



Request for Proposal - Graphic Design Services 2025 Clydesdale News and National Clydesdale Sale Catalog

Overview

The Clydesdale Breeders of the United States (CBUSA) is seeking proposals for graphic design services for the 2025 Clydesdales News and the 2025 National Clydesdale Sale Catalog. The following provides interested parties an overview of the two publications and establishes criteria for preparing a proposal.

The mission of the CBUSA is to protect, preserve, and publish the history and pedigrees of purebred Clydesdale horses. In support of that mission, educational programs and promotional materials are used to market the value and global image of the Clydesdale breed to its current members, potential members, and the general public. As part of that marketing effort, the CBUSA publishes an annual periodical, the Clydesdale News (News). This publication provides information about the operation of the association, important news about the breed and association members, and other information regarding the Clydesdale horse that has transpired during the previous year.

In April of each year, the CBUSA holds the National Clydesdale Sale (Sale) as a service to its membership. Members are encouraged to consign quality Clydesdale horses and/or participate as buyers at the Sale. In conjunction with the Sale, a catalog is produced that includes information about the Sale (terms, commission rates, schedule, etc.), information about horses that are consigned by the entry deadline (pedigree, DOB, registration #, etc.), and advertising for businesses or entities that are relevant to the Clydesdale or draft horse industry.

While each publications content is somewhat fluid from year to year, criteria have been included below to establish the minimum expectations and provide a means to compare proposals.

Description of Work

Clydesdale News

- Prepare overall publication layout and be responsible for reproduction and mailing.
- Promote and sell advertising to be included in the News, including invoicing and collections.
- Prepare and/or aid advertisers with advertisements.
- Work with the CBUSA regarding the inclusion of association news and other information into the News (approximately 60 pages). Including, but not limited to:
 - Association information and fee schedule
 - A list of current Board of Directors with contact information
 - Prior year horse registration data
 - Treasurer's report and profit/loss statement
 - Board of Directors President's report
 - Hall of Fame List and 2024 Inductee Information
 - Photographs of 2024 All-American Winners
 - Informational Article(s)
 - 2024 National Clydesdale Sale Highlights
 - 2024 National Clydesdale Show Results and Photographs
 - 2024 Breed Specific Show Results

Clydesdale Breeders of the U.S.A.

16402 Village Parkway, PO Box 345

Fredericktown, OH 43019

Phone – 815.247.8780 ~ email – secretary@clydesusa.com

Website – www.clydesusa.com

- Membership Directory

National Sale Catalog

- Prepare overall publication layout and be responsible for reproduction and mailing.
- Promote & sell advertising to be included in the Catalog, including invoicing and collections.
- Prepare and /or aid advertisers with advertisements.
- Work in conjunction with the CBUSA National Sale Committee in the preparation of the catalog which shall include, but not be limited to:
 - Include information regarding the general conditions for the sale.
 - Prepare horse consignment pages, to include:
 - Horse name and registration number
 - Consignors name
 - Horse sex, birth date, color, pedigree (3 generations), description and picture
 - Include other pertinent Sale information as needed.

Deliverables

The proposal shall include the reproduction (printing) and mailing of the publications based on the specifications below.

Clydesdale News

- Pre-press digital file preview
 - A single PDF of the final version of the publication will be provided to the CBUSA for review and approval before final printing. The CBUSA will have three (3) business days to complete their review.
- Reproduction specifications
 - Quantity – 1,000
 - Layout – Estimated 100 pages, plus front and back covers.
 - Finished Size – 8.5" x 11"
 - Stock
 - Front & Back Cover – 130# Gloss Cover
 - Interior Text Pages – 80# Gloss Text
 - Finishing – Full bleed 4 sides, collate, trim 4 sides, spiral bound, mail list processing, and label.
- Mailing specifications
 - Individual membership copies shall be sent in a poly bag.
 - Direct mail to active CBUSA members (approximately 600 active members).
 - Remaining copies shall be bulk mailed to: Clydesdale Breeders of the USA, 16402 Village Parkway, Fredericktown, OH 43019.
 - Postage for individual copies and bulk mailing shall be included as part of the proposal costs.
 - Deadline for mailing individual copies shall be December 1, 2024.
- Digital files
 - All digital files used in the creation of the News will be transferred to the CBUSA at the conclusion of the project.

National Sale Catalog

- Pre-press digital file preview
 - A single PDF of the final version of the publication will be provided to the CBUSA for review and approval before final printing. The CBUSA will have three (3) business days to complete their review.

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- Reproduction specifications:
 - Quantity – 1,000
 - Layout – Estimated 50 pages, plus front and back covers.
 - Finished Size – 5" x 8.5"
 - Stock
 - Front & Back Cover – 80# Gloss Cover
 - Interior Text Pages – 70# Gloss Text
 - Finishing – Full bleed 3 sides, collate, trim 3 sides, saddle stitch, mail list processing, and label.
- Mailing specifications:
 - Individual membership copies shall be sent in a poly bag.
 - Direct mail to active CBUSA members and horse consignors if not an active member, first class postage (approximately 600 active members).
 - Remaining copies shall be bulk mailed to: Clydesdale Breeders of the USA, 16402 Village Parkway, Fredericktown, OH 43019.
 - Postage for individual copies and bulk mailing shall be included as part of the proposal costs.
 - The deadline for mailing individual copies shall be March 8, 2025.
- Digital files:
 - All digital files used in the creation of the Catalog will be transferred to the CBUSA at the conclusion of the project.

General Conditions

- All final print materials will be owned by the CBUSA (including data files).
- All artwork will be owned by the CBUSA, including the ability to use artwork in additional materials if desired.
- The CBUSA reserves the right to reject any or all proposals, and to accept or further negotiate cost, terms, or conditions of any proposals determined by the CBUSA to be in the best interest of the association even if not the lowest cost.
- Payment of Work – Upon agreement of a contract and cost between the winning entity and the CBUSA, a payment will be made of 50% of the contract price with the remaining 50% (25% Clydesdale News and 25% Sale Catalog) to be paid upon delivery and approval of the final drafts (pre-press) of each of the publications by the CBUSA.

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Proposal Submission

Official Communications and Inquiries

The RFP will be posted on the CBUSA website. Modifications to requirements, answers to inquiries, and clarifications will be posted here as well. Interested parties may submit written inquiries via email to secretary@clydesusa.com to obtain clarification of the project requirements.

Contract Award and Negotiation

All proposals will be evaluated on qualifications and experience with similar publications. Cost is only one consideration of the requirements and will not be the final deciding factor. All proposals will remain sealed until the deadline at which time they will be opened and evaluated by the CBUSA Marketing and Social Media Committee using an objective point system. The point system will be based on the value of the product to the CBUSA, and will consider the following:

- Resume.
- Ability to prepare the publications, including reproduction and mailings by indicated deadlines.
- Ability to market and collect for advertisements.
- Costs charged to advertisers.
- Overall cost to CBUSA.
- Sample(s) of similar work (if possible).

If there is only one proposal submitted, the CBUSA reserves the right to negotiate for the services with that entity in lieu of accepting the proposal as is. The entity with the best proposal will be notified no later than **July 11, 2024**.

Proposal Format

The proposal should include, but is not limited to, a cover letter, resume, sample(s) of similar work, approach to scope of work and timelines, and itemized cost information.

The deadline to submit proposal materials is **Friday, June 21, 2024 at 5:00 p.m.** Please submit both:

A **hard copy** of the original proposal to the CBUSA office:

CBUSA – Clyde News Bid
PO Box 345
Fredericktown, OH 43019

A **digital copy** of the proposal with all supporting documents as a single PDF by email to:

Secretary@clydesusa.com

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