sell ad space in finished events booklet publication.
- Allocate additional space for sponsor/underwriter recognition.
- The successful firm will offset overall costs through ad sales. The Greenway also requests a portion of the revenues from ad sales to offset the cost of printing. The portion will be an agreed-upon percentage that will become effective above a pre-set amount.
- Provide the Greenway and Ramble Coordinator with a design, publication, production, and distribution timeline.
- Be able to make changes as necessary to layout and/or design features, within the provided timeline.
- Greenway will have the opportunity to review and provide changes to content and layout according to the provided timeline, before final publication
- Provide proofreading and pre-production services

## Distribution

The Greenway seeks to meet a wide distribution area for the booklet, throughout the Northeast, and beyond the Hudson Valley and into neighboring states. Greenway will provide a direct mail list of 9,000 individuals who have requested a copy of the Ramble booklet, as well as a list of roughly 200 locations to receive bundled copies of the guidebook. The selected firm will be able to provide distribution to additional high traffic tourist destinations that will increase our reach.

## Schedule

Once the contract is signed the selected firm or individual will begin work immediately on the project elements outlined above.

### ***The Greenway will provide the following:***

- Dynamic website interface to collect event information and complement printed materials
- Website and Facebook page for promotion

- Ramble Coordinator who will compile event listings and serve as project liaison.

### ***Budget and Contract Term***

The Hudson River Valley Greenway will make available the necessary funds through federal and state appropriations and grants for work pertaining to the RFQ.

Prospective consultants should be aware that a portion of the funds identified for this project may be appropriated by New York State or the federal government, and that certain contractual requirements may be necessary related to record keeping and reporting.

It is anticipated that the Greenway will enter into a contract for services for three (3) years. Prices quoted are to be firm for a three (3) year period of the contract. Price escalation will not be allowed and is specifically excluded from the terms and conditions of the Request for Quotes, its specifications, and subsequent contract award. Price decreases are permitted at any time. If mutually agreed upon between the Greenway and the selected bidder, the contract may be renewed under the same terms and conditions for up to two (2) additional one (1) year terms.

### ***Qualifications***

Firms or individuals with the following are encouraged to submit a proposal for this project:

- Experience with design of multi-page, 8.5x11 print publications
- Flexibility to make last minute changes and ability to meet deadlines
- Ability to incorporate copy provided in various formats, including Microsoft Excel and Word
- Proven design capabilities for creating eye-catching and informative layouts
- A passion for heritage and the landscape of the Hudson River Valley
- Wide distribution contacts and ideas for increased distribution of the Ramble materials

### **Additional Information**

The Hudson River Valley Greenway, as manager of the HRVNHA, and as part of the State Executive Department, supports the policy of New York State to maximize opportunities for the participation of New York State business enterprises. The federal government and New York State wish to maximize opportunities for minority and women-owned business enterprises.

## Checklist for Proposal Submission

_____	Name, address, and telephone number of consultant on cover page
_____	Name of person who prepared proposal
_____	Contact person and telephone number
_____	Fee schedule for each project element
_____	Statement that the entire proposal is a firm offer for 90 days
_____	Name, title, address, and telephone number of person(s) with authority to negotiate, and who may be contacted during proposal evaluation
_____	Minimum of three references
_____	Samples of successfully completed relevant projects
_____	Resumes of principals in firm

## Deadline

**Deadline for quotes is 4PM, February 16, 2016**

**Quotes must be submitted electronically to Mark Castiglione at:**  
**[hrvg@hudsongreenway.ny.gov](mailto:hrvg@hudsongreenway.ny.gov)**

If your file exceeds 20 MB, or you would like to include additional materials, please send a link to the file. **Please contact the Greenway at 518-473-3835 to confirm receipt of your emailed submission.**