

## Request for Proposal

School Branded Merchandise

April 5, 2021

Issued by:

i3 Academy

i3 Academy Representative:

Alana Karl

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205-403-5777

### **1. Introduction & Background**

i3 Academy, a K-5 Charter School, is in need of a company to produce branded merchandise and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) in order to find a qualified source for these products. All proposals should outline a complete solution regarding the specific products that can be provided.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to i3 Academy. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

### **2. Submission Guidelines & Requirements**

The following submission guidelines & requirements apply to this Request for Proposal:

- a. First and foremost, only experienced merchandisers with a portfolio should submit proposals in response to this Request for Proposal.
- b. Bidders intent on submitting a proposal should notify the representative identified on the cover page no later than May 1, 2021.
- c. Bidders must include at least two professional references.
- d. A portfolio must be provided that is not more than three pages. This portfolio must provide an overview of the company and policies relevant to potential partnership. Portfolio must include a variety of products available utilizing the buyer’s logo, at least t-shirts, water bottles, backpacks, and stickers in their portfolio.

- e. A price proposal must be provided that is not more than three pages. This price proposal should indicate fixed and variable costs related to custom merchandise. Proposal should also include payment terms and preferences for payment methods.
- f. Preference given to merchandisers able to fulfill and package student/family orders.
- g. Proposals must be signed by a representative that is authorized to commit on behalf of the bidder's company.
- h. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
- i. Proposals must be received by email (akarl@i3academy.org) by May 5, 2021 to be considered.
- j. Proposals must remain valid for a period of 60 days.

### **3. Project Description**

The purpose of this project is as follows:

I3 Academy has 420 K-5th grade students. Students and parents/guardians are invested in i3 Academy and desire to have branded merchandise. Bidders must have at least t-shirts, water bottles, backpacks, and stickers in their portfolio. I3 Academy is seeking quality items for families to purchase with the i3 Academy logo.

### **4. Project Scope**

The scope of the project entails working with us to create custom i3 Academy branded merchandise. These items will be made available for purchase for i3 Academy stakeholders.

The criteria set forth below should be met to achieve successful completion of the project:

1. *Price* – We are looking to keep our costs within local norms.
2. *Experience* –We are looking for an experienced company or individual who has handled this volume of merchandise in the past.
3. *Reputation* –We strive to partner with the most reputable firms in their respective fields. Anyone who may come in direct contact with our students will be subject to a background check.

### **5. RFP & Project Timelines**

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	April 5, 2021
Selection of Top Bidders/Notification to Unsuccessful Bidders	May 7, 2021
Start of Negotiation	May 10, 2021
Contract Award/Notification to Unsuccessful Bidders	May 28, 2021

## **6. Budget**

i3 Academy's budget for the project will be determined based on the proposals received.

## **7. Evaluation Factors**

i3 Academy will rate proposals based on the following factors, with cost being the most important factor:

- i. Responsiveness to the requirements set forth in this Request for Proposal
- ii. Relevant past performance/experience
- iii. Cost
- iv. Quality of merchandise able to provide.

i3 Academy reserves the right to award to the bidder that presents the best value to i3 Academy as determined solely by i3 Academy in its absolute discretion.