



REQUEST FOR PROPOSAL FOR DESIGN AND PRODUCTION OF COSTI IMMIGRANT SERVICES 2009/10 ANNUAL REPORT

COSTI Immigrant Services (COSTI) is seeking proposals on the design and production of its Annual Report for 2009/10. The 2009/10 Annual Report should, as a minimum requirement, match the content structure of COSTI's 2008/09 Annual Report.

The proposal for the 2009/10 Annual Report should cover the following specifications:

- 1. Theme:** There should be an overall theme for the publication. Creative agencies are required to extract and relate the theme to what has been achieved in previous COSTI Annual Reports.

Details of the organization's activities can be found on the COSTI website at www.costi.org. Where there are suggestions for more than one concept or theme, a maximum of three will be accepted. Previous Annual Reports can be viewed at www.costi.org.

- 2. Number of Pages:** The Annual Report content will be a minimum of 20 to a maximum of 25 pages, plus covers.
- 3. Design & Graphics:** All submissions must provide design concepts for at least:
 - a. Annual Report cover
 - b. Inside pages one page per section, (e.g. General section, Finance section)
 - c. Annual Report envelope options
- 4. Specifications:**
 - The standard page size previously produced is 8½" x 11" in portrait or landscape, however alternative sizes will be accepted.
 - Two colour or four colour process design accepted.
- 5. Cost information:** All Artworks, design and photography if any costs should be submitted in breakdown format. The production details should also be submitted as per the details above. Samples of recommended print paper specifications should be supplied with the financial proposal.
- 6. Production timeline:** The design and production of the COSTI Annual Report must be completed by October 30, 2010. Any changes to the timeline must be agreed by both parties.

Submission Information

- **Portfolio:** Minimum of five samples indicating relevant design work.
- **Cost Estimate:** All candidates must submit an estimate based on the work outlined above. Printing fees excluded. An hourly rate for design services must also be submitted, should there be additional design services requested that may be over the existing scope of work.

Selection Criteria

Firms shall be selected for interviews/presentations based on the information provided in the proposals and the following criteria:

- Professional Experience: Past experience and performance on graphic design projects of similar size and scope to this project (provide references) and the quality of the firm's professional personnel to be assigned to the project and the quality of the firm's management support personnel to be available for consultation. Quality and success of plans produced for other clients.
- Project Approach: The proposal contains a clear and comprehensive project approach that addresses all of the objectives detailed on page 1. Quality of proposed plan and strategy.
- Related Work:
 - Work samples are well organized, clear, and concise, with little or no analytical, grammatical, and/or typographical errors.
 - Demonstrated experience in the design and production of communication and marketing materials, including annual reports, direct mail campaigns, brochures, flyers, advertising campaigns.
 - Superior technical skills and knowledge in design application software,
- Qualifications and experience of Firm in developing and implementing plans to other organizations and institutions.
- Strong and effective writing, organization, presentation and communication skills.
- Cost
- Reference from Clients
- Timelines for Completion

Evaluation

Method of Evaluation/Ranking System

1. Previous Experience and Portfolio, Concept Design: 45%
2. Interview for discussion of workflow, timing of turnaround and design process: 15%
3. Cost and Hourly Rate: COSTI is not bound to go with the lowest bid, or any bid during this process. The decision making pertaining to costing will attempt to balance the flat cost of the Annual Report design, with an affordable rate for miscellaneous, ongoing work: 40%

Timeline

Submissions of interest, including a cover letter, design concepts portfolio sample, cost estimate and hourly rate must be submitted no later than **4:00 pm on August 26, 2010, to:**

Mary Cellucci
General Manager, Marketing and Communications
COSTI immigrant Services
1710 Dufferin Street, Toronto, ON M6E 3P2
cellucci@costi.org

COSTI will evaluate all proposals received, and will subsequently contact only the short-listed firms. The decision of a design firm resides solely with COSTI. Firms not selected will not be reimbursed for the cost of preparing for the bid.

Inquiries

Inquiries concerning this RFP should be directed in writing to Mary Cellucci, Communications Office, COSTI, at cellucci@costi.org. All questions and answers regarding this proposal will be shared by email to all Proponents.

Amendments

If an amendment is issued, it will be provided to all who were sent a copy of the RFP.

Disclosure of Proposal Contents

All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to the time of Notice of Intent to Award is issued. Thereafter, proposals will become public information.

Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest, and, if so, the nature of that conflict. The Evaluation Committee's determination regarding any questions of conflict of interest shall be final.

Discussions with Proponents

COSTI may conduct discussions with design firms limited to those whose purpose will be to ensure full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal.

Discussions, if held, will be after initial evaluation of proposals by COSTI. If modifications are made as a result of these discussions, they will be put in writing. Following discussions, COSTI may set a time for best and final proposal submissions from those Firms with whom discussions were held. Proposals may be re-evaluated after receipt of best and final proposal submissions.

After receipt of proposals, if there is a need for any substantial clarification or material change in the RFP, an amendment will be issued.