



USA

VisitTheUSA.com

Brand USA



REQUEST FOR PROPOSAL

Corporate Printing Services

November 12, 2018



INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase international visitation to the USA in order to fuel the U.S. economy and enhance the image of the United States worldwide. Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Brand USA works in close partnership with more than 800 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America. According to the studies by Oxford Economics, over the past five years, Brand USA's marketing initiatives have helped welcome 5.4 million incremental visitors to the USA, benefiting the U.S. economy with \$38.4 billion in total economic impact, which has supported, on average, more than 51,000 incremental jobs a year.

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program. For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

Brand USA is committed to including diverse firms as an important part of its sourcing and procurement activities. In furtherance and support of this goal, we encourage minority, women and locally-owned firms to pursue business opportunities with us. Minority and women-owned firms who otherwise meet the minimum requirements set forth in this Request for Proposal are encouraged to submit a Notice of Intent to Bid. In addition, Brand USA also seeks to do business with firms that also recognize the value of diversity and inclusion in the composition of their workforce and in their own contracting, subcontracting or teaming activities. We encourage such firms who meet the minimum bidding requirements (regardless of size or ownership) to also submit a Notice of Intent to Bid. Brand USA reserves the right to give weight or allocate bidding credit to diverse firms or those with a demonstrated commitment to inclusion as part of its evaluation process.

WHY DOES A COUNTRY AS POPULAR AS THE USA NEED A MARKETING PROGRAM?

Although the United States remains one of the world's most popular travel destinations, during the first decade of this century, while the global travel market was booming, the USA's share of international travelers declined 28



percent—from 17.2 percent in 2000 to 12.4 percent in 2010. The resulting impact on the U.S. economy was an annual loss of 467,000 jobs and \$606 billion in lost revenue. In addition to being seen as unwelcoming (resulting from increased security measures that came following 9/11) and too familiar, the United States was also one of the world’s only industrialized nations without a national tourism board to attract international travelers to its shores in order to fuel the nation’s economy by inspiring the world to visit the U.S.A.—to see it again, or for the first time.

With the strength of a national marketing effort from Brand USA now in place, the United States is working to regain its share of the global travel market. By welcoming more international visitors to the USA, Brand USA is supporting U.S. economic growth, helping to spur job creation, and creating a more positive impression of the United States around the world.

WHY IS INTERNATIONAL VISITATION SO IMPORTANT TO THE NATION’S ECONOMY?

International visitation helps local communities.

On average, overseas visitors spend nearly \$4,400 per trip and generate tax revenue in communities across America without burdening local services, such as public schools and fire departments. When international travelers spend this kind of money in our communities, it lessens the tax burden on U.S. citizens.

International visitation supports American jobs and economic growth.

When international visitors come to the U.S.A., the money they spend directly supports about 1.2 million American jobs and added over \$180 billion to the U.S. economy. Overseas arrivals represent around 50% of all international arrivals, yet account for over 85% of total international travel spending. (Source: US Travel Association and NTTO 2016 Data)

International visitation enhances the image of the United States worldwide.

Surveys show that international visitors to the United States are 74 percent more likely to have a favorable view of America and 61 percent more likely to support U.S. policies.

Who Pays for It?

International visitors and private contributions fund the work of Brand USA— no U.S. taxpayer dollars are used to fund Brand USA’s marketing efforts. Instead, the organization is supported by contributions from partnering



organizations that are matched by fees paid by international travelers to the Electronic System for Travel Authorization (ESTA) program.

ESTA is an automated system implemented by the Department of Homeland Security in 2008 that determines the eligibility of visitors from 38 international markets to travel to the United States under the Visa Waiver Program (VWP). ESTA authorizations are generally valid for multiple trips over a period of two years or until the traveler's passport expires, whichever comes first.

BRAND USA IS BUILDING ON SUCCESS

Brand USA is delivering on a dynamic marketing strategy that includes, but is not limited to, a global advertising campaign, earned media and public relations strategies, a robust social media outreach plan, promotional and incentive campaigns, trade shows and sales missions, and educational campaigns about U.S. entry policies. Brand USA carefully selects its marketing tools and target markets and travelers after vigorous analysis of existing and original market research.

Brand USA with and through the support of more than 800 partners worldwide has made notable progress towards our mission of increasing international visitation to the United States and by all accounts, our efforts are working. Since we began operations in 2011, Brand USA has:

- Generated 5.4 million incremental international visitors to the USA over the past five years, which has benefited the U.S. economy with \$38.4 billion in total economic impact and supported, on average, more than 51,000 incremental jobs a year (source: Oxford Economics).
- Established consumer and trade marketing initiatives in more than 40 international markets, which generate 90 percent of all inbound travel to the United States.
- Continued to execute the USA consumer campaign in 14 markets (Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Japan, Mexico, South Korea, Sweden, and the United Kingdom). In total, these markets generate more than 80 percent of all international visitation to the United States.
- Leveraged \$52.5 million in contributed media from 35 global media partners, plus an additional \$5.7 million of in-kind contributions, to promote travel to the USA directly to consumers in numerous international markets. This compares to \$49 million in contributed media from 29 global media partners in FY2016.
- Generated \$110 million in industry contributions, including cash contributions of \$43.5 million (compared to \$53 million in FY2016) and in-kind contributions of \$66.3 million (compared to \$47 million in FY2016)



in recognized revenue—representing 40 percent in cash contributions and 60 percent in in-kind contributions for the year.

- Maintained a partnership program retention rate of 94 percent in FY2017.
- Kept overhead expenses to below 10 percent each year since our founding—devoting more than 90 percent of Brand USA’s resources toward marketing and programs to increase international visitation.



PURPOSE AND REQUIRED SERVICES

Brand USA is seeking a company that is able to provide high-end printing and binding services for both large and small format printing. Brand USA will provide artwork and print-ready files. The selected firm will need to be able to make small, as well as large run prints.

Design Assistance and Production

The selected firm will assist the Brand USA graphics design staff with the design and production of various types of printed materials. Working with Brand USA staff, the following print projects are typical of what will be required to be produced:

- Business Cards
- Folders (2 and 3 panels, business card slits)
- Name Badges
- Corporate Reports (maximum size: 124 pages)
- Brochures (two fold, trifolds, roll folds)
- Booklets (stapled or saddle stitched)
- Signage (poster boards, step and repeats)
- Pull up banners
- Tent Cards
- Stationary (letterhead, envelopes, notecards)

Functional Requirements

The selected firm should be able to meet the following requirements:

- Offer excellent customer service and a single project manager
- Be open to collaborating with Brand USA staff
- Provide proofing and firm's approval process for all artwork
- Provide the ability to electronically communicate (via email or vendor supplied system) errors in artwork before printing the final product
- Use Box (file-sharing and management system) to share and accept files from Brand USA



QUALIFICATIONS

The submission in response to this request for proposals (RFP) should describe the firm's and the assigned project leadership team's qualifications to provide the requested services. The focus should be on demonstrating the firm's ability to

- provide samples of work showing the successful management of a variety of corporate printing projects;
- offer a variety of paper, paper weights, finishing and binding services, and cutting-edge technology;
- work under extreme deadlines; and
- offer competitive pricing.

Deliverables

The proposal should include the following:

1. Executive Summary – Describe your understanding of the work to be performed and your firm's ability to provide it.
2. Project Management Approach – Describe how your firm manages corporate print projects. Discuss the communication process used by the firm to discuss issues with the project lead's counterpart at Brand USA. Provide view of how the typical print project is managed by your firm, from inception through delivery.
3. Representative Pricing– Using the items listed under Representative Pricing (below), provide a quote and timeline for each item. Please additionally include a sample timeline and quote for potential rush projects for each item. Ensure that the costs shown are all inclusive (e.g., include management and administrative fees).
4. Client References – Include a list of relevant not-for-profit corporate clients the firm has served in the last three years and furnish the names and telephone numbers of at least three references whom we may contact.

SELECTION: Top candidates will be asked to present and share design samples at the Brand USA headquarters.

REPRESENTATIVE PRICING

Based on the RFP requirements listed above, the proposal must include a detailed, realistic quote for the following standard print items. The quote must be inclusive of all expected costs. Volume discounts can be cited, if applicable.

- [Market Guide brochures](#)
 - 10.5" x 8.75" flat, 5.25" x 8.75" folded



- Color: 4/4 w/UV Gloss Cover
- Finishing: trim to size, saddle stitch
- Paper: 100# Gloss Text
- Page Count: 32 page + cover
- Business Cards
 - 3.5” x 2.0”
 - four color
 - roughly 125 per person
- Annual Report
 - Perfect bound
 - Page Count: 124 pages roughly
 - 8.5” x 11”
 - four color
 - gloss cover
 - gloss text
- Pull up Banner
 - 31.5” x 60” to 83.25”
 - Hardware and vinyl graphic
 - Four color

PROPOSAL FORMAT AND SPECIFICATIONS

Proposals should be comprehensive, provide the information requested in this RFP, and should be kept to a maximum of 25 pages. The proposal format and presentation style is at the discretion of bidding firm, however, it must include the information described above.

MINIMUM REQUIREMENTS

Proposals may be rejected if they do not include all of the Functional Requirements listed above. All bidding vendors wishing clarification of this RFP must submit questions in writing to Brand USA, no later than **November 26, 2018 (due by 5:00 PM EST)**, and sent by email to RFPadmin@TheBrandUSA.com.

All costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.



1. **NOTICE OF INTENT TO BID** (Attachment 1) must be received by **December 10, 2018** (due by 5:00 PM EST).
The notice shall be sent by email to RFPadmin@TheBrandUSA.com at the Brand USA office. The **NOTICE OF INTENT TO BID** is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Subject to Brand USA's discretion, proposals will be accepted only from applicants who submitted a timely **NOTICE OF INTENT TO BID**.
2. RFP Responses must contain the following information:
 - a. Executive Summary
 - b. Professional Experience
 - c. Project Management Approach
 - d. Representative Pricing Schedule
 - e. Client References (at least three)
 - f. Additional Information (no more than 15 pages)
3. No Conflicts of Interest. Client relationships that could potentially be considered conflict of interests must be disclosed.
4. **CERTIFICATION** (Attachment 2) must be signed and accompany the RFP response submission.

TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

A. Proposal Released	November 14, 2018
B. Written Questions (due by 5:00 PM EST)	November 26, 2018
C. Written Questions Answered and posted to Brand USA website	December 3, 2018
D. Notice of Intent to Bid Due (due by 5:00 PM EST)	December 10, 2018
E. Proposal Due (due by 3:00 PM EST)	December 21, 2018
F. Proposal Evaluation by Scoring Committee	January 7, 2019
G. Notification and Scheduling of Finalist Interviews	January 14, 2019
H. Finalist Presentation/Interviews	Week of February 4, 2019
I. Notice of Intent to Award Contract and Public Posting	February 11, 2019



DELIVERY OF PROPOSAL

Proposals may be e-mailed to RFPadmin@TheBrandUSA.com and six (6) printed copies must be delivered by U.S. Mail, Federal Express, UPS, etc. to:

Brand USA Headquarters
c/o RFP Administrator
1725 Eye Street NW, Eighth Floor
Washington, DC 20006
ATTN: RFP – Corporate Printing Services
Phone: 202.536.2060

Email: RFPadmin@TheBrandUSA.com

Proposals must be received by the date and time referenced in the tentative schedule (no later than December 21, 2018 at 3:00 PM EST). Late submissions will not be accepted. Proposals may not be faxed.

EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.



ATTACHMENT 1

NOTICE OF INTENT TO BID

Due: **December 10, 2018 at 5:00 PM EST**

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

Washington, DC 20006

ATTN: RFP – Corporate Printing Services

Phone: 202.536.2060

Email: rfpadmin@thebrandusa.com

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



ATTACHMENT 2
CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

- 1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State, Zip



ATTACHMENT 3

FOR BRAND USA USE ONLY

Bid/Proposal: _____

Evaluated by: _____

Date: _____

Proposal Evaluation Criteria

The Scoring Committee will judge each written proposal based on the following criteria:

EVALUATION CRITERIA	MAX POINTS	SCORE
1. Reputation of the Firm	25	
2. Project Management Approach	30	
3. Representative Pricing	45	
TOTAL POINTS	100	