



## Response to RFP Questions for May 2020 RFP

### National Signature Programs

June 1, 2020

Note: All questions received in writing within the stated timeline are responded to below. Responses are highlighted in blue italics.

- **General Questions:**

- Can you provide the brand guidelines (including logos/fonts) for the America 250 established brand look and feel as included in the *Report to the President*?  
*The Foundation is in the process of solidifying brand guidelines and will provide these materials to the selected vendor upon award. We are not at liberty to distribute this material without an agreement in place, securing its proper use.*
- What is the budget for the immediate project (tasks 1-5) ending December 31, 2020? We want to ensure we address your budget parameters and meet the threshold without question. *There is no stated budget for this project. The selection will be heavily weighted upon the quality of the proposal and its alignment with stated needs.*
- How many agencies have been asked to participate in the RFP process for America 250?  
*This is an open RFP process, we will not know the number of responding firms until proposals are received.*
- How many agencies/entities have been invited into the RFP process?  
*This is an open RFP process, we will not know the number of responding firms until proposals are received.*
- How many individuals will be involved in the strategy and creative development of the concepts from the National Signature Program team?  
*Direct Staff 5-7, plus Commission involvement.*
- Can you please elaborate on internal process for stakeholder reviews and feedback?  
*The Foundation will support scheduling of reviews with Commission, partners, and stakeholders at key milestones.*
- Can you elaborate on the specific education, tourism and economic development goals that America250 hopes to achieve?  
*The general aspirations for these topics are stated in the Report to the President available on our website: [www.America250.org](http://www.America250.org).*
- Can you please elaborate on how success will be measured for all the activities in 2020?  
*The primary deliverable and measure of success will be a compelling portfolio of programs supported by the Commission, and actionable for implementation. Success is also measured in each program's ability to grow awareness with stakeholders and gather support around future events that build momentum toward 2026.*
- Will sponsors be considered key stakeholders in the planning process and to what extent will we need to integrate with them during the planning process?  
*The scope envisioned anticipates schematic level involvement from partners/ sponsors. While some programs will be developed identifying "market/ industry segments" likely to support concepts, other concepts may need to include target partners during initial*

*concept development. Level of involvement will vary and may be (depending on the proposal and the sponsor) supported by the Foundation's corporate marketing team.*

- Will the vendor selected to run the programmatic activities in 2020 also be invited to bid on the 12 signature events, once they are determined and vetted?  
*Yes. At the will of the client.*
- Is there an opportunity for the selected agency to activate the National Signature Programs at the conclusion of Task 5?  
*Yes. At the will of the client.*
- Can you elaborate on expectations/planning for virtual engagement during the planning process? Is there an existing site or virtual platform that would be leveraged?  
*Virtual engagement has always been an expectation in relation to National Signature Events, given the current situation, there is even more emphasis on virtual engagement. The America250.org website is currently being designed to support additional virtual engagement, however, other platforms may be needed depending on the program proposed.*
- Can you please elaborate on expectations for PR strategy and plan development as part of the 2020 activities (for instance, announcing the signature events once that list is finalized)?  
*The America 250 Foundation is in the process of choosing a PR partner. The selected vendor of this National Signature Programs effort will provide the materials identified within this RFP to the Client and in turn Client's PR agency. While coordination is anticipated the Client will manage this involvement.*
- What's most important to you in an ideal agency partner?  
*An ideal agency will combine skills necessary to fulfill the scope requirements, promote the strategic vision, work tirelessly to reach "each American and all Americans," integrate the strategic pillars expressed in the Report to the President throughout the creative process, and envision programs attractive to partners who can assist in activation.*
- Are there any areas within the Evaluation Criteria for your agency partner that have a higher weighting?  
*No*
- Are there any budget parameters that we should be thinking about for the National Signature Programs?  
*As the Commission is still forming its fundraising and development strategies, the overall cost of programs individually and as a portfolio of programs will be a factor in implementation.*
- Are there specific industry sectors (e.g. Auto/insurance) that you are interested in partnering with? *A250 desires and anticipates a broad range of engagement across prominent industry sectors and scales.*
- Are there any NSP programs that could run after 2026?  
*The portfolio of programs are envisioned to have a legacy beyond 2026, but the Commission formally sunsets in 2027.*

- **RFP Response:**

- Can you clarify the deliverable in the RFP requirements (bullet two in the technical proposal):

- All the proposal elements identified as required in the Scope of Work section above. Does this require any creative development? Or budget and team confirmation to address tasks 1-5?

*Clarification. It is not anticipated that the response to this RFP response include any pre-work or creative development/ project budgeting in the preparation of your submittal. We ask that your proposal address the competencies and outline your recommended approach to be carried out throughout the process. All members of your team shall be identified and confirmation of budgets and or budget percentages specified to each firm/ subconsultants.*

- Please confirm that the timelines are expressed in calendar days and not work days (e.g., 7 days = 1 week, not 1 week and 2 work days.)  
*These are expressed in calendar days.*
- Please clarify whether the timeline for each task is additive (e.g., Task 1 is 7 days, Task 2 is 30 days, = a total of 37 days) OR cumulative (Task 1 is 7 days, Task 2 is 30. days = a total of 30 days)  
*Additive. Timeframes originate from the date of award, not from each subsequent task.*
- Please clarify if the final pitch books need to be physically printed books, or are digital versions satisfactory. If they need to be physically printed, please provide the quantity and size of the books.  
*While a digital pitch book is the immediate deliverable, these books should be formatted for printing as well, with at least one test print provided for client approval.*
- Task 5 mentions "The final reporting shall be formatted to provide individual, stand-alone, program proposals, suitable for pricing, and at a detail that enables each recommended program to be scoped for implementation (not in contract)." If a particular program requires Schematic Design and Design Development level drawings to price and be ready for implementation (tender), should that level of effort be included in this proposal?  
*The RFP clearly states expectations for each successive stage of conceptual design.*
- Please clarify if the presentations are to be presented by the Contractor to the Committee (versus simply delivering them.) If so, should we plan to schedule travel for key team members and assume they will be scheduled for the last day of each task?  
*While we would prefer in-person interaction, it is impossible to determine the feasibility of that at this point. The selected contractor will be expected to present formal presentations either in-person or virtually.*
- Can you please provide details on Client-required travel for this effort? We would like to account for the proper amount of trips to meet Client needs.  
*While in-person interaction is desired for major milestone presentations/ meetings, it is impossible to determine the feasibility of convening at this point.*
- Under Part A of the Technical Proposal, you ask for "All of the proposed elements identified as required in the Scope of Works section above". Can you please clarify specifically if you would like for us to elaborate on how we would approach the work and deliverables within each Task or is this simply a reference to making sure all SOW is all covered in the costing proposal?  
*The latter, we do not anticipate responding proposals will include specific program recommendations at this proposal stage.*
- If there have been Q&A from other responders, can we receive those as well?  
*All questions received on time are included in this response.*