



**REQUEST FOR PROPOSAL (RFP)
FOR CREATIVE SERVICES
EnviroKure, Inc.**

1.0 REQUIREMENTS AND SPECIFICATIONS

1.1 Introduction & Purpose of the Request for Proposal

EnviroKure reserves the right to award contracts for these services to multiple providers and to award contracts for all or any portion of the services requested herein. The Contract(s) shall be for an initial term of five (5) months with optional renewal at the sole discretion of EnviroKure based upon the nominally satisfactory performance of the selected bidder(s)..

If at any time during the Initial Term or any Optional Renewal Term, EnviroKure determines that service capacity needs to be expanded EnviroKure may re-release this RFP. Any contracts awarded from a re-issued RFP(s) will expire at the same time as the contracts awarded under the initial RFP. All proposals submitted as a part of a re-released RFP will be subject to and evaluated based upon the same criteria set forth in the initial RFP (plus any addenda issued as a part of the initial RFP).

1.2 Scope of Service

EnviroKure seeks to contract with a creative services firm or individual(s) to manage ongoing digital and graphic design projects, for approximately 40 hours per month on average (depending on agency needs and hourly costs). The services will be accessed by all departments within EnviroKure. Creative services are needed for projects such as presentation media, annual reports, eblasts, tblasts, social media, newsletter, digital advertising, sell sheets, sales materials, and brochures. Bidder shall be versatile in using digital and graphic tools. Bidder shall submit samples of related works with bid.

Submitted bids should include prices for five months and optional renewal terms.

1.2.1 Service Components and Business Deliverables

On all creative/design services, Vendor shall:

1. Collaborate with EnviroKure staff to establish art direction and concept design, design and production, project management, and editing. Timelines and final designs will be approved by an EnviroKure staff member.
2. Have the ability to complete graphic art, design work, digital media, page design with original and stock.
3. Conceptualize, design, and deliver time-sensitive graphic design material in print and web-based formats to include:
 - Print — Brochures, posters, fliers, invitations
 - Digital — graphic content/visualizations
 - Advertising — Billboards, Print, Digital
 - Electronic newsletter templates
 - Presentation Media ~ company slide decks for a variety of purposes
 - Other projects as needed



4. If materials and graphics utilized are not 100% original, the Contractor must certify images, illustrations or wording submitted are copyright free without violation of any copyright law.
5. Have the capacity to provide services for 5 months upon contract approval for approximately 40 hours per month.
6. Upon acceptance of each design or concept, EnviroKure will retain all intellectual property rights.

Proposals (digital submissions only) must include, at a minimum, the following information:

1. Examples of Quality of Work. Provide examples of relevant past projects and a portfolio of prior work and materials pertinent to providing the Services.
2. Proposed Fees/Expenses. Proposals shall clearly state all fees and expenses to be charged in the performance of all Services:
 - A. If based on an hourly rate, provide the hourly rates to be charged for the Contractor and optionally for each individual who would be assigned to provide Services. Alternatively, provide a blended rate for the delivery of all Services.
 - B. Provide an explanation if fees will be calculated on any other basis. Itemize the type of expenses (other than fees) for which the Contractor would seek reimbursement.
 - C. The maximum amount charged for Services may not exceed \$20,000. Vendors must possess the following qualifications:
3. Minimum of five (5) years' experience providing the services described in this RFP.
4. Experience with business, agriculture and/or agency work.
5. Able to work effectively, often under tight deadlines, and deliver a quality product in a professional manner.
6. Demonstration of a solid understanding of the scope and nature of the work, as well as outstanding technical expertise and excellence in customer service.
7. Ability to work in a variety of file formats as needed that provide flexibility for easy modifications by EnviroKure in-house.

In addition to addressing the above, Vendor must also respond to the following:

1. Introduction – A short presentation of the individual or entity (company), including the structure of the company or resume for individuals. State the length of time the bidder has been in business and the type of



graphic design services provided. This section should address the candidate's qualifications as outlined above and summarize their relevant background and experience.

2. Portfolio – Provide at least five (5) examples of previous graphic design work (web links or URLs are preferable).

3. Reference List – A list of at least three (3) references, including client name, organization, email and telephone contact information for similar work performed by the applicant.

2.0 PROVIDER PROPOSAL

EnviroKure will accept proposals via email for this RFP. Proposals should be sent to the RFP Contact Person at: am.adams@envirokure.com

A. Electronic Requirements

- Proposal in a pdf format and the pages must be numbered from 1 - xxx.
- Each proposal must be written in twelve (12) point font.
- Budget in unlocked Excel format.

B. Proposal Organization

Proposals must contain all the specified elements of the information listed below without exception, including all subsections therein:

- Section 2.1 ~ Cover Sheet
- Section 2.2 ~ Cost Considerations
- Section 2.3 ~ Proposal Documents
- Section 2.4 ~ Customer References

2.1 Cover Sheet

Each Provider must include a Cover Sheet in its proposal. The Cover Sheet must be signed by an authorized representative of the Provider and also include the names of individuals authorized to negotiate with Envirokure. The signature line must indicate the title or position the individual holds in the company.

2.2 Cost Considerations

A. EnviroKure anticipates services will begin approximately June 15, 2022. Provider must submit a Cost Sheet for the Contract term that Provider understands will be used to compensate Provider for services provided. Cost Sheet. Contracts will be written for five months with optional renewal.

B. Provider must include all minimum times for payment.

2.3 Proposal Documents

The following items are to be attached to the proposal:

1. Agency/Company Ownership - Describe how the agency/company is owned (include the form of business entity -i.e., corporation, partnership or sole proprietorship) and financed.



System and Fiscal Administration Components

1. Contact Information - Provide the address for the Provider's headquarters and service locations. Include a contact name, address, and phone number.
2. Agency/Company History - Provide a brief history of Agency/Company's organization. Include the Agency/Company mission statement and philosophy of service.
3. Subcontracts - Submit a letter of intent from each subcontractor indicating its commitment, the service(s) to be provided and three (3) references. All subcontractors must be approved by EnviroKure and will be held to the same Contract standards and obligations as the Agency/Company.
4. Agency's/Company Primary Business - State the agency's/company's primary line of business, the date established, the number of years of relevant experience, and the number of employees.
5. Table of Organization - Clearly distinguish programs, channels of communication and the relationship of the proposed provision of services to the total company. In addition, please provide a list of all subsidiaries, affiliated companies, brother/sister companies and any other related companies as well as each company's major line of business.
6. Agriculture, Sustainable Programs- Provide a description of the Agency's/Company's experience with these types of programs

3.0 PROPOSAL GUIDELINES

3.1 Program Schedule

ACTION ITEM DELIVERY DATE

RFP Issued May 17, 2022

Deadline for Receiving Final RFP Questions June 1, 2022

Deadline for Issuing Final RFP Answers June 1, 2022

Deadline for Proposals Received by RFP Contact Person June 5, 2022

Anticipated Proposal Review Completed Week of June 10, 2022

Anticipated Start Date June 15, 2022

3.2 RFP Contact Person

RFP Contact Person and mailing address for questions about the proposal process, technical issues, the Scope of Service or to send a request for a post-proposal meeting is:

Ann-Marie Adams am.adams@envirokure.com cell 607.229.8071

3.3 RFP Questions

All Providers may submit written questions regarding the RFP or the RFP Process. All communications being emailed are to be e-mailed only to the RFP Contact Person listed in Section 3.2.



1. No questions will be accepted after June 1, 2022, noon.
2. The answers issued in response to such Provider questions become part of the RFP.

3.5 Addenda to RFP

EnviroKure may modify this RFP by issuance of one or more addenda to all parties who submitted an RFP. In the event modifications, clarifications, or additions to the RFP become necessary, all Providers who submitted an RFP will be notified and will receive the addenda via e-mail. In the unlikely event emergency addenda by telephone are necessary, the RFP Contact Person, or designee, will be responsible for contacting only those Providers who submitted an RFP.

3.6 Availability of Funds

By sole determination of EnviroKure, if funds are not sufficiently allocated or available for the provision of the services performed by Provider, EnviroKure reserves the right to exercise one of the following alternatives:

- A. Reduce the utilization of the services provided under the Contract, without change to the terms and conditions of the Contract; or
- B. Issue a notice of intent to terminate the Contract. EnviroKure will notify the Provider at the earliest possible time of such decision. No penalty will accrue to EnviroKure in the event either provision is exercised. EnviroKure will not be obligated or liable for any future payments due or for any damages as a result of termination.

4.0 SUBMISSION OF PROPOSAL

4.1 Preparation of Proposal

Proposals must provide a straightforward, concise delineation of qualifications, capabilities, and experience to satisfy the requirements of the RFP. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, completeness, and clarity of content. The proposal must include all costs relating to the services offered.

4.2 Cost of Developing Proposal

The cost of developing proposals is entirely the responsibility of the Provider and shall not be chargeable to EnviroKure under any circumstances. All materials submitted in response to the RFP will become the property of EnviroKure and may be returned only at EnviroKure's option and at Provider's expense.

4.3 False or Misleading Statements

If in the opinion of EnviroKure, information included within Provider's proposal was intended to mislead the Company in its evaluation of the proposal, the proposal will be rejected.

Provider must certify the proposal and pricing will remain in effect after the proposal submission date.



4.4 Delivery of Proposals

Proposals must be e-mailed to the RFP Contact Person at the stated due date. Proposals received after this date and time will not be considered. An acknowledgment of receipt will be issued for all proposals received. It is absolutely essential that Providers carefully review all elements in their final proposals.

Once received, proposals cannot be altered; however, EnviroKure reserves the right to request additional information for clarification purposes only.

4.5 Acceptance and Rejection of Proposals

EnviroKure reserves the right to:

- A. award a Contract for one or more of the proposed services;
- B. award a Contract for the entire list of proposed services;
- C. reject any proposal or any part thereof; and
- D. waive any informality in the proposals.

The recommendation of EnviroKure staff and the approval shall be final. Waiver of an immaterial defect in the proposal shall in no way modify the RFP documents or excuse the Provider from full compliance with its specifications if Provider is awarded the Contract.

4.6 Evaluation and Award of Contract

The review process shall be conducted in four stages. Although it is hoped and expected that a Provider will be selected as a result of this process, EnviroKure reserves the right to discontinue the procurement process at any time.

Stage 1. Preliminary Review

A preliminary review of all proposals submitted by the deadline listed in Section 3.1 Program Schedule will be performed to ensure the proposal materials adhere to the Mandatory Requirements specified in the RFP. Proposals which meet the Mandatory Requirements will be deemed Qualified. Those which do not, shall be deemed Non-Qualified. Non-Qualified proposals will be rejected. Qualified proposals in response to the RFP must contain the following Mandatory Requirements:

- A. Timely Submission – The proposal is e-mailed on or before June 5, 2022 and according to instructions. Proposals not received by the specified date shall be deemed Non-Qualified and shall be rejected.
- B. Signed and Completed Cover Sheet
- C. Responses to Program Components;
- D. Detailed Cost Sheet;
- E. Responses to System and Fiscal Administration Components

Stage 2. Evaluation/Review

All Qualified proposals shall be reviewed, evaluated, and rated by EnviroKure staff.

Ratings will be compiled using the Rating Sheet. Responses to the proposal will be evaluated and ranked using the following scale:



Does Not Meet Requirement A particular RFP requirement was not addressed in the Provider's proposal.

Partially Meets Requirement Provider's proposal demonstrates some attempt at meeting a particular RFP requirement, but that attempt falls below an acceptable level.

Meets Requirement Provider's proposal fulfills a particular RFP requirement in all material respects, potentially with only minor, non-substantial deviation.

Exceeds Requirement Provider's proposal fulfills a particular RFP requirement in all material respects and offers some additional level of quality in excess of EnviroKure's expectations.

Stage 3 Other Materials

EnviroKure will determine what other information is required to complete the review process. All information obtained during Stage 3 will be evaluated using the scale set forth in Stage 2 Review and incorporated into the overall rating for the proposal. EnviroKure may request information from sources other than the written proposal to evaluate Provider's programs or clarify Provider's proposal.

Other sources of information may include but are not limited to the following:

- A. Written responses from Provider to clarify questions posed by EnviroKure staff.
- B. Oral presentations. If EnviroKure determines oral presentations are necessary, the presentations will be focused to ensure all of EnviroKure's interests or concerns are adequately addressed. The primary presentation must include Provider's key program personnel. EnviroKure reserves the right to videotape the presentations.

For this RFP, the evaluation percentages assigned to each section are:

- A. Proposal Evaluation including responses are worth 65% of the total evaluation score.
- B. Fiscal Evaluation, Questions, Cost Analysis and Project Budget are worth 20% of the total evaluation score.
- C. System and Fiscal Administration Evaluation are worth 5% of the total evaluation score.
- D. Other Materials considered are worth 10% of the total evaluation score.

If Envirokure determines that it is not necessary to conduct a Stage 3 review, the evaluation percentages assigned to each section are:

- A. Propos Evaluation including Questions are worth 75% of the total evaluation score.
- B. Fiscal Evaluation and Questions, Cost Analysis and Project Budget are worth 20% of the total evaluation score.
- C. System and Fiscal Administration Evaluation including Questions are worth 5% of the total evaluation score.



4.7 Proposal Selection

Proposal selection does not guarantee a Contract for services will be awarded. The selection process includes:

A. All proposals will be evaluated in accordance with Section 4.6 Evaluation & Award of Contract. The Review Committee's evaluations will be scored and sent through administrative review for final approval.

B. Based upon the results of the evaluation, EnviroKure will select Provider(s) for the services who it determines to be the responsible agency/company(s) whose proposal(s) is (are) most advantageous to the program, with price and other factors considered.

C. EnviroKure will work with the selected Provider to finalize details of the Contract.

D. If EnviroKure and the successful Provider are unable to come to terms regarding the Contract, in a timely manner as determined by EnviroKure, EnviroKure will terminate the Contract discussions with Provider. In such an event, EnviroKure reserves the right to select another Provider from the RFP process, cancel the RFP or reissue the RFP as deemed necessary.