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## REQUEST FOR PROPOSAL

### PRINTING OF UPSF Apparel and other logo'd gear.

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Questions concerning proposals can be addressed to:

Sheila Krueger  
Delta County Chamber of Commerce  
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Escanaba, MI 49829

(906) 786-2192 Fax (906) 786-8830

Or

Email: [sheila@deltami.org](mailto:sheila@deltami.org)

*Proposal Issued: April 4, 2017*

*Proposal Closing Date and Time: April 19, 2017 4:00pm EST*

## 1. SUMMARY

The U.P. State Fair Authority is accepting proposals to print t-shirts, hats and other merchandise to be sold at the 2017 Michigan State Fair in the Upper Peninsula.

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. The U.P. State Fair Authority reserves the right to reject any and all bids.

## 2. PURPOSE, OBJECTIVE

Community engagement, cultivation and enrichment are extremely important to the U.P. State Fair Authority and as such this RFP bid process was created to provide an opportunity for the community to help shape the 2017 U.P. State Fair's identity.

The U.P. State Fair executive staff, with the support of the Authority, seeks to hire a company that demonstrates great understanding of identity, branding, history, cultural relevance and mission.

## 3. PROPOSAL GUIDELINES AND REQUIREMENTS

### Guidelines

This is an open and competitive process for all print/design firms.

Proposals received after 4:00pm EST, April 19, 2017, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

### **If you wish to submit alternate solutions, please do so.**

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Any designed material shall remain property of the designer/firm until the bid has been awarded and contract terms have been negotiated and agreed to by both parties.

### Requirements

The proposal should include the following criteria:

- Budget breakdown (demonstration of what full design and printing of the final product will cost.)
- The approximate order of merchandise to be sold at the 2017 U.P. State Fair will be subject to change:
  - (30) Adult long sleeve t-shirts in various sizes
  - (60) Youth short sleeve t-shirts in various sizes
  - (84) Adult short sleeve t-shirts in various sizes
  - (25) Baseball caps
  - (25) Hoodies in various sizes

*Other ideas for merchandise to be considered include: Frisbees, Coffee Mugs, Window Decals, Onesies and Themed socks.*

#### **4. CONTRACT TERMS**

The Upper Peninsula State Fair will negotiate contract terms upon selection. All contracts are subject to review by Upper Peninsula State Fair legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

#### **5. TIMELINE**

- This RFP is dated April 4, 2017.
- Proposals are due no later than 4:00pm EST, Wednesday, April 19, 2017.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office or over the phone with our evaluation team. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about Friday, April 21, 2017.
- Negotiations will begin immediately with the successful candidate to finalize final order and deliver date.

#### **6. EVALUATION CRITERIA**

The following criteria will form the basis upon which the Upper Peninsula State Fair will evaluate proposals. The mandatory criteria must be met and include:

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal - the proposed solution meets the needs and criteria set forth in the RFP
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Candidate Experience - Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels - The price is commensurate with the value offered by the proposer.
- Proposal Presentation - The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements.
- Contracts will not automatically be awarded to the lowest bidder.

#### **8. FORMATTING OF PROPOSALS**

- All proposal elements should be produced in color.
- All proposals must be mailed or delivered to the Chamber of Commerce offices by April 19, 2017 at 4pm.

**9. ARTWORK/LOGO-**

The artwork below is what will be used for all printed materials for the 2017 Fair. The graphic includes 3 colors, however proposals should explore various color structure based on individual garment needs. (For individual graphic files contact Sheila Krueger @ sheila@deltami.org)

