



401 Thomas Run Road • Bel Air Maryland 21015
Voice: 443-412-2416 or 443-412-2307
Web: www.harford.edu/Purchasing/BidBoard

REQUEST FOR PROPOSAL

RFP 17P-009 BRAND DEVELOPMENT SERVICES

Harford Community College invites competitive sealed proposals to create and test a new brand identity in accordance with the specifications provided herein.

Bidders are requested to acknowledge receipt of this request for proposal by email to Beth Bertier, Procurement Assistant at bbertier@harford.edu. Please include firm name, address and phone numbers in the acknowledgement.

Bidders may submit any questions via email to Kelly Ryan at keryan@harford.edu. **The deadline for questions is 6:00 p.m., Wednesday, May 10, 2017. Questions and answers (if any) will be issued in an addendum shortly thereafter.**

Addenda will be posted on the College's web site www.harford.edu/purchasing/bidboard and on Emaryland Marketplace at www.emarylandmarketplace.com. **It is the bidder's responsibility to monitor these sites, download the addenda and acknowledge addenda on its proposal form.**

One (1) original, plus five (5) copies, plus an electronic (email) copy of complete proposal packages must be submitted to the Procurement Office before 12:00 noon, Thursday, May 18, 2017. The College's Procurement Office is located in the Hickory Center, Room 132, at the above address. The electronic (email) copy must be sent to Kelly Ryan at keryan@harford.edu.

Bidders must have a functioning office within the United States.

Prices proposals must be firm for sixty (60) days after the due date. Award is anticipated to be made within two (2) weeks after the proposal due date.

The College reserves the right to accept or reject any and all proposals, in whole or in part, received as a result of this RFP; to waive minor irregularities or technicalities, or to negotiate with all responsible Bidders, in any manner necessary, to serve the best interest of the College. Further, the College reserves the right to make an award in whole, in part, or no award at all.

Kelly Ryan CPPO
Director for Purchasing

April 25, 2017

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Prospective bidders who have received this document or information from a source other than the Issuing Office should immediately go to the Harford Community College Purchasing bid board (www.harford.edu/purchasing/bidboard) to ensure that they have received the correct information, complete documents and any addendums. Failure to monitor the website may result in a non receipt of important information prior to the closing date which may result in the rejection of a bid/proposal.

1.0 GENERAL INSTRUCTIONS TO BIDDERS

1.1 Clarification; Addenda

- 1.1.1 Bidders in doubt as to the meaning of any terms, conditions, or specifications, or finding any discrepancy in or omission from same shall notify the Purchasing Agent in writing at once. Such notice in no way obligates the Board of Trustees of Harford Community College (hereinafter referred to as "the College") to revise the bid documents, but should the Purchasing Agent determine that amendment is necessary, each bidder will be furnished same via email. Acknowledgement of receipt of addenda shall be noted on each bid form submitted.
- 1.1.2 The College assumes no responsibility for oral or telephonic explanations or interpretations of bid documents.

1.2 Cancellation

- 1.2.1 The College may cancel this RFP, in whole or in part, at any time before the scheduled bid opening.

1.3 Form of Bids Submitted

- 1.3.1 Bids must be fully and properly executed on the forms provided by the College, with a positive entry in each blank ("N/A" or "0" may be inserted as necessary), typewritten or in ink. Mistakes may be lined out and corrections made before the bid is submitted; the officer signing the bid must initial such corrections in ink.
- 1.3.2 Each bid must be submitted in a securely sealed envelope, prominently marked with the number and title of the bid, the date and time of its opening, and the name of the bidder. Sealed bids will **not** be accepted via facsimile or email.
- 1.3.3 Each Bidder must include with his submission a fully executed Affidavit of Non-Collusion, as furnished by the College. Anti-Bribery Affidavits or other special forms may also be specifically required herein, as federal or state funding sources or other special conditions dictate.
- 1.3.4 The College reserves the right to consider informal any bid not prepared in accordance with instructions.

1.4 Preparation of Bids

- 1.4.1 Bids should be prepared simply and economically, providing a straightforward, concise description of the items or services offered.
- 1.4.2 The College will not be responsible for any bid preparation or submission costs.

1.5 Exceptions; Alternates

- 1.5.1 Bidders that take exception to any part of this RFP or intend to offer an alternate product to that specified, must so indicate on the bid form. Failure to do so shall be interpreted as the Bidder's intent to comply with all instructions, terms, conditions, and specifications herein.
- 1.5.2 Conditional or qualified bids may be rejected.

1.6 Errors in Bids

- 1.6.1 Bidders are expected to fully acquaint themselves with all governing laws and ordinances, and inform themselves as to the instructions, terms and conditions, specifications, and other requirements before submitting bids. Failure to do so will be at the Bidders' own risk; relief cannot be secured on plea of error.

- 1.6.2 Should the unit and extended price(s) of any bid, or part thereof, be at variance, the unit price shall prevail for the purpose of evaluating bids.
- 1.6.3 When prices on the bid form are requested in both words and figures, the sum written in words shall govern in the case of any discrepancy.
- 1.7 Time
- 1.7.1 Unless otherwise specified herein, all time periods are expressed in calendar days.
- 1.8 Withdrawal
- 1.8.1 Any bid may be withdrawn before the scheduled time of opening. After a bid has been opened, it may not be withdrawn during the period stated herein, for which prices and terms must remain valid.
- 1.8.2 The request to withdraw a bid must be made in writing addressed to the College's Purchasing Office.
- 1.9 Receipt and Opening of Bids
- 1.9.1 Each bid shall be submitted to the Purchasing Agent or his/her designated representative at the place specified herein, on or before the day and hour fixed for its submission. Bids received prior to that time will be securely kept unopened. No responsibility will attach to the College or its representative(s) for premature opening of any bid not secured and addressed as specified above.
- 1.9.2 Bids received will be duly recorded and the tabulation may be inspected by appointment
- 1.10. Award of Bids
- 1.10.1 The contract(s) will be awarded to the responsible and responsive Bidder, using the evaluation criteria stated herein, provided the offer is fair and reasonable and it is in the best interest of the College to accept it.
- 1.11 Reservations
- 1.11.1 The College reserves the right to accept or reject, in whole or in part, any and all bids received, to waive informalities or technicalities as the best interests of the College may require, and to waive minor differences in specifications, provided these do not violate the intent nor materially affect the operation for which the items or services are sought, nor increase estimated costs to the College.
- 1.11.2 The College also reserves the right to increase or decrease the quantities of any materials, equipment or services for which it is soliciting offers hereunder, and to award whole, in groups, or by item unless specifically indicated otherwise.
- 1.11.3 Unless otherwise specified herein, the College also reserves the right to award the contract(s) within sixty (60) days after the bid opening. Any bid on which the time of acceptance is limited to less than the specified period may be rejected solely on that basis.
- 1.11.4 The College further reserves the right to reject the bid of a Bidder who, investigation shows, is not currently in a position to perform the contract, or who has previously failed to perform contracts of similar nature in a proper and timely manner.
- 1.12 Qualifications of Bidder
- 1.12.1 The College may make such investigation as it deems necessary to determine the ability of the Bidder to provide the required services, and the Bidder shall furnish to the College all such information for this purpose as they may request. Should such investigation or

evidence fail to satisfy the College that the Bidder is fully qualified to execute and complete the contract, his bid may be rejected.

1.12.2 Minority business enterprises are encouraged to respond to solicitations.

1.13 Non-Discrimination in Employment

1.13.1 The Bidder shall be an equal opportunity employer and shall conform to all Affirmative Action and other applicable requirements; accordingly, the Bidder shall neither discriminate nor permit discrimination in its operations or employment practices against any person or group of persons on the grounds of race, color, religion, national origin, or sex in any manner prohibited by law.

2.0 PURPOSE OF RFP

Harford Community College wishes to hire a Consultant to create and test a new brand identity that encompasses all aspects of visual identity and builds a comprehensive system for the College.

3.0 INSURANCE REQUIREMENTS

3.1 General Requirements

3.1.1 Coverages Required: Unless otherwise required herein, the Contractor shall purchase and maintain the insurance coverages listed below.

3.1.1.1 The Board of Trustees of Harford Community College (hereinafter referred to as "the College") does not in any way represent that the insurance limits specified below are sufficient or adequate to protect the Contractor's interests. It is understood that these are minimums only; the Contractor may purchase and maintain additional insurance as will protect him against claims that may arise from operations under the contract.

3.1.1.2 Should any of the insurance coverages indicated below be cancelled, not renewed, or changed in such a manner as would make the coverage not in conformity with the provisions below, thirty (30) days advance written notice shall be given the College, **EXCEPT IN THE CASE OF NON-RENEWAL**. In this event, notice shall be given as soon as known, if that be less than thirty (30) days, not in any event less than ten (10) days. This notice requirement shall be reduced to only ten (10) days in case of cancellation of non-payment of insurance premiums for the coverages certified. All notice requirements shall identify the Contractor and the number of the Purchase Order.

3.1.1.3 Failure to provide, and to continue in force for the life of the contract, the required insurance shall be deemed a material breach of contract.

3.1.2 Certificate of Insurance Before beginning work on the Contract, the Contractor shall provide the College with Certificates of Insurance acceptable to the College that evidence the required coverages, and receive approval of same.

3.1.2.1 Such certificates for liability coverages **must include Harford Community College as an additional named insured.**

3.1.3 Contractor's Responsibility Furnishing of the insurance required herein shall not relieve the Contractor of any responsibilities or obligations assumed under the Contract, or for which the Contractor may be liable by law or otherwise.

3.2 Insurance Coverages Minimum limits of all coverages shall be not less than those below, or as otherwise provided in the Contract Documents, or as required by law, whichever is greater.

3.2.1 Comprehensive General Liability Insurance Such insurance shall protect the Contractor and save the College harmless from claims which may arise out of, or result from, the Contractor's operations under the Contract, whether such operations be by the Contractor, any Subcontractor, anyone directly or indirectly employed by the Contractor or Subcontractor, or anyone for whose acts any of the above may be liable.

3.2.1.1 Minimum Limits of Coverage

- .1 Bodily injury/property damage liability—combined single limit of \$1,000,000 per occurrence/\$2,000,000 general aggregate.
- .2 The College reserves the right to require limits of \$2,000,000 per occurrence/\$3,000,000 general aggregate for contracts with high-risk (e.g. hazardous materials) features.

3.2.1.2 Coverages to be included: Broad form property damage, including products and completed operations, independent contractor's, and contractual liability coverages previously purchased separately.

3.2.1.3 Damages not to be excluded: Such insurance shall contain no exclusions applying to operations by the Contractor or Subcontractor in the performance of the Contract pertaining to: (1) Collapse of, or structural injury to, any building or structure; (2) Damage to underground property; or (3) Damage arising out of blasting or explosion.

3.2.2 Automobile Liability Insurance Such insurance shall protect the Contractor and save the College harmless from claims for damages because of bodily injury or death of any person or property damage arising out of the ownership, maintenance, or use of any motor vehicle.

3.2.2.1 Minimum Limits of Coverage:

- .1 Bodily injury/property damage liability—combined single limit of \$1,000,000 per accident.
- .2 The College reserves the right to require a combined single limit of \$3,000,000 per accident for contracts that will involve heavy equipment (e.g. tractors, mix-in-transit concrete trucks) operations on its premises.

3.2.2.2 Coverages to be included: Coverage for all owned, non-owned and hired motor vehicles.

3.2.3 Worker's Compensation and Employer's Liability Insurance Such insurance must contain statutory coverage for all employees engaged under the contract.

3.2.4 Umbrella Liability

3.2.2.1 Commercial General Liability - Minimum Limits:

- .1 Each occurrence - \$1,000,000
- .2 Aggregate - \$2,000,000

3.2.2.2 Business Auto – Minimum Limits:

- .1 Each accident - \$1,000,000

3.2.2.3 Employers Liability – Minimum Limits:

- .1 Each accident - \$1,000,000
- .2 Aggregate (for disease) - \$1,000,000
- .3 Each employee (for disease) - \$1,000,000

3.3 *Indemnification*

3.3.1 The Contractor shall protect, hold free and harmless, defend and indemnify the College (including its officers, agents and employees) from all liability, penalties, costs, losses,

damages, expenses, causes of action, claims or judgments (including attorney's fees) resulting from injury to or death of any person or damage to property of any kind, which injury, death of any person or damage arises out of, or is in any way connected with the performance of the work under this Contract. This agreement shall apply to any acts or omissions, willful misconduct or negligent conduct, whether active or passive, including acts or omissions of Contractor's agents or employees, except that this agreement shall not be applicable to injury, death or damage to property arising from the sole negligence or sole willful misconduct of the College, its officers, agents and employees. Accordingly, the College shall notify the Contractor promptly, in writing, of any claim or action brought against the College in connection with the work under this Contract. Upon such notification, the Contractor shall promptly take over and defend any such claim or action. The College shall have the right and option to be represented in any such claim or action at its own expense.

3.4 *Property Lost, Damaged or Destroyed*

3.4.1 Any property or work to be provided by the Contractor will remain at the Contractor's risk until final written acceptance by the College. The Contractor will replace, at his expense, all property or work lost, damaged, or destroyed by any cause whatsoever.

4.0 GENERAL TERMS AND CONDITIONS OF SOLICITATIONS

4.1 Choice of Law: Compliance with Regulations

4.1.1 In all operations related to the Contract, those ordinances, regulations, and local government resolutions, together with the laws of the United States and the State of Maryland which are or shall become applicable to and control in any way the actions of those engaged as principal or agent, must be respected and adhered to strictly. The Seller shall protect and indemnify the Board of Trustees of Harford Community College (hereinafter referred to as "the College") and their agents and employees against any claim or liability arising from or based on the violation of any such ordinances, regulations, resolutions, or laws, whether by him or his employees.

4.1.2 The Seller shall obtain and pay for all necessary licenses and/or permits, unless otherwise specified herein.

4.2 Compliance with Specifications

4.2.1 The Seller shall comply with the true intent of the specifications and not take advantage of any unintentional error or omission, but shall fully complete every part as hereinafter described.

4.3 Seller's Responsibility: Subcontractors; Assignment

4.3.1 The College will enter into a Contract with the selected offeror(s) only, who shall give personal attention constantly to faithful execution of the Contract, and keep same under his control.

4.3.2 The Seller shall not assign or subcontract, in whole or in part, its rights or obligations under any contract without prior written consent of the College. Any attempted assignment without said consent shall be void and of no effect.

4.4 Taxes

4.4.1 The Seller shall pay, when due, all applicable taxes or assessments, and shall comply with all statutes and regulations of the applicable taxation authorities.

4.4.2 The College is tax-exempt, but **cannot** authorize any Seller to make tax-exempt purchases on the College's behalf.

- 4.5 Publicity
- 4.5.1 The Seller shall not in any way or in any form publicize or advertise in any manner the fact that it is providing services to the College without the express written approval of the College's Marketing and Public Relations Office obtained in advance, for each item of advertising or publicity. However, nothing herein shall preclude the seller from listing the College on its routine client list for matters of references.
- 4.6 Notices
- 4.6.1 Any notice required shall be in writing and may either be given by personal delivery or sent certified mail, addressed as follows: if to the Seller, at the address set forth in his bid; if to the College, to the attention of the Purchasing Agent at the address set forth in the heading of this IFB. Either party may change the address to which mailings shall be made from time to time by notice mailed as set forth above.
- 4.7 Changes
- 4.7.1 The Contract(s) arising from this solicitation shall not be modified, altered, or changed except by mutual agreement confirmed in writing by an authorized representative of each party to the Contract.
- 4.7.2 No change which increases rates or affects levels of service shall be made unless a signed change order is issued to the Seller by the College's Purchasing Department, incorporating such change and agreeing to the rate increment or revised service.
- 4.8 Delay; Force majeure
- 4.8.1 The Seller shall notify the College promptly of any material delay in delivery or performance of specified items or services, and shall detail in writing to the Purchasing Agent the proposed revised performance date as soon as practicable after notice of delay.
- 4.8.2 The Seller shall be liable for delays due to its fault or negligence.
- 4.8.3 In the event of any excusable delay, the date of performance may be extended for a period equal to the time lost by reason of such delay, on written approval of the Purchasing Agent.
- 4.9 Annulments
- 4.9.1 The College reserves the right to annul any contract if, in its opinion, there shall be a failure at any time to perform faithfully any of its stipulations. Any action taken in pursuance of the latter shall not affect or impair any rights to claims of the College to damages for breach of contract by the Seller.
- 4.9.2 Should the Seller fail to comply with or perform any conditions of the contract within the time stipulated, the College reserves the right to purchase the required items or services on the open market, and withhold any monies due under the contract to be applied to expenses consequent on the Seller's failure.
- 4.10 Termination
- 4.10.1 In the event that the Seller violates any of the provisions of the Contract, the College may serve written notice upon the Seller of its intention to terminate the Contract. Such notices will contain the reason for such intention to terminate, and unless within ten (10) days after the serving of such notice the violation or delay shall cease and satisfactory arrangement of correction be made, the Contract shall, upon the expiration of said ten (10) days, cease and terminate.
- 4.10.2 If funds are not appropriated for continuance of performance to completion, the Seller shall accept cancellation upon sixty (60) days prior written notice.

- 4.10.3 Notwithstanding the foregoing, the Seller agrees that the College shall have the right to terminate for convenience at any time during the term upon giving the Seller sixty (60) days prior written notice.
- 4.11 W-9 Form
 - 4.11.1 Awarded firm shall submit a current, signed W-9 form to the Procurement Office via email to Beth Bertier, Procurement Specialist at bbertier@harford.edu.
- 4.12 Headings and Emphasis
 - 4.12.1 The section headings, paragraph numbers, italics and other similar features of these documents are for convenience of reference only, and are not to be construed as indicative of the relative importance of any element.
- 4.13 Confidentiality
 - 4.13.1 Seller agrees to enter into a confidentiality agreement with the College to treat as confidential information disclosed to the seller.

5.0 BILLING AND PAYMENT

- 5.1 Invoices, in triplicate, shall be forwarded to the College's Business Office; the College's purchase order number must appear on each. Payment terms are net 30 days.

6.0 SHORT LIST AND PROPOSAL REVIEW MEETINGS

- 6.1 The College reserves the right to shortlist the Bidders based on the proposal responses to this RFP. The College will conduct a proposal review meeting with the short listed Bidder(s).
- 6.2 The College reserves the right to require the short listed Bidder(s) to provide additional information. Instructions and more details will be provided to the short listed Bidder(s).
- 6.3 The College reserves the right to adjust quantities and call for best and final pricing from the short listed Bidders.

7.0 EVALUATION CRITERIA

- 7.1 .1 Quality of the technical proposal, including responses to the elements of the Specifications
- 7.1.2 Capabilities and relevant experience
- 7.1.3 Samples of previous work
- 7.1.4 References
- 7.1.5 Cost

8.0 SPECIFICATIONS

8.1 Background

- 8.1.1 Harford Community College (HCC) provides high quality, accessible and affordable educational opportunities and services that promote professional competence, economic development, and an improved quality of a life in a multicultural community; HCC helps individuals increase their level of educational attainment, helps prepare and sustain an educated workforce, and serves as the community's center for recreation, wellness and the cultural arts.

- 8.1.2 HCC wishes to hire a consultant to create and test a brand identity that encompasses all aspects of visual identity and builds a comprehensive system for the College.

8.2 Scope of Work

- 8.2.1 The Consultant shall develop creative elements that include three (3) design concepts, logos, messages, tagline and other products to support the overall brand initiative.
- 8.2.2 A minimum of three (3) distinct creative campaign options shall be presented based on the results of the market research conducted by Simpson Scarborough in 2016-17 which will be provided.
- 8.2.3 Consultant shall be working collaboratively with HCC's marketing team.
- 8.2.4 The Consultant shall:
- .1 Create a visual identity (logo and wordmark and rollout advertising campaign) that is vibrant and reflects the future of the College.
 - .2 Develop a full identity system including tagline, style guide, color, typography, graphic elements, photography etc. for use and the capability of use in the following:
 - a. Print and electronic advertising
 - b. Website design
 - c. Media placement
 - d. Public relations
 - e. Events
 - f. Templates
 - .3 Conduct testing to gauge audience reaction, validate selection and finalize the selected identity.
 - .4 Ensure the identity system incorporates all divisions of the College providing flexibility for each unit to respond to its specific audiences while still reinforcing the over arching brand of the College as a whole.
 - a. The College faces a unique challenge with the APGFCU Arena which was built in 2012; APGFCU has naming rights through 2027. This needs to be taken into consideration with the new brand.
 - .5 Develop guidelines, key templates and examples that can be used for future reference to showcase how the brand can flex for different needs.
 - .6 Conduct training/workshops leading up to and following the launch to involve and educate campus clients and peers throughout the process.
- 8.2.4 Implementation
- .1 The Consultant shall develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan.
 - .2 The action plan shall include, but not be limited to, the following:
 - .1 Recommended positioning of logo and brand guidelines
 - .2 Implementation plans for brand identity applications
- 8.2.5 Rights of Ownership
- .1 All work produced under this contract and any work produced concurrently or subsequently (including but not limited to campaign themes, creative concepts, artistic treatments, headlines, copy, production and design templates) becomes sole property of HCC.
 - .2 All parties performing work in response to this opportunity (including but not limited to agencies, designers, copywriters, and consultants) relinquish all rights to work created under this agreement (including but not limited to advertisements, concepts, templates, and communications vehicles), and to work created subsequent to this agreement, if based upon, influenced by or incorporating any part or element of the work submitted to or performed in service to the College.

- .3 Vendor agrees to abide by all trademark, copyright and other intellectual property restrictions and to provide only files, concepts, templates and tools to which it owns and may assign rights, or to which rights are clearly in the public domain.
- .4 Vendor agrees to hold HCC and its agents and assigns harmless for use of any materials provided under the terms of this agreement.
- .5 HCC recognizes and agrees to abide by all third-party copyright restrictions on stock photography recommended by vendors and selected by the College.

8.2.6 Delivery methods and communication guidelines

- .1 Selected Vendor's operations shall be located in the United States.
- .2 Selected Vendor may be required to travel to the HCC campus within four (4) hours during the development of the brand.
 - a. The College will not pay travel expenses.
- .3 Vendor shall respond to all voicemails and emails from the office of the Director for Marketing and Public Relations (HCC) or its assigns, within 24 hours.
- .4 Vendor shall endeavor to use email, whenever possible, to expedite the development process.
- .5 Vendor agrees to deliver all final files (and templates) on CD ROM or DVD ROM, with accompanying printed disc directories and printed samples of template files.

8.2.5 Deliverables

- .1 The new brand shall be created and tested by December 31, 2017.
- .2 New brand shall be launched March 1, 2018.

8.3 Criteria for Selection

- 8.3.1 Consultant will be selected based on relevant experience, samples of previous work, references, technical proposal response to the College's specifications, capabilities, ability to meet the College's desired delivery schedule, and cost.

8.4. Bidding, Selection Process, Requirements for proposals

- 8.4.1 HCC will narrow the field of vendors who will be short listed for oral presentations.
- .1 Oral presentations may be held during the week of May 22-26, 2017.

- 8.4.2 The following shall be included in the bidder's proposal:

Responses must include the following information:

- .1 A clear statement of the process anticipated for completion of the project.
- .2 Estimated costs/budget associated with the implementation process
- .3 Proposed timelines for the development of the creative elements
- .4 A project plan and anticipated schedule (with an anticipated end date no later than December 31, 2017) including objectives and deadlines for all steps anticipated in the process.
- .5 Assignment of a sole point-of-contact for the vendor.
- .6 Contact information (email, phone and physical address) of the sole point of contact.
- .7 A list of references (minimum five) who are available and qualified to discuss the vendor's performance on relevant projects
- .8 Contact information (name of organization, contact's phone and email address) for each reference.

9.0 CUSTOMER REFERENCES

- 9.1 Bidders must include a minimum of five (5) current references that are similar in nature and scope and best represent the bidder's ability to perform the work and meet the specifications and requirements herein.

10.0 PRICE PROPOSAL FORMAT

- 10.1 Firm price to perform all work required to develop and test a new brand identity in accordance with the specifications herein.
- 10.2 Proposed pricing shall include all costs and expenses, including travel.
- 10.3 Refer to price proposal form.

11.0 FUNCTIONING OFFICE WITHIN CLOSE PROXIMITY

- 11.1 The College requires that the bidder must have a functioning office that will be performing work for this project within the United States.

12.0 FIRM (COMPANY) PROFILE, EXPERIENCE

- 12.1 Bidders shall submit a company profile to include, at a minimum: the background and history of the company; size of the company including the number of employees; bios of key individuals that will be participating on the project, annual sales volume for each of the past three (3) years, and number of years in the business.
- 12.2 Submit five (5) references of similar nature and scope in accordance with instructions on the form provided herein.
- 12.3 Bidders must have a minimum of four (4) years experience providing the services covered in this RFP.

Procurement Office
Harford Community College
401 Thomas Run Road
Bel Air Maryland 21015

RFP 17P-009 BRAND DEVELOPMENT SERVICES

All proposals must be fully and properly executed, securely sealed, and marked with the number and title of the bid and the date and time of its opening. Envelopes shall be addressed to the Procurement Office at the address above (See Instructions to Bidders)

Proposals must be received in the Procurement Office located in the Hickory Center, Room 132, at the College **not later than 12:00 noon May 18, 2017.**

To be considered responsive, each bid submitted must, at a minimum, include the following documents:

1. Proposal form, completed and signed;
2. Non-Collusion Certificate, completed and signed;
3. References, on the form provided;
4. Complete proposal including response to specifications
5. Company profile response to item 12.0
6. Bidders may attach additional pages to delineate pricing.

BID OF: _____ DATE: _____
(Firm Name)

In accordance with the foregoing Instructions, General and Supplementary Terms and Conditions, and Specifications, including Addenda No. _____, _____, _____, _____, and _____ thereto, I/we submit the following for evaluation:

1. LUMP SUM PRICE

Provide all services required to develop and test a new brand identity and creative campaign in accordance with the specifications herein, including all travel costs and other expenses.

_____ DOLLARS \$ _____
Words (Figures)

2. TIME OF IMPLEMENTATION: The College desires for the work to be completed by December 31, 2017.

3. EXECUTION: The undersigned, duly authorized to bind the named firm, agrees, upon receipt of written notice of acceptance of this proposal within sixty (60) calendar days after its opening, and to execute the contract in accordance with the proposal as accepted, and to render a certificate of insurance within ten (10) calendar days after notification of award.

Firm

Authorized Signature

Street Address

Typed/Printed Name

City, State, Zip

Title

Telephone

Email

If a corporation, place corporate seal beside signature above and state:

Name of president:_____

Name of secretary:_____

Under laws of what state incorporated:_____

Minority Business Certification: (Please check one)

MBE WBE Not applicable

Procurement Office
Harford Community College
401 Thomas Run Road
Bel Air, Maryland 21015

NON-COLLUSION CERTIFICATE

Solicitation: **RFP 17P-009 BRAND DEVELOPMENT SERVICES**

I **HEREBY CERTIFY** that I am the _____
(Title)

and the duly authorized representative of the firm of _____

whose address is _____.

AND THAT NEITHER I nor, to the best of my knowledge, information and belief, the above firm nor any of its other representatives I here represent have:

- (a) Agreed, conspired, connived or colluded to produce a deceptive show of competition in the compilation of the proposal being submitted herewith;
- (b) Not in any manner, directly or indirectly, entered into any agreement, participated in any agreement, participated in any collusion to fix the price proposal of the offeror herein or any competitor, or otherwise taken any action in restraint of free competition in connection with the Contract for which this proposal is submitted.

In making this affidavit, I represent that I have personal knowledge of the matters and facts herein stated.

Signature

Date

Printed or Typed Name

Procurement Office
Harford Community College
401 Thomas Run Road
Bel Air, Maryland 21015

REFERENCES

Solicitation: **RFP 17P-009 BRAND DEVELOPMENT SERVICES**

Each firm must furnish at least five (5) current references that are similar in nature and scope and best represent the bidder's ability to perform the work and meet the specifications and requirements described herein.

1. Firm Name _____
Address _____
Telephone: _____ Fax _____
Contact _____ Email: _____

2. Firm Name _____
Address _____
Telephone: _____ Fax _____
Contact _____ Email: _____

3. Firm Name _____
Address _____
Telephone: _____ Fax _____
Contact _____ Email: _____

4. Firm Name _____
Address _____
Telephone: _____ Fax _____
Contact _____ Email: _____

5. Firm Name _____
Address _____
Telephone: _____ Fax _____
Contact _____ Email: _____

PROPOSAL OF: _____
Firm Name

Procurement Department
Harford Community College
401 Thomas Run Road
Bel Air, Maryland 21015

NO PROPOSAL REPLY FORM

SOLICITATION: RFP 17P-009 BRAND DEVELOPMENT SERVICES

Dear Sir or Madam:

To assist us in obtaining good competition on our invitations for bids, we ask that each firm that has received an invitation, but does not wish to bid, state their reason(s) below. This information will not preclude receipt of future solicitations unless you request removal from the Bidder's List by so indicating below.

Unfortunately, we must offer a "No Proposal" at this time because:

- ___ 1. We do not sell the items/services for which proposals are requested.
- ___ 2. The specifications are either unclear or too restrictive (Please explain in the "Remarks" section.)
- ___ 3. We cannot submit a proposal because of marketing or franchising policies of the manufacturing company.
- ___ 4. We do not feel we can be competitive. (Please explain in the "Remarks" section.)
- ___ 5. Other commitments preclude our participation at this time.
- ___ 6. We do not wish to participate in the proposal process.
- ___ 7. We do not wish to bid under the terms and conditions of the Request for Proposal document. Our objections are: _____

- ___ 8. We do not wish to sell to Harford Community College. Our objections are: _____

- ___ 9. Other: _____

Remarks: _____

Firm Name _____
(PLEASE PRINT)

Authorized Signature _____

- ___ We wish to remain on the Bidder's List.
- ___ We wish to be removed from the Bidder's List.