America250.org, Inc.

America’s Field Trip Contest Administration  
Request For Proposal (“RFP”)  
RFP number: A250-2023-10-001

Key dates:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP issue date</td>
<td>October 19, 2023</td>
</tr>
<tr>
<td>Intent to respond date</td>
<td>October 23, 2023</td>
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<tr>
<td>Questions due</td>
<td>October 23, 2023</td>
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<tr>
<td>Response to questions</td>
<td>October 27, 2023</td>
</tr>
<tr>
<td>Proposal due date and time</td>
<td>November 13, 2023, at 4:59PM ET</td>
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<td>Estimated contract award date</td>
<td>November 21, 2023</td>
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1 Introduction
The America250.org, Inc. (“A250”) is seeking a qualified contest administrator (“Contractor”) to assist in the contest management for “America’s Field Trip,” which will provide students and teachers (“contest winners”) with awards as described further herein.

The Contractor will:
● Oversee the drafting and refinement of the Official Contest Rules, Abbreviated Rules, eligibility requirements, prize information, judging criteria, and qualified judging materials.
● Screen all nomination entries.
● Assist with the selection of a diverse panel of judges, if requested, and assist with administering the judging process.
● Notify contest winners and coordinate travel arrangements of and cash awards to contest winners and adult chaperone, as relevant and if necessary.
● Verify the eligibility of the contest winners and conduct background checks for chaperones.
● Design and develop the online submission portal, manage data collection, host data and ensure proper deletion after contest completed in compliance with federal and state laws.
● Manage all reporting and issuance of tax forms.

2 Organization Background
The U.S. Semiquincentennial Commission (the “Commission”) together with A250 (combined “America250”) was established by Congress to inspire Americans to participate in the 250th anniversary of the founding of the United States. The Commission is charged with orchestrating the largest and most inclusive anniversary observance in our nation’s history.

A250 is a nonprofit corporation founded to support and further the mission and activities of the Commission. A250 works collaboratively with the Commission to provide a robust public-private collaboration to bring the vision for America250 to life. A250 executes the Commission’s vision and legislative charge.

America250 is building the largest and most inclusive commemoration in history for the nation’s 250th anniversary in 2026. Key to the 250th commemoration is to engage young people around what it means to them to be American and their hopes for the country’s future. We are preparing to launch America’s Field Trip to begin engaging young people and mobilize students and school communities.

3 America’s Field Trip Background
America’s Field Trip, which we plan to kick-off on January 15, 2024, aims to engage students and school communities through a nationwide competition that invites third through twelfth graders to reflect on what it means to them to be American and their hopes and dreams for the future.

This program will provide opportunities for relevant contest winners to participate in “field trips” –
special exhibits and behind-the-scenes experiences and tours of parks, monuments, museums, and other historical and cultural sites around the country. Our goal is to make America’s Field Trip a multi-year contest. We aim to generate 10,000 student submissions in the competition’s pilot program year, which is 2024, and grow that number each consecutive year with 25,000 submissions in 2025; and 100,000 submissions in 2026.

For the pilot program year, the submission period would run from January 15, 2024, until the end of May 2024 and contest winners would be selected ideally in the middle of June 2024 with field trips starting in July 2024.

For the pilot program year, submissions across all age groups from all schools (i.e., both public and private) would respond to questions like “What does America mean to you?” or “What is your hope for America’s future?” However, the submission requirements for each age group would differ to align with age-appropriate activities. Similarly, in consecutive years the submissions may address different prompts.

- **Elementary School (Third to Fifth Grade)** – Students could be asked to create artwork in response to the competition’s prompts. This could include physical artwork that is submitted through a high-res photo.
- **Middle School (Sixth to Eighth Grade)** – Students could be asked to submit a poem or a short essay (up to 300 words).
- **High School (Ninth to Twelfth Grade)** – Students could be asked to submit a written essay (up to 1,000 words) or a video (up to two minutes).

In the pilot program year, the first-place winners (25 in each age group; 75 total) will receive a special behind-the-scenes “field trip” experience for them and one adult chaperone. Second place winners (25 in each group; 75 total) will receive a cash scholarship. Honorable mentions (10 per each group; 30 total) will receive a cash scholarship (smaller amount than second place winners). In addition, America’s Field Trip will offer financial awards for the teacher sponsor of each student winners to help encourage educators to have their students participate.

Consecutive year prompts, target groups, number of winners, and all other aspects of the contest will be part of a fulsome review at the end of the pilot program year the results of which will be the basis for programs in 2025 and 2026.

4 **Objectives and Scope of Work**
A250 is seeking a qualified Contractor to assist in the contest management for America’s Field Trip. Work includes collaborating with A250 on aspects of the contest such as:

- Ensure that America’s Field Trip meets legal requirements and adheres to contest best practices.
- Vet and ensure the eligibility of contest winners and notable mentions.
- Notify and facilitate travel arrangements for and cash awards to contest winners and their chaperones, as relevant and if necessary.
Develop and design submission portal.

It is acceptable to create a partnership/joint venture between or amongst qualified Respondents that specialize in specific areas to provide all of the needed services. However, only one Respondent shall be responsible to A250 for the services. A250 will serve as the overall project and client relationship manager.

**Task 1: Compliance**

Working closely with A250’s General Counsel and other team members, the Contractor will ensure that America’s Field Trip complies with all relevant federal and state laws and regulations. This includes drafting and maintaining the 2024 Official Contest Rules, Abbreviated Contest Rules, eligibility requirements, prize information, and judging criteria to meet the legal and programmatic requirements. Additionally, the Contractor will review promotional materials as needed for accuracy and compliance. This includes the contest website copy, including all text and FAQs, as well as marketing materials. A250 will look to the Contractor to collaborate with A250’s current web developer on the design, implementation and management of a contest website.

Additionally, the Contractor will register America’s Field Trip where necessary, maintain records for the legally required period, and handle reporting to the Internal Revenue Services and any required tax forms.

If America’s Field Trip extends beyond the 2024 pilot program into 2025 and 2026, then Contractor may be required to provide the same services in each consecutive year including updating, as needed, rules, eligibility requirements, prize information, judging criteria and all other aspects of the contest.

**Task 2: Screening and Certification**

The Contractor will be responsible for providing an initial screening of all entrants in each category (Elementary School (Third to Fifth Grade); Middle School (Sixth to Eighth Grade); High School (Ninth to Twelfth Grade)). We anticipate up to 10,000 entries in the first pilot year. Entries may include artwork, text or videos. Note that while the contract awarded under this RFP will only cover the 2024 pilot program, proposal respondents should include a cost estimate for the anticipated consecutive years of 2025 and 2026 accounting for the escalation of entries (25,000 in 2025; and 100,000 in 2026).

Upon completion of the nomination period, the Contractor will provide A250 with a scoring sheet of all entrants in each category. Additionally, the Contractor will provide a scoring spreadsheet with qualified judging materials for the top 30 entries for each age group for first place contest winners (90 total) and top 30 entries for each age group for second place contest winners (90 total) for final decision by the judging panel. It shall be the Contractor’s responsibility to narrow the initial entries to these manageable numbers for the Commission’s judging panel to review.

After the Commission’s judging panel selects the top entrants, the Contractor must verify the eligibility and compliance of each contest winner and conduct background checks of the contest
winners’ respective chaperones. Following this screening, and upon finalization of the contest winners, the Contractor shall provide a certified list of all contest winners.

Contractor will also provide the raw and collated data supporting the contest winners in the teacher category. Contractor will facilitate prize awards in this category too including tax requirements and reporting.

Additionally, A250 would like to feature the stories of contest winners in its social media and marketing communications. The Contractor will help facilitate contact with the contest winners, develop and collect forms clearing permissions and use rights, and ensure that the promotion of contest winners’ stories meets all legal contest and consent requirements.

**Task 3: Notification and Fulfillment**

The Contractor will be responsible for notifying each contest winner and confirming their compliance. The Contractor will send the contest winners a packet of relevant materials and forms for completion and will also collect relevant contest winner details, including an official statement, images, and other assets that can be used for promotional purposes.

The Contractor will be responsible for making or assisting with travel arrangements, as needed, for each contest winner and their adult chaperone, including flight, accommodation, and transportation arrangements. The Contractor will manage inquiries in coordination with A250. Travel expenses for 150 contest winners, as relevant to the awards plan, plus chaperones should be included in the cost proposal for each year: 2024, 2025 and 2026.

The Contractor will be responsible for coordinating the delivery of the cash prizes to the relevant contest winners. This will be done in close collaboration with A250’s General Counsel and the Finance Department. Documentation of these awards will be maintained by the Contractor and provided to A250 upon request.

**Task 4: Submission Portal**

A250 requests that proposal respondents include a price quote and scope of work for the development of a microsite or embed of a submission portal that could live on the America250 website that facilitates nomination submission and promotion. This should include the creation of a secure, legally acceptable, responsive page ensuring the management, data tracking, and data download of all contest submissions and site visitors as legally permissible. This task should include the cost of site hosting, security, liability, and translation into Spanish.

**Key deliverables**

- **Task 1: Compliance**
  - Official Contest Rules, Abbreviated Contest Rules, Judging Criteria
- **Task 2: Screening and Certification**
  - Spreadsheet, or other method as agreed to by A250, of all screened entries.
  - Spreadsheet, or other method as agreed to by A250, of top entries with qualified judging
materials.
  ◦ Background check of contest winners and respective chaperones
  ◦ Certified list of contest winners

• Task 3: Notification and Fulfillment
  ◦ Notification letter for contest winners
  ◦ Packet of contest winner information, including reporting and forms
  ◦ Travel and logistics management for contest winners and chaperones

• Task 4: Submission portal
  ◦ Develop portal (either standalone or into Americ250.org site) that facilitates submissions.
  ◦ Backend management / data hosting of all contest submissions

Period of Performance and Tentative Schedule
A250 anticipates issuing a contract for this work on or about November 27, 2023. All final services and deliverables under contract for the 2024 pilot program must be completed and delivered by September 30, 2024. The following schedule is tentative and applies only to the 2024 pilot program. Each proposal respondent should include a proposed timeline with contingencies identified. A250 will work with the Contractor upon notice of award to finalize the project schedule.

<table>
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<tr>
<th>Date</th>
<th>Task</th>
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<tbody>
<tr>
<td>Nov 21 – Dec 8</td>
<td>Notice of award; Contracting; project kick-off</td>
</tr>
<tr>
<td>Week of Dec 11</td>
<td>Refine Official Contest Rules, Abbreviated Rules, etc.; Design and/or advise on website / submission portal</td>
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<tr>
<td>Week of Jan 2, 2024</td>
<td>Finalize Official Contest Rules, Abbreviated Rules, etc. and website/submission portal</td>
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<tr>
<td>Week of Jan 15, 2024</td>
<td>Website launch and nomination period begins</td>
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<tr>
<td>May 31, 2024</td>
<td>Nomination period close</td>
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<tr>
<td>Week of June 10</td>
<td>Delivery of screened entries, including top entries</td>
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<tr>
<td>Week of June 17</td>
<td>Judging panel selects winners and honorable mentions for each age group and teachers; Contractor begins verifying eligibility and compliance</td>
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<tr>
<td>Week of June 24</td>
<td>Contractor begins background checks and outreach to winners</td>
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<tr>
<td>Week of July 1</td>
<td>Contractor certifies 75 first place and 75 second place winners; begins making travel arrangements for first place winners &amp; chaperones; allocating award scholarships to others</td>
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<tr>
<td>Week of July 15</td>
<td>Contractor confirms final list of winners and travel itineraries</td>
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<tr>
<td>One week after each Field Trip</td>
<td>Contractor provides summary and collaborates on social media</td>
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<td>-------------------------------</td>
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<tr>
<td>Week of September 9, 2024</td>
<td>Contractor provides overall contest “lessons learned” for use in evaluating consecutive year contests</td>
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5 **Small, Diverse and Women Owned Business Participation**

The mission of A250’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. A250 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.

6 **Business Designation**

See Exhibit A for respondents to complete and attach to proposal response. Any partners, subcontractors, or other entities intended to be used during the contract period must also complete Exhibit A and be included in the proposal response.

7 **Minimum Qualifications**

Respondents shall have the following minimum qualifications to be considered eligible to submit a proposal. 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 be considered for selection.

- At least 10 years’ previous successful experience with similar projects of at least equal size and scale.
- Vendors cannot be suspended or debarred from providing services to the U.S. Government (i.e., authorized in the System for Award and Management (SAM.gov)).
- Upon A250’s issuance of a Notice of Intent to Award to the successful respondent, said respondent will agree to execute the contract and provide all required insurance and payment information and performance bonds, if any, within fifteen (15) business days or such longer period that A250 deems reasonable.
- Any subcontractors must be clearly identified in the proposal and are subject to the same minimum qualifications.

8 **Evaluation Factors for Selection**

In its sole discretion, A250 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:
- Thorough description of past performance of respondent of its experience with similar projects of at least equal size and scale, designated staff committed to the project, and outline of the program management approach it will implement.
- Proven capacity to complete the scope of work within the identified period of performance as well as estimate for consecutive years (i.e., 2025 and 2026).
- Demonstrated understanding of America250’s vision and the goals of the America’s Field Trip both in the pilot program year and consecutive years and how the respondent can scale-up to meet the needs in the consecutive years.
- Explanation of how respondent proposes to ensure maximum reach across the breadth of the U.S.’s student and teacher population for submissions, particularly given challenges with internet access, and ensure a judging criterion that promotes diversity in all the winning categories.
- Identifying risks of such a largescale contest and suggestions for mitigation. Respondent should address the overall approach as well as each Task.
- Cost including estimates for consecutive years and scaled-up vision.
- Preference will be given to respondents and their partners, subcontractors, etc. who collectively rank high on Exhibit A.

9 Budget and Invoicing
Proposals must include cost proposals for all services and costs associated with Tasks 1, 2, 3 and 4 described above explicitly for pilot program year 2024 and estimates for consecutive years 2025 and 2026. Respondents must supply a separate cost estimate per entry cost of judging additional entries.

10 Key Proposal Dates, General Instructions, and Submission Requirements
The A250 plans to kick off this project by Dec 5, 2023.
RFP Title: America’s Field Trip Contest
RFP Number: A250-2023-10-001
Proposal Manager: Trace Livengood

- Key Proposal Dates:
  - RFP issue date: October 19, 2023
  - Intend to respond date: October 23, 2023
  - Questions due: October 23, 2023
  - Response to questions: October 27, 2023
  - Proposal due date and time: 4:59 PM ET, November 13, 2023

- Completed proposal:
  All responses must reference the RFP Number noted above. All responses must be made in accordance with the requirements set forth in the Proposal Format section.
• Proposal dates:
A250 reserves the right to adjust any of the RFP dates without notice. Any changes in dates will be sent by email. Proposals that arrive late will be rejected. All responses are due by 4:59 PM ET on November 13 via email to tlivengood@america250.gov 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, A250 will continue discussions with only those suppliers who we believe can meet both our short- and long-term objectives. A250 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 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 and Questions:
Please send an email to the Proposal Manager by October 23, 2023, with your intent to participate, or election not to participate, in this RFP. Questions related to this RFP should also be submitted to the Proposal Manager via email no later than October 23, 2023. All questions and answers will be sent to all respondents.

Contact with any A250 or Commission 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.

• 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 A250.

• Work Product Ownership:
All works created by Contractor for A250 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. The Contractor’s design shall be original work to ensure that it is free and clear of any intellectual property claims from 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.

- Reservations:
The RFP is not a contractual offer or commitment by A250 to purchase any products or services for any time period referenced in this RFP. A250 reserves the right to reject any or all responses. A250 may reject any responses that it deems incomplete, unclear or irregular. The A250 reserves the right to cancel, postpone, modify, reissue and amend this RFP at its discretion.

- Documents, attachments, and 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. A250 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.

## 11 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.
  - Acknowledge your agreement to be bound by and comply with the terms set forth.
- **Documentation list:**
  - Signed cover letter.
  - Proposal addressing requirements listed in the RFP as modified by responses to questions.
    - Submit one (1) electronic copy of your proposal, including all mandatory attachments, via email.
    - Proposals must include a detailed project timeline that includes tasks and milestones and consequences of missing a milestone with alternative scheduling.
    - Excel spreadsheet per contest year breaking down cost of each task to the detailed level of each submissions projected cost, as relevant to the task.
  - 3 relevant case studies demonstrating the same or similar service.
  - Company Background and Type of Business information from Section 6 of this proposal.
  - Team CVs, headshots, and experience
  - 3 references
Exhibit A: Business Designation

Please complete the below as well as expand, as deemed necessary, in your proposal. This must also be completed by any other entity partnering with you or that you intend to use at any point during the contract period.

a. ___ American owned
   ___ Foreign owned

b. ___ Public
   ___ Private

c. ___ Large business
   ___ Small business – 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. (if public, skip to section e.)
   ___ 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).