

REQUEST FOR PROPOSALS (RFP) NO. 16-0360

FOR

GRAPHIC DESIGN SERVICES

FOR ANNUAL RESEARCH REPORT

OFFICE OF THE VICE PRESIDENT

FOR RESEARCH AND INNOVATION

UNIVERSITY OF HAWAII

HONOLULU, HAWAII

FEBRUARY, 2016

BOARD OF REGENTS

UNIVERSITY OF HAWAII

HONOLULU, HAWAII

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NOTICE TO OFFERORS

PROPOSAL FORMS for Request for Proposals (RFP) No. 16-0360, Graphic Design Services for Annual Research Report, will be available from and received in the OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT, UNIVERSITY OF HAWAII, 1400 LOWER CAMPUS ROAD, ROOM 15, HONOLULU, HAWAII 96822, no later than **2:30 p.m., March 18, 2016**. Proposals received after the time and date fixed for submission will not be considered.

Vendors located outside the Island of Oahu, Hawaii, USA, may request a copy of the RFP to be sent via U.S. Postal Service by providing the vendor's name, address, contact person and telephone number. If express shipment is desired, requests must be submitted in writing with an account number, BILLABLE TO THE RECEIVER, and an authorized signature. Requests may be transmitted via facsimile, (808) 956-2093. Direct all questions to Michele Elmore, (808) 956-2122.

David Lassner
President, University of Hawaii

Posting Date: February 18, 2016

Vendors downloading the RFP shall be responsible for notifying the Procurement Specialist, Michele Elmore (e-mail: mselmore@hawaii.edu; fax: [808] 956-2093) so that the name, address, phone number, fax number, and e-mail address of the vendor can be listed on the University's register for the purpose of notification of any amendments to the RFP which are issued.

NOTICE TO OFFERORS

BUSINESS CLASSIFICATION CERTIFICATION STATEMENT

Vendors: Please complete the following information below. If you answer "No" to question No. 1, complete the certification portion and submit together with your bid document or quote.

(Terms used are taken from the Small Business Administration Rules and Regulations and the Federal Acquisition Regulation [FAR].) (Reference Section A on the reverse side of this form for Category Descriptions.)

This is to certify that the company identified below:

1. _____ IS a **small business** as defined in the Small Business Administration regulations.
(see reverse for size standards).

_____ **IS NOT** a small business as defined in the regulations.
(If you checked here, STOP, GO TO CERTIFICATION BELOW.)
2. _____ IS a **small disadvantaged business concern** and is identified, on the date of its representation, as a certified small disadvantaged business in the database maintained by the Small Business Administration (PRO-NET).
3. _____ IS a **women-owned small business concern** of which at least 51% is owned, controlled, and managed by one or more women; or in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women.
4. _____ IS a **HUBZone small business concern** that appears on the List of Qualified HUBZone Small Business Concerns maintained by the Small Business Administration.
5. _____ IS a **veteran-owned small business concern** of which not less than 51 percent is owned, controlled and managed by one or more veterans; or in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more veterans.
6. _____ IS a **service-disabled veteran-owned small business concern** of which not less than 51 percent is owned, controlled and managed by one or more service-disabled veterans, or in the case of any publicly owned business, not less than 51 percent of the stock of which is owned by one or more service-disabled veterans as defined in 38 U.S.C. 101 (16).

CERTIFICATION:

I hereby certify the information supplied herein to be true and correct.

Company Name: _____

Signature of Company Officer

Type of Goods/Services: _____

*NAICS Code: _____

Company Address: _____

Print Name: _____

Title: _____

Date: _____

Any misrepresentation shall be subject to the provisions stated in item B on the reverse side.

*North American Industry Classification System (NAICS)

- A. "SMALL BUSINESS" SIZE STANDARDS FOR FEDERAL SUB-CONTRACTORS. Small business size is determined by the primary NAICS Code. See Title 13 CFR, Part 121 to determine your NAICS Code and the threshold for determining small business (revised as of January 1, 2004).

A "small business" is a concern including its affiliates, which is independently owned and operated. It is not dominant in the field of operations in which it is selling goods and services to a federal contractor. It meets the following size criteria for its particular industry:

1. CONSTRUCTION TRADES - "Small" if average annual receipts for preceding 3 years do not exceed \$12 million.
2. CONSTRUCTION, GENERAL CONTRACTORS - "Small" if average annual receipts for preceding 3 years do not exceed \$28.5 million.
3. MANUFACTURING - "Small" if 500 employees or less, except for some specific products which will increase the complement of employees to 750 and 1,000, respectively.
4. TRANSPORTATION - "Small" if average annual receipts for preceding 3 years do not exceed the amount shown for specific services:

\$21.5 million – general freight trucking, local.
\$3 million – travel agencies.
5. WHOLESALE TRADE, DURABLE AND NON-DURABLE GOODS - "Small" if 100 employees or less.
6. RETAIL TRADE - "Small" if average annual receipts for preceding 3 years do not exceed the amount shown for specific products:

\$6 million - lumber and building materials, paints, hardware.
7. SERVICES - "Small" if average annual receipts for preceding 3 years do not exceed the amount shown for specific services:
 - a. \$21 million – computer systems design services, custom computer programming services.
 - b. \$10.5 million - refuse collection, protective guard services.
 - c. \$14 million - janitorial services.
 - d. \$21.5 million - passenger car rental.
 - e. \$21 million – office Machinery and equipment rental & leasing.
 - f. \$6 million - general automobile repair, refrigeration & air conditioning.
8. ALL OTHER TYPES OF BUSINESS - "Small" if 500 employees or less.

Where firm sizes are determined by annual receipts, and the concern is less than 3 complete fiscal years old, its total receipts means for the period it has been in business, divided by the number of weeks, including fractions of a week, and multiplied by 52.

- B. Notice. Under 15 U.S.C. 645(d), any person who misrepresents a firm's status as a small, small disadvantaged or women-owned small business concern in order to obtain a contract to be awarded under the preference programs established pursuant to sections 8(a), 8(d), 9, or 15 of the Small Business Act or any other provision of Federal law that specifically references section 8(d) for a definition of program eligibility, shall:

1. Be punished by imposition of fine, imprisonment, or both;
2. Be subject to administrative remedies including suspension and debarment; and
3. Be ineligible for participation in a program conducted under the authority of the Act.

SECTION 1 ADMINISTRATIVE OVERVIEW

1.1 INTRODUCTION

This is a Request for Proposal (RFP) issued by the University of Hawaii to solicit proposals from Offerors who wish to be considered to provide Graphic Design Services for 2016 University of Hawai'i Research Report for the Office of the Vice President for Research and Innovation.

1.2 AUTHORITY

This Request for Proposals (RFP) is issued under the provisions of the Hawaii Revised Statutes, Chapters 103 and 103D. All prospective Contractors are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed proposal by any prospective Contractor shall constitute admission of such knowledge on the part of such prospective Contractor.

1.3 RFP ORGANIZATION

This RFP is organized into the following sections:

Section 1, Administrative Overview -- Provides Offerors with general information on the objectives of this RFP, procurement schedule, and procurement overview.

Section 2, Scope of Work -- Provides Offerors with a general description of the tasks to be performed, delineates University and Contractor's responsibilities, and defines deliverables.

Section 3, Proposal Requirements -- Describes the required format and content for the Offeror's proposal.

Section 4, Criteria to Evaluate Proposals -- Describes how proposals will be evaluated by the University of Hawaii.

Section 5, Special Provisions -- Provides Offerors the terms and conditions under which the work will be performed.

1.4 SCHEDULE OF KEY DATES

The schedule of key dates set forth herein represents the OVPRI's best estimate of the schedule that will be followed. Any of the dates listed below may be changed at any time at the sole discretion of OVPRI.

RFP Open Date	<u>February 18, 2016</u>
Closing Date for Submission of Questions	<u>February 25, 2016</u>
Response to Offeror's Questions	<u>February 29, 2016</u>
RFP Close Date	<u>March 18, 2016</u>
Proposal Review Period	<u>March 21 - 25, 2016</u>
Contractor Selection and Award	<u>March 28, 2016</u>
Anticipated Contract Start Date	<u>April 15, 2016 (ESTIMATED)</u>

1.5 SUBMISSION OF QUESTIONS

Offerors may submit questions via email to the Issuing Officer. The deadline for submission of written questions is **4:00 pm., H.S.T., on February 25, 2016.**

1.6 SUBMISSION OF PROPOSALS

Offerors shall submit an original plus FIVE (5) copies of the proposal. Proposals shall be received by the Office of Procurement and Real Property Management, University of Hawaii, no later than **2:30 p.m., H.S.T. on March 18, 2014.** Proposals shall be mailed or delivered to:

Office of Procurement and Real Property Management
University of Hawaii
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822

Any proposal received after this date and time shall be rejected.

The outside cover of the package containing the proposal shall be marked:

Office of Procurement and Real Property Management
University of Hawaii
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822
RFP No. 16-0360, Graphic Design Services for 2016 University of Hawai'i
Research Report for the Office of the Vice President for Research and
Innovation
(Name of Offeror)

1.7 COSTS FOR PROPOSAL PREPARATION

Any costs incurred by Offerors in preparing or submitting a proposal shall be the Offeror's sole responsibility.

1.8 DISQUALIFICATION OF PROPOSALS

The University reserves the right to consider as acceptable only those proposals submitted in accordance with all requirements set forth in this RFP and which demonstrate an understanding of the scope of the work. Any proposal offering any other set of terms and conditions contradictory to those included in this RFP may be disqualified without further notice.

An Offeror shall be disqualified and the proposal automatically rejected for any one or more of the following reasons:

The proposal shows any noncompliance with applicable law.

The proposal is conditional, incomplete, or irregular in such a way as to make the proposal indefinite or ambiguous as to its meaning.

The proposal has any provision reserving the right to accept or reject award, or to enter into a contract pursuant to an award, or provisions contrary to those required in the solicitation.

The Offeror is debarred or suspended.

1.9 PROCUREMENT OFFICER

This RFP is issued by the Office of Procurement and Real Property Management, University of Hawaii. The Procurement Officer responsible for overseeing the contract is Duff Zwald, Director of the Office of Procurement and Real Property Management.

1.10 TECHNICAL REPRESENTATIVE OF THE PROCUREMENT OFFICER (TRPO)

The individual listed below is the Technical Representative of the Procurement Officer (TRPO):

Eric R. Matsunaga
Director of Research and Admin Operations
Telephone: (808) 956-5588 Facsimile: (808) 956-9051
Email: ematsuna@hawaii.edu

University of Hawaii
Office of the Vice President for Research and Innovation
2425 Campus Road, Sinclair 10
Honolulu, Hawaii 96822

1.11 ISSUING OFFICER

The individual listed below is the issuing officer and the official contact for all communication regarding this RFP:

Michele Elmore, Procurement Specialist
Office of Procurement and Real Property Management
University of Hawaii
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822
Telephone: (808) 956-2122 Facsimile: (808) 956-2093

1.12 CHANGES TO CONTRACTOR'S FEE

It is recognized that audit disallowances and other changes may require adjustments in the compensation due to the Contractor. In the event that future actions would either disallow or minimize the payments already made to the Contractor, the Contractor shall assist the University in defending the correctness of the claim for reimbursement. If the disallowance or adjustment is upheld, then the Contractor will participate in the payback to the extent the amount of the disallowance or adjustment contributed to the total fee received by the Contractor. Payment to the University shall be made within THIRTY (30) calendar days from which official notice is received by the Contractor from the University.

1.13 RFP AMENDMENTS

The University reserves the right to amend the RFP any time prior to the closing date for best and final offers.

1.14 AWARD ON INITIAL PROPOSALS

The University may award a contract on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the Offeror's best terms.

1.15 AVAILABILITY OF FUNDS

Offerors are advised that the award of this contract is contingent upon availability of funds. If funds are not available, the University reserves the right not to make award of this contract.

1.16 NOTICE TO PROCEED

The University shall not be responsible for work done, even in good faith, prior to the University's Notice to Proceed unless specific provisions are made in the contract.

1.17 RFP SUBMITTALS BECOME PROPERTY OF THE UNIVERSITY

All proposals and other material submitted shall become the property of the University and may be returned only at the University's option.

SECTION 2 SCOPE OF WORK

2.1 OVERVIEW OF THE SCOPE OF WORK

The Office of Vice President of Research and Innovation (OVPRI) is seeking proposals from qualified vendors to provide graphic design services for the OVPRI for the creation of the 2016 University of Hawai'i Research Report. The OVPRI's objectives for its annual report are outlined in Section 2.2, Statement of Work.

2.2 STATEMENT OF WORK

A. Services shall include, but not be limited to, the following:

- 1) Working with OVPRI staff on project management for completion of the report on 07/01/16.
- 2) Providing three preliminary design options.
- 3) Making refinements to one approved direction by OVPRI.
- 4) Five rounds of copy edits and design adjustments toward final approval, including editing and proofing support.
- 5) Securing the services of a professional photographer and providing art direction at shoots, as necessary. Report may comprise of up to 40-50 new shots at various locations.
- 6) Final art created in Adobe Photoshop, Adobe Illustrator or Adobe InDesign.
- 7) Print management, pre-press and press check.

B. Printing and Design Specs

Size:	32 pages + 4 page cover, 17' x 11" folds to 8.5" x 11"
Ink:	4 color process, 2 sides with bleeds
Stock:	100# cover, 80# text (exact stock to be determined by vendor)
Bindery:	Score, fold and saddle stitch
Quantity:	500

2.3 PROCUREMENT REQUIREMENTS

The successful Offeror must be able to Provide a compliant Hawai'i Compliance Express Certification.

2.4 TECHNICAL INFORMATION

The Contractor shall work/coordinate closely with the Office of the Vice President of Research and Innovation, Eric R. Matsunaga, Director of Research and Administrative Operations, (808) 956-5588, ematsuna@hawaii.edu.

2.5 MINIMUM QUALIFICATIONS

Contractor shall have a minimum of THREE (3) years experience in graphic design. Contractor shall have demonstrated competence and professional qualifications necessary for successfully performing the work required.

Contractor shall have demonstrated familiarity with the UH research and innovation enterprise, including substantive printed reports, brochures and other collateral pieces.

SECTION 3 PROPOSAL REQUIREMENTS

3.1 INTRODUCTION

This section indicates the proposal requirements for this RFP which shall be submitted by the deadline set for submission of proposals (RFP Closed Date). Failure to fulfill all the proposal requirements listed in Section 3 may be reason for non-consideration of award.

3.2 PROPOSAL LETTER (Appendix A)

The Proposal Letter shown in Appendix A shall be signed by an individual authorized to legally bind the Offeror, dated, and be affixed with the corporate seal (if corporate seal is available). If said individual is not the corporate president, evidence shall be submitted showing the individual's authority to bind the corporation. The fully executed proposal letter shall be submitted along with the proposal.

3.3 PROJECT NARRATIVE (Appendix B)

1. Offeror's Profile – Provide a description of the company including a brief company history. Include the location of your organization's headquarters, the year the organization was formed and ownership structure.
2. Offeror's Experience – Provide a description of recent experience in successfully performing similar services for an educational institution. A minimum of FIVE (5) recent projects (within the last 3 years) and development shall be provided including the following information:
 - Name & Address of Firm
 - Contact Person and telephone number
 - Date of Services
 - Description of Services
3. Design Experience - Provide background and experience of the individual(s) assigned to the project.
4. Include sample graphic design products or link to company website that display appropriate samples, including reports, brochures or other printed collateral pieces.
5. Cost – the following cost information shall be provided.
 - a. Total cost for the proposal
 - b. Cost breakdown for key areas of production

6. Subcontractors – Include any component of the graphic design services where the use of subcontractors will be utilized. Provide the name of the subcontractor(s) and the portion of the proposed work they are to perform. Any use of subcontractors shall be included on the proposal.

3.4 PROJECT SCHEDULE (Appendix C)

Offerors shall provide a detailed, realistic project schedule, including start date, ending date and key production dates reflecting the various phases and types of work involved. Delivery must be no later than July 1, 2016.

3.5 REFERENCES (Appendix D)

Offerors shall provide a minimum of THREE (3) client references, that you or your subcontractor prepared a minimum of 80% of the design/content. The reference list must include a description of services provided by the Offeror to the client and shall include the names of clients, addresses, phone numbers and contact persons.

3.6 OFFEROR'S PROPOSAL SUBMITTALS CHECK LIST

The following checklist is provided to assist the Offeror in submitting the appropriate documents with their proposals:

- 1) _____ Business Classification Certification Statement
- 2) _____ Appendix A, Proposal Letter (if applicable, shall include a corporate seal and an Evidence of Authority if the individual signing the proposal on behalf of the company is not the corporate president)
- 3) _____ Appendix B, Project Narrative
 - Offeror's Profile
 - Offeror's Experience
 - Samples of Work
 - Cost Breakdown
 - List of Subcontractors
- 4) _____ Appendix C, Project Schedule
- 5) _____ Appendix D, References

SECTION 4 CRITERIA TO EVALUATE PROPOSALS

The evaluation of proposals received in response to the RFP will be conducted comprehensively, fairly, and impartially. Contracts will be awarded to responsive, responsible Offerors whose proposals are determined in writing to be the most advantageous to the University taking into consideration the evaluation factors set forth in this RFP.

A committee will evaluate all qualifying proposals and make the selection based on standard criteria:

4.1	Offeror Qualifications and Experience	
	Creativity and ability in design and layout	15 pts maximum
	Demonstrated quality of work	15 pts maximum
	Recent successful experience with an education institution; preferably, in higher education.	10 pts maximum
	Background and experience of individual(s) assigned to project	10 pts maximum
	Familiarity with University Research enterprise	20 pts maximum
4.2	Proposed Evaluated Price	10 pts maximum
4.3	References	10 pts maximum
4.4	Completeness of Proposal	10 pts maximum

The proposal that offers the lowest price for this section shall receive the designated maximum available points for this particular section. The points allocated to higher priced proposals shall be equal to the lowest proposal price multiplied by the maximum points available for proposal cost which is divided by the higher proposal cost.

Example: Maximum points for cost = 40 points

Offeror A's total cost: \$50,000 (Lowest Cost) - Awarded 40 points

Offeror B's total cost: \$55,000 (Higher Cost) -Awarded 36 points Prorated: $40 \times (\$50,000/\$55,000) = 36$ points awarded

Offeror C's total cost: \$60,000 (Highest Cost) - Awarded 33 points Prorated: $40 \times (\$50,000/\$60,000) = 33$ points awarded

TOTAL POSSIBLE POINTS 100 pts. Maximum

SECTION 5 SPECIAL PROVISIONS

5.1 SCOPE

The Graphic Design Services for Annual Research Report shall be in accordance with the terms and conditions of RFP No. 16-0360 and the General Provisions dated September, 2013 included by reference. Copies of the General Provisions are available at the Office of Procurement and Real Property Management, University of Hawaii, 1400 Lower Campus Road, Room 15, Honolulu, Hawaii 96822 or the General Provisions may be viewed at: <http://hawaii.edu/oprpm/docs/GP0913.pdf>.

5.2 REFERENCES

The University reserves the right to contact the references named in Appendix D, REFERENCES, and to reject a proposal submitted by any Offeror whose performance on other projects has been unsatisfactory.

5.3 OPENING OF PROPOSALS

Proposals will be opened at the date and time specified in Subsection 1.4, SCHEDULE OF KEY DATES, or as amended, at the proposal submittal office. The proposal opening will not be open to the public. Proposals may be available for public inspection upon notice of award and shall be available for public inspection after the contract is signed by all parties.

5.4 CANCELLATION OF RFP

This RFP may be cancelled and any or all proposals may be rejected in whole or in part when it is deemed to be in the best interest of the University.

5.5 CONTRACT NEGOTIATIONS

In the event that the University needs to reduce the scope of work, or there is only ONE (1) Offeror, the OFFEROR may be requested to enter into negotiations to reduce the price(s) prior to contract award.

5.6 REQUIRED APPROVALS

Any agreement arising out of this RFP is subject to the approval of the University as to form, and all further approvals, required by statute, regulation, rule, order or other directive.

5.7 CONTRACT INVALIDATION

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

5.8 INDEPENDENT CONTRACTOR

It is understood and agreed that the Contractor shall provide said services as an independent contractor and shall not be under the direction or control of the University. The University shall not be responsible for any claims and demands of any kind or nature that may be brought against it on any matter or thing arising out of or in connection with the services provided by the Contractor and not occasioned throughout the fault or negligence of the University.

5.9 RIGHTS AND REMEDIES OF THE UNIVERSITY FOR DEFAULT

In the event any service furnished by the Contractor in the performance of the contract should fail to conform to the specifications, the University may reject the same, and it shall thereupon become the duty of the Contractor to correct same to conform to specifications, without expense to the University provided that should the Contractor fail, neglect, or refuse to do so, the University shall thereupon have the right to purchase in the open market, for the performance of such service and to deduct from any monies due or that may thereafter become due the Contractor, the difference between the price named in the contract and the actual cost thereof to the University. In case any money due the Contractor is insufficient for said purpose, the Contractor shall pay the difference upon demand by the University.

5.10 REJECTION OF CONTRACTOR'S EMPLOYEES

The University reserves the right to reject any worker that the University deem incompetent, uncooperative, negligent, insubordinate, or otherwise objectionable.

5.11 PRICE CHANGE

In the event there is a downward change in the price after the initial term of the contract, the University may initiate a price adjustment through a modification to the contract in accordance with the General Provision 6.7, PRICE ADJUSTMENT.

5.12 TERM OF CONTRACT

The Contractor shall enter into a contract with the University for an initial period of ONE (1) year commencing on the date designated in the Notice to Proceed, and the price(s) bid shall remain firm for the term of the contract. Thereafter, the contract shall be renewable in increments of ONE (1) year, for up to FOUR (4) additional years and a total of FIVE (5) years, without the necessity of rebidding, upon mutual agreement in writing, NINETY (90) days prior to the renewal date.

The contract price for each renewal period shall remain the same or lower than the initial bid price(s), and provided, further, that the University may terminate the contract at any time, after the first year, upon NINETY (90) days prior written notice.

5.13 PAYMENT

The Contractor shall be remunerated upon submission of a properly executed original invoice and ONE (1) copy, indicating the contract number, to the University of Hawai'i, Office of Research and Innovation, 2425 Campus Road, Sinclair 10, Honolulu, HI 96822, no later than THIRTY (30) calendar days following the submission of invoice, and satisfactory performance of the services.

5.14 ESCALATION CLAUSE

The Contractor shall be allowed to request adjustments to the contract price for each contract renewal period, NINETY (90) days prior to contract renewal date, provided that the contract price for each renewal period shall not increase more than 5% to be negotiated and approved by the University in advance, and provided, further, that the request is made in writing to the University.

**APPENDIX A
PROPOSAL LETTER
UNIVERSITY OF HAWAII**

We propose to furnish and deliver any and all of the deliverables and services named in the Request for Proposals (RFP) to Provide Graphic Design Services for Annual Research Report, Office of the Vice President for Research and Innovation, University of Hawaii, RFP No. 16-0360, for which prices shall be negotiated.

It is understood that this proposal constitutes an offer.

It is understood and agreed that we have read the University of Hawaii's specifications described in the RFP and that this proposal is made in accordance with the provisions of such specifications. By signing this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all such specifications.

We agree, if awarded the contract, to deliver goods or services which meet or exceed the specifications.

Respectfully submitted,

Legal Name of Offeror

Date

Authorized Signature (original) (Typed Name)

Title

Street Address

Telephone No.

City, State, Zip Code

Fax No.

Social Security OR Federal Tax Payer ID No.

Hawaii General Excise Tax License No.

Remittance Address (if different from street address)

City, State, Zip Code

Location of Offeror's Plant

Offeror is: ☐ Individual ☐ Partnership ☐ Corporation* ☐ Joint Venture

State of Incorporation: ☐ Hawaii ☐ Other: _____

Is Corporate Seal Available In Hawaii: ☐ Yes** ☐ No

* Attach to this page evidence of authority of the above officer to submit an offer on behalf of the corporation, giving also, the names and addresses of the other officers.

** If yes, affix corporate seal.

APPENDIX B PROJECT NARRATIVE

Offeror shall provide the following information as a part of the project narrative:

OFFEROR'S PROFILE

Provide a description of the company including a brief company history. Include the location of your organization's headquarters, the year the organization was Offeror's Profile –formed and ownership structure.

OFFEROR'S EXPERIENCE

Provide a description of recent experience in successfully performing similar services for an educational institution. A minimum of FIVE (5) recent projects (within the last 3 years) and development shall be provided including the following information:

- Name & Address of Firm
- Contact Person and telephone number
- Date of Services
- Description of Services

DESIGN EXPERIENCE

Provide background and experience of the individual(s) assigned to the project.

SAMPLES OF WORK

Include sample graphic design products or websites.

COST BREAKDOWN

Provide the following cost information:

- a. Total cost for the proposal
- b. Cost breakdown for key areas of production

SUBCONTRACTORS

Include any component of the graphic design services where the use of subcontractors will be utilized. Provide the name of the subcontractor(s) and the portion of the proposed work they are to perform. Any use of subcontractors shall be included on the proposal.

APPENDIX C PROJECT SCHEDULE

Offerors shall provide a detailed, realistic project schedule, including start date, ending date and key production dates reflecting the various phases and types of work involved. Schedule to reflect delivery to client no later than July 1, 2016.

APPENDIX D REFERENCES

Offerors shall provide a minimum of FIVE (5) client references. Preference is for client references in Hawai'i or the continental U.S. that were serviced by members of the project team assigned to this project by the Offeror. The reference list must include a description of services provided by the Offeror to the client, and shall include client name, address, website, as well as the name of a contact person, and the individual's phone and email addresses.