



To: Offerors

Date: August 19, 2019

From: Procurement and Partnerships Team, INVEST Project; Implemented by DAI Global LLC

Subject: Request for Proposals (RFP) INVEST-026: Graphic Design Firm

Due: **1:00PM EDT on Monday, September 9, 2019**

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's INVEST project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal for work in support of the project's overall needs.

- I. RFP Process and deadlines:** INVEST intends to have this solicitation result in the award of one or multiple Time and Materials (T&M) subcontract(s).
- a. **Submission of Questions** – Questions must be submitted no later than **1:00 pm EDT on Friday, August 23, 2019** via email to INVEST_Procurement@dai.com.
 - b. **Submission of Proposals** – Proposals must be submitted no later than **1:00 pm EDT on Monday, September 9, 2019** via email to INVEST_Procurement@dai.com, copying Katherine_Tilahun@dai.com and Talin_Baghdadlian@dai.com. The subject line of the email should be your organization name, followed by "Submission under RFP INVEST-026: Graphic Design Firm." Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's DUNS number. Please limit file submissions to 10 megabytes or less.
- II. Composition of Proposal:** Your organization's proposal should comprise of the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a Word document or a PowerPoint presentation, examples should be submitted as PDFs, PNGs, or JPGs. Please submit Annex A and Annex B as your cost proposal in PDF format as well as an excel sheet.

Part 1 – Technical Proposal

Please limit your technical proposal to no more than five (5) pages. The technical proposal is composed of the following two (2) sections:

1. **Technical Approach/Institutional Capacity** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate how the proposed activities will result in the successful completion of all deliverables. Offerors should provide details about the experience, expertise, or capacity of their firm to complete the work as described in the SOO. This should also include past performance information for similar contexts, as well as the following:

- a. The experience, expertise, or capacity of your firm to complete the work as described, particularly detailing any previous work completed for USAID and/or USAID project implementers.
 - b. Your organization's capacity and approach to responding to time sensitive requests on tight deadlines. Offerors may include expected turnaround times for various projects.
2. **Staffing Structure** – should include details of personnel who might be assigned to the activities described in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all products. Offerors are permitted to engage in partnering arrangements, e.g. subcontracts, with printers if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following. These inputs will not be counted as part of the 5-page limit and the format may be .PDF, .PNG or .JPG:

- One (1) to two (2) examples of a report layout.
- One (1) to two (2) examples of a one-pager layout.
- Two (2) to four (4) examples of an infographic or web graphic
- One (1) example of a chart or graph
- One (1) example of a PowerPoint presentation.
- One (1) to two (2) examples of past performance relevant to this activity (limited to one (1) page per example).
- CV(s) of any individuals proposed in the staffing plan to conduct these services (limited to two (2) pages per individual)

No additional annexes or documentation are requested now.

Part 2 – Cost Proposal

The anticipated contract type is Time and Materials, awarded as a subcontract by DAI Global, LLC. Please complete and submit Annex A and Annex B.

Offerors should also include a cost breakdown of the hourly rates for proposed personnel in each labor category. If applicable, with a build-up to their total proposed price or include substantiating price reasonableness documentation/justification. Please limit file submissions to 10 megabytes or less.

- III. Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required. Proposals will be evaluated against a stated number of factors, including the overall proposed approach, past performance, specific qualifications in the identified sectors and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations. Specific preference will be shown for firms with previous experience working for USAID or USAID project implementors.

1. **Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal.
 - a. **Technical Approach and Institutional Capacity (70 points)** - Points for this section will be awarded based on the information presented in the corresponding section, approach, and any submitted past examples. Points will be awarded to firms describing their thoughtful approach to addressing the statement of objectives. The offeror will be scored based on its presentation of a clear approach which reflects the requirements of this specific activity but also incorporates the offeror's competencies. The technical approach should clearly demonstrate the offeror's strategy in performing the work as listed on the Statement of Objectives. The technical approach should also demonstrate the offeror's strategy in providing printing services and delivering said products. Preference will be given to firms and/or consortia that have past performance in timely and successful delivery of similar products and/or relevant experience in providing graphic design and printing services to USAID or USAID project implementers.
 - b. **Management Plan/Staffing Structure (30 points)** - Points for this section will be based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables. If the offeror is submitting a proposal along with partners, the proposal should describe the nature of the arrangement, the division of labor among the partners, and the appropriate management controls to ensure successful delivery.

2. **Cost Proposal:** Cost will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with US government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in Annex A and Annex B, as well as its alignment with the proposed technical approach.

3. **Offeror's Agreement with Terms and Conditions:** The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including Representations and Certifications compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal.

DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,

DAI INVEST Procurement and Partnerships Team

INVEST_Procurement@dai.com

Annex A: Labor Category Descriptions and Hourly Rates

HOURLY RATES FOR SERVICES		
Labor Categories*	Proposed Fixed Hourly Rates (USD)	
	09/01/2019 - 08/31/2020	09/01/2020 - 8/31/2021
Senior-Level Designer	\$ _____	\$ _____
Mid-Level Designer	\$ _____	\$ _____
Junior-Level Designer	\$ _____	\$ _____

*LABOR CATEGORY DESCRIPTIONS			
Labor Category	Minimum Education	Minimum Years of Experience	Description
Senior-Level Designer	Bachelor's Degree (can substitute with 4 years additional relevant experience)	5	<p>Covers everything conceptualizing and design from beginning to end. Meets with clientele to establish their needs and work and delegates work and leads staff as appropriate. Tasked with deciding how best to portray the values, and support the branding efforts, of the Clients through the use of color and layout. S/he combines aesthetic judgment with management skills, while keeping up with technological advances that affect the design industry.</p> <p>Creates and designs illustrations utilizing complex computer software packages. Uses knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets.</p> <p>High level of fluency in Adobe CS Suite and Microsoft Office. Experience creating products consistent with brand guidelines.</p> <p>Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs.</p>

			<p>Must remain abreast of technological advances in the field and be able to identify areas of use in the organization. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. A great deal of creativity and latitude is expected.</p> <p>Has experience turning complex concepts and data into easy-to-understand infographics. S/he combines his or her technical knowledge and visual communications expertise to achieve clients' marketing or informational goals.</p>
Mid-Level Designer	Bachelor's Degree (can substitute with 4 years additional relevant experience)	3	<p>Supports entire processes from concept to design to layout to the final artwork. Uses knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets such as websites and CD-ROMs. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. A great deal of creativity and latitude is expected. High level of fluency in Adobe CS Suite and Microsoft Office is required. Experience creating products consistent with brand guidelines.</p>
Junior-Level Designer	Associate's Degree (can substitute with 2 years additional relevant experience)	2	<p>Bulk of work is on layouts, simple graphics and text boxes, redrawing logos, correcting typefaces, and doing color corrections. Experience creating products consistent with brand guidelines.</p>

Annex B: Materials Cost

Black Print Pricing			
8.5" x 11" pricing per side			
Quantity	White Paper	Color Paper	Cardstock
1-99	\$	\$	\$
100-499	\$	\$	\$
500 or more	\$	\$	\$
11" x 17" pricing per side			
Quantity	White Paper	Color Paper	Cardstock
1-99	\$	\$	\$
100-499	\$	\$	\$
500 or more	\$	\$	\$
Color Print Pricing			
8.5" x 11" pricing per side			
Quantity	White Paper	Color Paper	Cardstock
1-99	\$	\$	\$
100-499	\$	\$	\$
500 or more	\$	\$	\$
11" x 17" pricing per side			
Quantity	White Paper	Color Paper	Cardstock
1-99	\$	\$	\$
100-499	\$	\$	\$
500 or more	\$	\$	\$
Retractable Banners			
33.5" x 79"			
Quantity	Color		
1	\$		
47" x 79"			
Quantity	Color		
1	\$		
Vinyl Banners			
3 ft x 2 ft			
Quantity	Color		
1	\$		
Booklets			
5.5" x 8.5", 8 pages, gloss paper			
Quantity	Color		
1-99	\$		
100-499	\$		
500 or more	\$		

The INVEST Project: Mobilizing Private Investment for Development
Statement of Objectives
Graphic Design Firm Support to USAID INVEST

I. Introduction

USAID seeks to unlock the potential of private capital to drive inclusive growth. Increasingly, private investors and businesses are looking to emerging markets for better returns and new market opportunities. Specifically, USAID can leverage its resources – grants, technical assistance, guarantees, and convening power – to help raise awareness of investment opportunities, lower transaction costs, and mitigate the risk of investments that generate positive social, economic, and environmental impact.

In support of its efforts to promote blended finance within the agency, the USAID Office of Private Capital and Microenterprise (USAID/PCM) awarded the INVEST contract to DAI in September of 2017. Through INVEST’s flexible buy-in mechanism, USAID Missions and Operating Units are able to access an unprecedented network of firms and individuals that have the range of technical expertise needed to identify opportunities and effectively mobilize private capital toward development priorities. Using a lean approach tailored to high potential opportunities, relevant parts of the network will come together to research, develop, and build specific solutions that align private capital with development needs.

II. Statement of Objectives

USAID INVEST seeks a Graphic Design Firm to provide a range of sophisticated graphic design support and printing services for the development of design products to support INVEST’s work.

Under this statement of objectives, the selected firm(s) will perform the following tasks:

- Vision/brainstorming with client over style and design of communications products.
- Design of communications materials, presentations, reports, infographics, web graphics, illustrations, one-pagers, and other visuals for communications use.
- Creation of graphics to distill complex information into an attractive, digestible final product.
- Developing concepts, proposing designs, revising designs based on client feedback, packaging files for print or online use, delivering design files to client in print-ready format.
- Coordinate and manage the printing of communications materials and submit/have delivered all printed items to the INVEST designated team member in Washington, DC, or to other locations as needed.
- Other related tasks, as necessary.

III. Duration and Place of Performance

This engagement is expected to commence in September 2019 and end September 2021. Work will take place at firm’s location. There will be significant interaction with staff based in Washington, DC but this can be done remotely. Significant interaction with staff based in Washington, DC but this can be done remotely.

IV. Qualifications

The successful firm/firms will be required to demonstrate:

- Ability to work in a fast paced, high volume, multi-client environment.
- Ability to be responsive to requests and deliver high-quality work on tight deadlines.
- Strong theoretical and practical background in graphic design, including the use of design software, such as Adobe Creative Suite, Illustrator, Photoshop, In-Design, among others.
- Expert experience in designing visually informative graphics and images for print and use online.
- Experience working in collaboration with technical teams.
- Excellent interpersonal skills and a strong team player.
- Strong attention to detail.
- Demonstrated success in providing graphic design support to, interest and/or experience in working with USAID or on USAID projects in private sector development preferred.