

Americas250 Foundation: America250 Awards Design and Fabrication

Request For Proposal (“RFP”)

RFP number: A250-2021-01-001

Date issued: September 1, 2021

Key dates:

RFP issue date	September 1, 2021
Intent to respond date (if applicable)	September 7, 2021
Questions due:	September 7, 2021
Proposal due date and time:	4:59PM ET, September 14, 2021



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1 Introduction

The America250 Foundation (“America250”) is seeking a qualified Design-Build Contractor (“Contractor”) to assist in the design and fabrication of a custom award. The “America250 Awards” will honor three individuals during an on-field awards ceremony during a Thanksgiving Day National Football League (NFL) game. America250 anticipates this same award design will be used in subsequent years leading up to the 250th anniversary of the United States in 2026.

2 Organization Background

The U.S. Semiquincentennial Commission was established by Congress to inspire Americans to participate in the 250th anniversary of the founding of the United States. We’re charged with orchestrating the largest and most inclusive anniversary observance in our nation’s history.

The America250 Foundation is the nonprofit partner of the U.S. Semiquincentennial Commission. The Foundation works collaboratively with the Commission to provide a robust public-private partnership to bring the vision for America250 to life. The Foundation plans and executes the Commission’s vision and legislative charge.

3 America250 Awards Background

America250 and the NFL are teaming up for a multi-year awards program celebrating Americans who exemplify the American spirit. Coinciding with the 20th anniversary of September 11th, this year we will recognize three exceptional Americans whose heroic actions are inspired by the historic events that took place that day with an award presented live during a Thanksgiving Day NFL game. The 2021 America250 Awards will recognize three categories of heroes: 9/11 Heroes, First Responders, and Community Champions. More information is available at America250Awards.org.

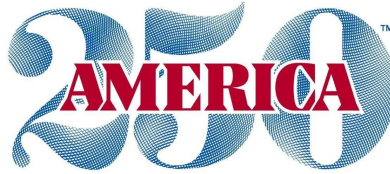
4 Objectives

Key business objectives of RFP:

- Design an award that echoes the significance of the 250th anniversary of the United States and the America250 Awards themselves, using motifs, styles, and materials that tell a broader story about who we are as a nation.
- Complete the design and fabrication of the awards by November 12, 2021.

5 Scope of Work

America250 is seeking a Contractor with expertise in the design and fabrication of a custom award or trophy. Work includes collaborating with America250 to develop a concept (including award type,



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production method, materials, etc.), custom award design/artwork, and fabrication of six (6) identical awards and packaging.

Phase 1: Concepting

Working with America250, the Contractor will develop a proposed concept for the award or trophy that will be provided to each winner. The Contractor's proposed concept must prioritize the project deadline (November 25, 2021), cost considerations, and fabrication in future years.

Additionally, the design itself should align with America250's overall vision to ignite our imaginations, elevate our diverse stories, inspire service in our communities, and demonstrate the lasting durability of the American project. Emphasis will be placed on motifs, styles, and materials that echo America250's overarching themes and objectives, as well as our nation's history and culture. America250 has not determined the form of the award (trophy, statue, commemorative piece, etc.), and seeks a Contractor who can propose creative, timely, cost-effective concepts. Additionally, the Award must have dimensions of at least 6"x18" in order to be clearly visible during broadcasting. These are approximate dimensions and do not reflect the final anticipated shape of the award.

Following a preliminary design charette and delivery of preliminary concept sketches, America250 anticipates a comment and review period during which the Contractor will then modify proposed concept sketches. At the end of the Concepting Phase, the Contractor will provide America250 with concept sketches with dimensions, and an updated conceptual schedule and cost estimate-per-award.

Phase 2: Design

Following America250's approval of the concept sketches, the Contractor will develop detailed artwork of the award, including a description of the award design, specifications and dimensions, and materials used. The Contractor will deliver a color, vector drawing of the award. America250 will provide one round of feedback on this artwork. Following any updates, the Contractor will deliver final artwork and a final, detailed price proposal-per-award. America250 and the Contractor will collaborate on identifying, evaluating, and implementing Value Engineering options as needed.

Phase 3: Fabrication

At the beginning of the Fabrication Phase, the Contractor will provide a prototype of the award for America250's review. Following approval of the price proposal-proposal-per award, prototype, and final artwork by America250, the Contractor will fabricate and deliver 6 high-quality awards with packaging based on the approved design specifications.



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Key deliverables

- Phase 1: Concepting
 - Concept sketches with dimensions
 - Updated schedule
 - Cost estimate-per-award
- Phase 2: Design
 - Draft detailed artwork
 - Final artwork
 - Final fabrication price-per-award
- Phase 3: Fabrication
 - Prototype
 - 6 Awards with packaging

Period of Performance

America250 anticipates issuing a contract for this work by September 21, 2021. All final deliverables under contract must be completed and delivered by November 12, 2021.

6 Small, Diverse and Women Owned business participation

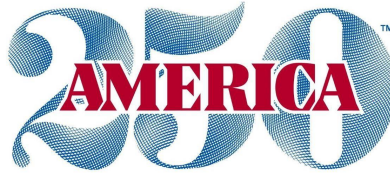
The mission of the America250's vendor opportunity program is to foster inclusion and help accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, LGBTQ+-owned, veteran-owned, service-disabled veteran-owned, person with disability-owned or indigenous person-owned. America250 encourages prime suppliers, contractors, and service providers to facilitate the participation of such businesses through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

7 Business Designation

See Exhibit A for Respondents to complete and attach to proposal response.

8 Minimum qualifications

Respondents shall have the following minimum qualifications to be considered eligible to propose in response to this RFP. It is the responsibility of the Respondent to ensure and certify that it meets the minimum qualifications. Respondents not meeting all the following criteria will not have their responses considered for selection.



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- 7-years previous successful experience with projects with a similar size and scale
- Vendors cannot be suspended or debarred from providing services to the U.S. Government. America250 will ensure the selected vendor's status in the System for Award and Management (SAM.gov).
- Upon America250 issuance of a Notice of Intent to Award to the successful Contractor, said Contractor will agree to execute the Contract and provide all required insurance as well as requisite payment and performance bonds within fifteen (15) calendar days or such longer period that America250 deems reasonable.
- America250 requires a design-build contractor to perform all design services and fabrication for completion of the project within the specified time and in accordance with America250's requirements. Any subcontractors must be clearly identified in the proposal response.

9 Evaluation factors for selection

In its sole discretion, America250 will evaluate each response based on an assessment of how well each Respondent meets the evaluation criteria listed herein. The criteria will be applied based on the information contained in the response submitted by each Respondent. Therefore, it is in the best interest of a Respondent to provide informative, concise, well-organized technical and business information relative to the services that the Respondent is proposing to provide.

Evaluation criteria will include but not be limited to the following:

- Past performance
- Experience and artistry of designated staff, and principals committed to the project
- Proven capacity to complete the Scope of Work within the identified period of performance
- Demonstrated understanding of America250's mission and the goals of the America250 Awards
- Cost
- The product must be "Made in USA" according to the FTC's definition of "Made in USA"
- Preference will be given to Respondents who rank high on Exhibit A

10 Budget and Invoicing

Proposals include cost proposals for all services and costs associated with Phase 1 and Phase 2 described above. Phase 3 costs will be confirmed and approved by America250 upon completion of Phase 2 as an extension of this contract. Contractor will invoice for Phase 1 and 2 upon completion of Phase 2.

America250's budget for Phase 1 and 2 is \$12,000. The estimated not-to-exceed budget for Phase 3 costs will be shared upon contract award.



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11 Key Proposal Dates, General Instructions, and Submission Requirements

America250 plans to kick off this project by **September 21, 2021**.

RFP Title: America250 Awards Design and Fabrication

RFP Number: A250-2021-01-001

Proposal Manager: Carly Swaim, cswaim@america250.org

- Key Proposal Dates:

- RFP issue date: September 1, 2021
- Intend to respond date: September 7, 2021
- Questions due: September 7, 2021
- Response to questions: September 9, 2021
- Proposals due date and time: 4:59 PM ET, September 14, 2021

- Completed proposal:

All responses must reference the RFP Title and RFP noted above. All responses must be made in accordance with the requirements set forth in the Proposal Format section.

- Proposal dates:

America250 reserves the right to adjust any of the RFP dates without notice. Any changes in dates will be reflected on the www.america250.org site. Proposals that arrive late will be rejected. All responses are due by 4:59 PM ET via email to cswaim@america250.org on the dates as outlined in this RFP.

- Proposal receipt and validity:

Responses must be valid for a minimum of 120 days following the due date. After this RFP closes America250 will continue discussions with only those suppliers who we believe can meet both our short- and long-term objectives. America250 has the right to accept or reject any or all responses. The Proposal will be considered received by the Proposal Manager at the time the electronic copy is received. Response forms must be submitted in the Microsoft Word, PDF or Excel format. Failure to submit your responses in this manner may result in disqualification.

- Proposal cost:

The Respondent is solely responsible for the cost of preparing and delivery of its response.

- Participation:



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Please send an email to the Proposal Manager by **September 7, 2021** with your intent to participate, or election not to participate, in this RFP.

- **Questions:**

Please submit questions related to this RFP to the Proposal Manager via email no later than **September 7, 2021**. All questions and answers will be sent to Respondents or posted on the America250 website. Suppliers are encouraged to pay close attention to any posted clarifications.

Contact with an America250 employee or contracted consultant regarding this RFP other than the Proposal Manager, or an individual designated in writing by the Proposal Manager, will result in disqualification of the Respondent. Normal business contact with America250 employees is permitted, exclusive of discussion of this RFP.

- **Response acceptance:**

Responses must be valid for a minimum of 120 days following the due date. At the conclusion of this RFP America250 will continue discussions with only those suppliers who we believe can meet both our short- and long-term objectives. America250 has the right to accept or reject any or all responses. Responses must include cost and terms of the goods and/or services.

- **Confidentiality:**

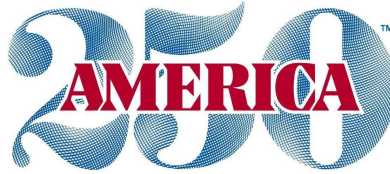
All work products developed as part of this Work Made for Hire agreement are considered CONFIDENTIAL and shall not be used by the Respondent, or any of its employees, representatives, or potential subcontractors for any reason without prior written permission from America250.

- **Work Product Ownership:**

All works created by Contractor for America250 under the awarded contract shall be considered Works Made for Hire under the U.S. Copyright Act, 17 U.S.C. S § 101. As such, all intellectual property rights, including the design and copyright in the work belong exclusively to America250 and nothing shall be interpreted or construed as a transfer, assignment, or license of the work to Contractor or any third party. Contractor's design shall be original work to ensure that it is free and clear of any intellectual property claims of third parties or any other use limitations.

- **Ethics:**

By signing the response, the Respondent certifies this proposal is made without any previous understanding, agreement or connection with any other person, firm, or corporation submitting a response in reply to this RFP other than as a subcontractor or supplier, and that this response is made without outside control, collusion, fraud, or other illegal or unethical actions.



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- Reservations:

The RFP is not a contractual offer or commitment by America250 to purchase products or services. America250 reserves the right to reject any or all responses. America250 may reject any responses that it deems incomplete, unclear or irregular. America250 reserves the right to cancel, postpone, modify, reissue and amend this RFP at its discretion.

- Documents, attachments & forms:

The inclusion in this RFP of related documents/forms/attachments shall in no way be construed as an award of a contract for the services described in this RFP, or any portion thereof, or as an intention to award a contract. America250 reserves the right to alter, amend or delete any portion of these forms, to exclude any form, or to require additional forms not listed herein prior to execution of an agreement.

12 Proposal format

The Response shall include and address, at minimum and in the same order as listed, the items listed below. Unnecessarily voluminous submittals are not considered to be beneficial to the process. Rather, clarity and conciseness, while still providing necessary detail, is preferred.

Forms and templates provided in Microsoft Word or Excel format must be submitted in the same format. All RFP responses should have consecutively numbered pages.

- Cover letter (maximum one page)
 - Signed by an authorized representative of the Respondent certifying the accuracy of all information in your information
 - Acknowledge your agreement to be bound by and comply with the terms set forth in this response
- Documentation list:
 - Signed cover letter
 - Proposal addressing requirements listed above
 - Submit one (1) electronic copy of the response, including all mandatory attachments, via email. Respondent's proposals must include a detailed project timeline that include phases and milestones, cost associated with Phase 1 and Phase 2, decision points, and assumptions, resources (America250 and Respondent's), and clear delineation of fabrication timeline stating which team members will fabricate the final approved awards.
 - 3 Relevant Case studies demonstrating the same or similar service
 - Company Background and Type of Business information from Section 7 of this proposal
 - Team CVs, headshots, and experience
 - 3 References

Exhibit A: Business Designation

Please identify the following business designations in your proposal response:

a.

- American owned
- Foreign owned

b.

- Public (if public, skip to section e.)
- Private

c.

- Large business
- Small business – An independently owned and operated business which, together with affiliates, has 250 or fewer employees or average annual gross receipts of \$10 million or less averaged over the previous three years.

d. Please check all eligible classifications that describe your business:

- Women-owned*
- Minority-owned*
- LGBTQ+ -owned*
- Veteran-owned*
- Service-disabled veteran-owned*
- Person with a disability-owned*
- Indigenous person-owned*
- Eligible for HUBZone program

* Ownership is defined as 51% owned by one or more persons identifying with the above classifications who are U. S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more persons identifying with the above classifications who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law, and both the management and daily business operations are controlled by one or more women who are U. S. citizens or legal resident aliens.

e. If public or does not meet any of the classifications in d. above, please describe the business' diversity programs:

f. Please describe the diversity of the business' workforce:

g. Description of subcontractors used (including types of businesses utilized per definitions above):