



**National Coalition of One Hundred Black Women, Inc.  
Oakland/Bay Area Chapter**

**25th Annual Madam C. J. Walker  
Business & Community Recognition Awards Luncheon  
&  
Women's Empowerment Forum**

**REQUEST FOR PROPOSAL for  
GRAPHIC DESIGN SERVICES**

<b>RFP Issued</b>	Monday, November 7, 2022
<b>Bidder's Questions Due</b> Send all questions regarding this RFP via email to <a href="mailto:jamie@onehundredblackwomen.org">jamie@onehundredblackwomen.org</a>	By 12:00 PM/Noon, Thursday, November 10, 2022
<b>RFP Response/Proposal Due Date</b>	By 12:00 PM/Noon, Monday, November 14, 2022 Email proposal to: <a href="mailto:jamie@onehundredblackwomen.org">jamie@onehundredblackwomen.org</a> Please request a receipt when submitting your RFP proposal
<b>Notice of Award</b>	On or Before Monday, December 5, 2022
<b>Event Date</b>	Friday, March 24, 2023 <i>Event Setup: Appx. 7:30 AM/ Breakdown: Appx. 3:30 PM</i>
<b>For information about this project Please contact:</b>	Jamie Sweet National Coalition of 100 Black Women Oakland/Bay Area Chapter E-Mail: <a href="mailto:jamie@onehundredblackwomen.org">jamie@onehundredblackwomen.org</a>

Proprietary and Confidential

## **ORGANIZATIONAL BACKGROUND**

The National Coalition of One Hundred Black Women, Inc. is a non-profit organization, which offers a variety of programs and services that enrich the lives of African American women. Founded in 1995, the Oakland/Bay Area Chapter, (NCBW/OBAC) is composed of senior-level professionals in a wide variety of industries & sectors.

**Our Vision:** To be the organization of choice for today's African American Woman, who understands the needs of her community, and has the requisite skills to develop solutions.

**Our Mission:** We are committed to providing programs that increase the participation of African American women in economic, civic, entrepreneurial, and human service arenas of their respective communities through education, scholarship, and collaboration.

## **ADMINISTRATIVE INFORMATION:**

All vendors will need to prepare and submit their proposal with the RFP Cover Sheet provided below in Appendix A to the attention of Jamie Sweet at: [jamie@onehundredblackwomen.org](mailto:jamie@onehundredblackwomen.org).

## **SHORT EVENT DESCRIPTION**

Every year NCBW/OBAC hosts the Women's Empowerment Forum & Madam C.J. Walker Business & Community Recognition Awards Luncheon. Attendees will include Bay Area African American businesswomen, community leaders, and dignitaries. This year's theme is "*Celebrating 25 Years - A Legacy of Advocacy, Commitment, and Excellence.*"

You may find out more information about our organization at: [www.onehundredblackwomen.com](http://www.onehundredblackwomen.com)

## **PROJECT REQUIREMENTS/OBJECTIVES AND DELIVERABLES:**

This is a request for proposal for you to provide graphic design services for our event scheduled on **Friday, March 24, 2023**, at the San Francisco Marriott Marquis, 780 Mission St., San Francisco, CA 94103. This is our 25th Annual event and we are interested in providing various vendors an opportunity to participate with us in producing another successful event. The expected attendance at the luncheon event is 800-1,100 attendees.

The following is a partial list of some of our projected graphic design needs and deliverables:

1. New contemporary branding design that will be used all print and digital elements
2. Print-ready and digital Save the Date flyer
3. Print-ready and digital Empowerment Forum flyer
4. Print-ready and digital Event flyer
5. Print-ready and digital tickets
6. Design of advertisement copy for print in newspapers, press release, and letters (letterhead)
7. Design of powerpoint template with event branding
8. Design and printing of poster board signs (Four total: Registration, Luncheon, Forum, Reception)
9. Design sample and editable file of Table Tents (approximately 80 tables)
10. Design and print of Welcome banner with event branding and stand
11. Design, composition, and print of program book copies, including the design of chapter related advertisements

Captioning is not required on all graphic design needs, just the groups/individuals listed below:

1. Print-ready and digital Empowerment Forum flyer
2. Print-ready and digital Event flyer
3. Print-ready and printed program book

Please note, the names of the individuals (we have confirmed will be in attendance) will be provided closer to the event date. At that time, the Contractor who has been awarded the contract will have more information regarding whose photos will need names assigned on the respective flyers. Registration for this event is ongoing and we do not have a list of attendees at this time. Please note, if

selected as the graphic designer for this event, you will need to confirm names or add new names to photos, as needed.

NOTE: The National Coalition of 100 Black Women – Oakland/Bay Area Chapter reserves the right to modify the scope of work as needed.

## **PURPOSE OF THE REQUEST FOR PROPOSAL**

This is a request for proposal for you to provide graphic design services in preparation for our event scheduled on Friday, March 24, 2023. Deliverables for the event will begin after December 23, 2022.

NCBW/OBAC is seeking to identify and select an outside independent vendor to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by NCBW/OBAC.

## **DETAILED RESPONSE REQUIREMENTS**

Bidders should submit their proposals with the following information and supporting documents:

### **COMPANY OVERVIEW**

Provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number,
- Primary and secondary SIC numbers, addresses, main telephone numbers, toll-free numbers, and facsimile numbers.
- Key contact name, title, address (if different from the above address), direct telephone, email, website, and fax numbers, as applicable.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including the year established and the number of years your company has been offering graphic design Services & Support.

### **APPROACH, AND METHODOLOGY**

Include detailed synopsis of how you plan to accomplish deliverables taking into account your staffing, tight schedule, and time frame associated with the event. This section should include a description of each major type of work being requested of the Vendor. All information that is provided will be held in strict confidence.

### **DETAILED AND ITEMIZED PRICING**

Include a fee breakdown by project phase and all associated estimates.

### **REFERENCES**

Provide three current corporate references for which you have performed similar work.

### **EVALUATION CRITERIA AND PROCESS**

The NCBW/OBAC Selection Committee consists of NCBW/OBAC Chairs and NCBW/OBAC chapter members. The NCBW/OBAC Selection Committee will review and evaluate RFP submissions in accordance with the evaluation criteria listed below. The evaluation of the RFP submissions shall be within the sole judgment and discretion of the NCBW/OBAC Selection Committee.

The NCBW/OBAC reserves the right to interview the organizations with the highest ranked submission and to rescore the evaluation on the basis of those presentations or interviews.

Each of the following Evaluation Criteria below will be used in ranking and determining the quality of each submission. Each submission will be evaluated according to the Evaluation Criteria and will receive a rating between zero (0) and the number of possible points for each criteria. The following provides the specific Evaluation Rating Criteria for the proposed services.

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a vendor or vendors:

1. Completion of all required responses in the correct format and submitted by stated deadline.
2. The extent to which the Vendor's proposed solution fulfills NCBW/OBAC stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experience, and record of past performance in delivering such services.
5. Availability of sufficient high-quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

NCBW/OBAC may, at their discretion and without explanation to the prospective vendors, at any time choose to discontinue this RFP without obligation to such prospective vendors.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for NCBW/OBAC evaluation of the Vendor's proposal.

In order to address the needs of this procurement, NCBW/OBAC encourages Vendors to work cooperatively in presenting integrated solutions. Vendor team arrangements may be desirable to enable the companies involved to complement each other's unique capabilities while offering the best combination of performance, cost, and delivery for the audio-visual services being provided under this RFP. NCBW/OBAC will recognize the integrity and validity of Vendor team arrangements provided that:

- The arrangements are identified, and relationships are fully disclosed
- A prime Vendor is designated that will be fully responsible for all contract performance.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between NCBW/OBAC and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Company Overview
2. Approach and Methodology
3. Detailed and Itemized Pricing
4. References

The detailed requirements for each of the above-mentioned sections are outlined as follows:

Cover Sheet (Appendix A) is completed, attached and signed; materials were submitted on time per the deadline.		n/a*
Understanding of Need, is included		n/a*
Business Description, Services and Qualifications, is included		n/a*
Statement of Approach and methodology, is included		n/a*
Pricing for scope of work (should be reasonable and realistic)		n/a*
3 References provided		n/a*
(1-3) Graphic design samples of work		n/a*
<b>Experience</b>	Demonstrated experience in field of work as required by the RFP.	5
<b>Scope</b>	Statement of approach and methodology for work is clear; demonstrated ability to carry out work as proposed.	5
<b>Pricing</b>	Detailed and itemized pricing is competitive and reasonable.	5
<b>Timeliness</b>	Demonstrated ability to carry out of the scope of work in time indicated.	5

\*This section will not be scored on a point basis. However, completion of these requirements in a satisfactory manner will be required for the remainder of the submission to be scored.

NCBW/OBAC reserves the right to request additional information and/or clarification of information submitted.

It is the responsibility of each bidder to be familiar with all the specifications, terms and conditions. By submission of the bid, bidder certifies that if awarded a contract they will make no claim against the NCBW/OBAC based upon ignorance of conditions or misunderstanding of the general requirements.

### **SUBMITTAL OF RESPONSES**

1. All responses to this RFP must be received at [jamie@onehundredblackwomen.org](mailto:jamie@onehundredblackwomen.org) no later than 12:00 PM, Monday, November 14, 2022.
2. No response will be considered for award unless submitted BY EMAIL to [jamie@onehundredblackwomen.org](mailto:jamie@onehundredblackwomen.org). Please request a confirmation receipt when submitting your RFP proposal.
3. No facsimile or mailed responses will be considered.
4. All costs required for the preparation and submission shall be borne by the submitting bidder.
5. Late submissions will be noted accordingly and will be subject to disqualification.

### **PRICING**

1. The price(s) quoted shall be the total cost NCBW/OBAC will pay for this project including taxes and all other charges.
2. All prices quoted shall be in whole United States dollars.

### **AWARD**

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to NCBW/OBAC in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

1. Proposals will be evaluated by a committee and will be ranked in accordance with the RFP section entitled "Evaluation Criteria and Process".

2. The committee will recommend the award to the bidder who, in its opinion, has submitted the proposal that best serves the overall interests of the NCBW/OBAC Committee and attains the highest overall point score. Award may not necessarily be made to the bidder with the lowest price.
3. NCBW/OBAC reserves the right to accept a bid/bids other than the lowest priced offer.
4. NCBW/OBAC reserves the right to award to a single or multiple contractors for all or parts of the scope of services.
5. NCBW/OBAC has the right to decline to award this contract or any part thereof for any reason.
6. NCBW/OBAC reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor.
7. NCBW/OBAC reserves the right to Award a contract based on initial offers received, without discussions or requests for best and final offers.
8. NCBW/OBAC reserves the right to resubmit RFP/Q requests to additional bidders if less than three (3) bids have been received. In that instance, NCBW/OBAC reserves the right to extend the Notice of Award to a new date, as needed.
9. In instances where an exception is taken to the RFP/Q that does not meet the minimum requirement, the bid will be disqualified.
10. Final Agreement terms and conditions (including payment terms) will be negotiated with the selected bidder.

## **NOTICE OF AWARD**

At the conclusion of the RFP evaluation process, all bidders who submitted a response will be notified in writing of the determination of their submission. The document providing this notification is the Notice of Award.

## **LICENSING & MEDIA**

NCBW/OBAC intends to use the design(s) provided by Graphic Designer for all NCBW/OBAC needs both upon receipt of design(s) and in the future for the purpose of and not limited to the following:

- Internal/Archive use
- Public Relations/Marketing
- Social Media
- Press
- Etc.

We do not have a list of publications at this time.

## **BILLING**

Shari P. Wooldridge, MCJW Chair  
National Coalition of 100 Black Women Inc, Oakland Bay Area Chapter  
PO Box 24231  
Oakland, CA 94623

Authorized Contract Signer: Frances Cohen, President  
Authorized Contract Signer's Email: [frances@onehundredblackwomen.org](mailto:frances@onehundredblackwomen.org)  
Payment will be by check.

PROPRIETARY and CONFIDENTIAL

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APPENDIX A: RFP Cover Sheet

**Business and Contact Information**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Business Tax ID # or Individual SSN: \_\_\_\_\_

**Checklist:**

- Cover Sheet is complete, signed, and attached to other RFP materials
- Description of the business description, services and qualifications
- Statement of approach and methodology
- Details and itemized pricing for scope of work.
- (3) References
- (1-3) Graphic design samples of work

**Deadline**

The deadline for submission is 12:00 PM/Noon, Monday, November 21, 2022.

**Questions**

Please contact Jamie Sweet at [jamie@onehundredblackwomen.org](mailto:jamie@onehundredblackwomen.org).

**Certification**

I have read and understand all specifications, terms and conditions under this RFP for GRAPHIC DESIGN SERVICES.

I acknowledge that all information contained and/or submitted with this RFP response is true and accurate.

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

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