



REQUEST FOR PROPOSAL

Provision of Graphic Design Services for the Canadian Association of Midwives (CAM)/ Association canadienne des sages-femmes (ACSF)

The Canadian Association of Midwives/Association Canadienne des sages-femmes (CAM/ACSF) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by CAM no later than the Due Date indicated in the table below.

Issue Date:	January 27, 2020
Proposal Due Date:	February 14, 2020
Written questions and Proposals should be submitted via email to:	Email: admin@canadianmidwives.org Subject: "Design Services"

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SECTION I – BACKGROUND AND OBJECTIVE

The Canadian Association of Midwives (CAM) is the national organization representing midwives and the profession of midwifery in Canada. CAM supports the National Aboriginal Council of Midwives (NACM) as the voice of Aboriginal midwifery. The mission of CAM is to provide leadership and advocacy for midwifery throughout Canada as an autonomous, self-regulated, publicly funded and vital part of primary maternal and newborn care. CAM promotes the development of the profession in the public interest and contributes the midwifery perspective to the national health policy agenda.

The vision of the Canadian Association of Midwives is that midwifery is fundamental to maternal and newborn health services, and that everyone in Canada will have access to a midwife's care for themselves and their baby. For more information, visit: www.canadianmidwives.org and www.cam-global.org.

OBJECTIVE

The Canadian Association of Midwives is issuing a Request for Proposals (RFP) for Graphic Design Services. CAM is developing a pool of designers to be used on a regular basis as preferred suppliers. The successful bidders will be added to a select pool of designers that will be contracted for specific project(s) by the Canadian Association of Midwives over the period of January 2020 to December 2022.

SECTION II – OVERVIEW AND SCOPE OF WORK

RFP No: 20200117C-COMMS

RFP Date: January 27, 2020

RFP Title: Graphic and Layout Design Services for the Canadian Association of Midwives.

RFP Issued By: Canadian Association of Midwives (CAM).

Submission of Questions regarding the RFP:

Questions related to the RFP must be submitted in writing to admin@canadianmidwives.org no later than February 14, 2020.

Language of Proposals:

The technical and cost proposals may be in English or French languages.

Instructions for Submission of Proposals:

In order to be considered, an electronic copy of the proposal must be submitted by February 14, 2020 at 17:00 to admin@canadianmidwives.org. Please include subject line: "Design Services".

Interview Process: Following receipt of qualified proposals, CAM reserves the right to interview all bidders. Interview format will be presented to the offerors at the time of official notification of any interview.

Award:

The successful bidder(s) will be added to a select pool of Graphic Designers that will be contracted for specific project(s) by the Canadian Association of Midwives over the period January 2020-December 2022. CAM aims to have 2-4 preferred service providers for Design Work.

CAM will divide design work between preferred service providers based on availability and specific skill set and will do so as equally as possible.

CAM will select the successful bidder(s) based on the qualifications and experience of the respondent and the respondent's experience providing these services in Canada.

Issuance of this request for proposals does not constitute an award commitment on the part of the Canadian Association of Midwives nor does it commit CAM to pay for costs incurred by the bidders for the preparation and submission of a proposal.

SCOPE OF WORK

The Canadian Association of Midwives is looking for a graphic designer(s) to create print and online materials while keeping with the CAM's identity. All final designs and artwork will be owned by the Canadian Association of Midwives. CAM requires the ability to update and maintain files (such as changing dates, prices, details, etc.) for future use as needed. CAM reserves the right to use created artwork in additional/future materials as desired.

Type(s) of content:

- Website Banners
- Social Media Ads
- Technical Manuals
- Postcards
- Brochures
- Posters
- Reports
- Print Advertising
- Promotional Materials
- Logos
- Infographics

Language(s) required:

The successful bidder(s) must be able to work with both French and English text.

Design services required may include but are not limited to:

- Posters & postcards
- Books/ booklets
- Interactive posters, reports and other specialized online content
- Billboards
- Banners
- Web design
- Comic Books (short form and long form)
- Instructional Manuals

Dates of Service:

The Canadian Association of Midwives requires Design services year-round.

SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

A. Design Services Proposal

Offerors' Design Services Proposal shall include the following. **Offerors are welcome to submit a proposal for one or all aspects of the above Scope of Work. Please specify what elements within the scope of work are of particular interest.**

Narrative - Offerors shall submit a complete narrative and/or supporting materials addressing all benefits provided under their Design Services Package and their capabilities to perform the scope of work. **Please consider the following when submitting your proposal.**

1. What are your core services?
2. How many years have you been in business?
3. Where are your designers located?
4. What are your standard days/hours of operation?
5. What is your standard turn-around time for a project?
6. Describe briefly your experience servicing non-profit organizations, professional organizations and/or health organizations.
7. Describe briefly your design or graphic layout process.
8. What types of design tools are used? Please include the types of software used.
9. Are you comfortable laying out extensive documents in Microsoft Word with the intention of print?
10. Do you work directly with printing companies? Do you have experience liaising directly with printers?
11. What is your process for safeguarding proprietary information?
12. Provide examples of comparable design work.

Completed Attachment A – Cover Sheet

Completed Attachment B – Past Performance/References - A minimum of two (2) client references worked with in the past two years on an activity that is similar to this Scope of Work. Include the contact information (names, company or organization, phone number and email). This document must be signed by the offeror. ****This is not required for suppliers who have worked with CAM in the past three years.***

Completed Attachment C – Cost Proposal - The cost proposal should include a detailed breakdown of costs on a per hourly and/or per page and/or per deliverable basis. Please specify if any discounts or non-profit rates are being offered. If your company has a pricing chart, please attach it.

B. Questions

Questions regarding this RFP may be submitted IN WRITING VIA EMAIL no later than February 14, 2020. Questions shall be submitted to: admin@canadianmidwives.org.

C. Submission of Offers

Proposals must be received no later than **February 14, 2020**.
Proposals shall be submitted via email to: admin@canadianmidwives.org.
Subject: Design Services

Note: Any proposal received after the above date and time will not be considered

SECTION IV – EVALUATION CRITERIA

A. General Information

CAM intends to evaluate proposals in accordance with the following criteria and select offeror(s) whose proposal(s) best fit the evaluation criteria.

B. Evaluation Criteria

Selections will be made based on whose services will ensure the best possible quality in keeping with the most efficient process in terms of quality versus cost.

Offers will be evaluated based on the following criteria:

1. Ability to provide the best option and prices:
 - Provide best overall solution to Design requirements
 - Offer should be very competitive technically and financially

2. Portfolio
 - Quality of work
 - Innovation and creativity

3. Experience and Skill
 - Certification or demonstration of qualifications
 - Experience in Design in the areas of health care, non-profits, professional associations, international work is a plus.
 - Experience with both print and web formats

4. Saving Time
 - Fast turn-around time
 - Ability to meet deadlines
 - Design contact(s) must be available via phone and email for questions and revisions

5. Good Reputation
 - Quality assurance
 - References
 - Billing done in a timely manner

C. Non-Profit Pricing

CAM/ACSF is a non-profit organization. Offerors should provide any and all discounts available to CAM based on its status as a non-profit organization.

D. Acceptance of Offer and Award

The successful offeror(s) will be added to a select pool of official designers for the Canadian Association of Midwives. CAM reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of CAM.

ATTACHMENT A – PROPOSAL COVER SHEET

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Company Name:

Name of Person to be Contacted in Case of Questions Regarding this Proposal:

Telephone of Contact Person Named Above:

Email of Contact Person Named Above:

Name of Individual Authorized to Sign Contracts on Behalf of Company Named Above:

Title of Authorized Individual:

Certification:

By signing below, I certify that the information provided is true and correct, that it shall remain valid for a minimum of 90 days, and that I am authorized to respond to this solicitation on behalf of the Company named above. I further understand that CAM/ACSF retains the right to reject, in whole or in part, any and all bids for any reason.

Signature of Authorized Individual

Date

ATTACHMENT B – REFERENCES/PAST PERFORMANCE

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Complete the table below providing information for at least 2 past/current customers for whom your company provided services similar to the ones for which you are submitting a proposal. Past customers listed below must be available to speak with a CAM/ACSF staff member during the evaluation process.

Offeror Signature (Mandatory): _____

REFERENCES/RECOMMENDATIONS					
Past Customer's Company Name	Past/Current Customer Contact Person	Phone & Email Information for Contact Person	Company Address	Description of Services Provided	Date(s) Work Performed

ATTACHMENT C – PRICE QUOTE

VENDOR NAME: _____