

Arrow Child & Family Ministries

REQUEST FOR PROPOSAL (RFP)

Storytelling In A Compelling Manner That Is Unique And Renders Increase In The Number Of Families To Serve Children In Care.

Creative Strategy.

Pre-production, Production, Post-production Of Creative Products.

Create Collateral Material To Support Campaign, Including Video About Arrow For Multi-purpose Use.

CAPACITY BUILDING MARKETING PROJECT

Arrow Child & Family Ministries

2929 FM 2920 Rd

Spring, Texas 77388

Phone: 281-210-1571 | Fax: 281-210-1564

RFP ID: ArrowMKT-0001

Prepared By: Debi Tengler

Date: November 1, 2022

REQUEST FOR PROPOSAL
CAPACITY BUILDING MARKETING PROJECT
Spring - Texas

RFP ID: ArrowMKT-0001

PROPOSAL SUBMISSION DEADLINE: November 20, 5:00 PM Central time

QUESTION SUBMISSION DEADLINE: November 12, 2022

Questions may be submitted in written form to:

Contact Name: Debi Tengler
Contact Address: 2929 FM2920
Spring, Texas 77388
Telephone Number: 281-210-1571
Email Address: Debi.tengler@arrow.org

INTRODUCTION

Arrow Child & Family Ministries welcomes proposals for their Capacity Building Marketing Project. Based on your previous work experience, your firm is invited to submit a proposal. Please take the time to carefully read and become familiar with the proposal requirements. All proposals submitted for consideration must be received by the time specified above under the "PROPOSAL SUBMISSION DEADLINE."

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) – NO EXCEPTIONS.

PROJECT AND LOCATION

The project associated with this RFP is or shall be located at 2929 FM 2920 Rd, Spring, Texas 77388.

PROJECT MANAGER CONTACT INFORMATION

The following individual(s) are the assigned contacts for the following:

For questions or information regarding All matters related to this RFP, contact:

Name: Debi Tengler
Title: Chief Relations Officer
Phone: 281-210-1571
Fax: Debi Tengler
Email: Debi.tengler@arrow.org

PROJECT OBJECTIVE

The objective and ultimate goal for this project is create an innovative and compelling strategy to bring awareness of a child in Texas' foster care system and one that is engrossing, engaging, and inspiring an increase number of people to become foster parents. in addition build a scalable model for Texas and beyond to impact the overall needs of children in the foster care system.

SCHEDULED TIMELINE

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by management.

MILESTONE

Storytelling and Engagement Campaign:

DATE

December 1, 2022

PROPOSAL BIDDING REQUIREMENTS

PROJECT PROPOSAL EXPECTATIONS

Arrow Child & Family Ministries shall award the contract to the proposal that best accommodates the various project requirements. Arrow Child & Family Ministries reserves the right to: (i) award any contract prior to the proposal deadline or prior to the receipt of all proposals, (ii) award the contract to more than one Bidder, and (iii) refuse any proposal or contract.

DEADLINE TO SUBMIT PROPOSAL

All proposals must be received by Arrow Child & Family Ministries no later than 5:00 PM Central time on November 20, 2022 for consideration in the project proposal selection process.

PROPOSAL SELECTION CRITERIA

Only those proposals received by the stated deadline will be considered. All proposals, submitted by the deadline, will be reviewed and evaluated based upon information provided in the submitted proposal. In addition, consideration will be given to cost and performance projections. Furthermore, the following criteria will be given considerable weight in the proposal selection process:

1. Proposals received by the stipulated deadline must be in the correct format.
2. Bidder's alleged performance effectiveness of their proposal's solution.
3. Bidder's performance history and alleged ability to timely deliver proposed services.
4. Bidder's ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
5. Overall cost effectiveness of the proposal.

Arrow Child & Family Ministries reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder.

PROPOSAL SUBMISSION FORMAT

The following is a list of information that the Bidder should include in their proposal submission:

Summary of Bidder Background

1. Bidder's Name(s)
2. Bidder's Address
3. Bidder's Contact Information (and preferred method of communication)
4. Legal Formation of Bidder (e.g. sole proprietor, partnership, corporation)
5. Date Bidder's Company was Formed
6. Description of Bidder's company in terms of size, range and types of services offered and clientele.
7. Bidder's principal officers (e.g. President, Chairman, Vice President(s), Secretary, Chief Operating Officer, Chief Financial Officer, General Managers) and length of time each officer has performed in his/her field of expertise.
8. Bidder's Federal Employee Identification Number (FEIN)
9. Evidence of legal authority to conduct business in Texas (e.g. business license number).
10. Evidence of established track record for providing services and/or deliverables that are the subject of this proposal.
11. Organization chart showing key personnel that would provide services to Arrow Child & Family Ministries

Financial Information

- State whether the Bidder or its parent company (if any) has ever filed for bankruptcy or any form of reorganization under the bankruptcy code.
- State whether the Bidder or its parent company (if any) has ever received any sanctions or is currently under investigation by any regulatory or governmental body.

Proposed Outcome

- Summary of timeline and work to be completed.

Equipment or Service

- List any accommodation, services, or space required from Arrow Child & Family Ministries, along with a brief explanation.

Cost Proposal Summary and Breakdown

- A detailed list of any and all expected costs or expenses related to the proposed project.
- Summary and explanation of any other contributing expenses to the total cost.
- Brief summary of the total cost of the proposal.

Insurance

- Details of any liability or other insurance provided with regard to the staff or project.

References

- Provide Four references

By submitted a proposal, Bidder agrees that Arrow Child & Family Ministries may contact all submitted references to obtain any and all information regarding Bidder's performance.