



## **Request for Quote: Collateral Template Design**

### **Section 1 – Introduction and Project Overview**

Anne Arundel Workforce Development Corporation (AAWDC) is a 501c3 nonprofit corporation that provides innovative, high quality workforce development services to Anne Arundel County businesses and citizens. AAWDC's mission is to develop and deliver an innovative, effective workforce delivery system that is aligned with the economic and educational goals of Anne Arundel County. AAWDC provides targeted services to five main groups: businesses, individuals, youth, industry, and the community.

AAWDC recently re-branded and has developed a new logo and launched a newly designed website. As the second phase of this project, AAWDC is seeking services to design collateral material templates that match the new AAWDC logo and digital branding.

### **Section 2 – Scope of Work and Deliverables**

AAWDC recently re-branded and has developed a new logo and launched a newly designed website. As the second phase of this project, AAWDC is looking to develop templates for multiple collateral pieces that AAWDC can utilize to create new collateral not only for existing initiatives and programs but future projects.

AAWDC needs templates developed for the following types of collateral pieces:

- Partner facing fact sheet
- Job Seeker facing fact sheet
- Business facing fact sheet
- Pocket folder
- 2 Palm card/postcard (5x7)
- Multi-page booklet
- Poster
- Tri-fold
- Letterhead
- Pop-up banner
- PowerPoint template

All templates will be delivered in InDesign Markup (IDML) or other format compatible with Adobe InDesign CS5.

### **Section 3 – Quote Requirements**

All quotes should include the following:

- At least two examples of collateral design work
- An outline of approach for with an estimated timeline
- Description of who will be assigned to work on the project
- A budget with a breakdown of costs
- Two references
- Contact Information of the organization point of contact for proposal and delivery purposes

After written quotes have been reviewed, discussions with prospective partners may or may not be required to clarify portions of the quote.

### **Section 4 – Submission Information**

All quotes must be received by 4:30pm on April 29, 2016 to Bekki Leonard, [bleonard@aawdc.org](mailto:bleonard@aawdc.org). All documents must be in a .pdf, .doc, or .xls file.

Costs for this project will be funded through federal dollars , therefore all respondents will be required to certify that they are not debarred from doing business with the federal government and are not in default on any obligations due to the federal government before a contract is issued.

### **Section 5 – Evaluation and Anticipated Schedule**

The quotes received will be fully reviewed by an evaluation team consisting of AAWDC staff. AAWDC reserves the right to negotiate with the selected providers on deliverables, scheduling, and budget issues. AAWDC shall not be obligated to accept the lowest quote submitted, but shall make awards in the best interest of the project.

Anticipated Schedule:

Proposals Due: April 29, 2016

Notification of Award: May 6, 2016

Any questions pertaining to the scope of work should be directed to Bekki Leonard, Communications Coordinator, [bleonard@aawdc.org](mailto:bleonard@aawdc.org).