



Request for Proposal 2021 Clydesdale News Graphic Design Services

Overview

The mission of the Clydesdale Breeders of the United States (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, possible future members, and the general public. As part of that marketing effort, the Association publishes an annual periodical that provides information about the Association, important news about the breed and Association members, and other pertinent information regarding the Clydesdale horse that has transpired during the previous year.

The Association is currently looking for a graphic design individual/firm who can design the 2021 Clydesdale News (News) periodical.

Description of Work

- Prepare overall periodical layout and be responsible for reproduction of the News
- Promote & sell advertising to be included in the News, including invoicing and collecting for said advertisements
- Aid advertisers with set-up and layout of advertisements
- Work with the CBUSA regarding the inclusion of Association news and other information into the News (approximately 55 pages)

General Requirements

- 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 bids, and to accept or further negotiate cost, terms, or conditions of any bids determined by the CBUSA to be in the best interest of the Association even if not the lowest bid
- Payment of Work – Upon agreement of a contract and cost between the winning bidder and the CBUSA, a payment will be made of 50% of the contract price with the remaining 50% to be paid upon delivery and approval of the final draft (pre-press) of the News by the CBUSA

Deliverables

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

- 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 80 pages, plus 4-page cover
 - Finished Size – 8.5” x 11”
 - Stock
 - Front & Back Cover – 100# Gloss Cover
 - Interior Text Pages – 80# Gloss Text
 - Ink – Cover and Interior, 4/4
 - 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
 - Approximately 500 copies shall be mailed to current CBUSA 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 bid
 - Deadline for mailing individual copies shall be January 15, 2021
- Digital files:
 - All digital files used in the creation of the News will be transferred to the CBUSA at the conclusion of the project.

Bid Submission

Official Communications and Inquiries

The RFP will be posted on the Clydesdale News Magazine page of the CBUSA website. Modifications to requirements, answers to inquiries, and clarifications will be posted on this page as well. Prospective bidders may submit written inquiries via email to secretary@clydesusa.com to obtain clarification of the project requirements.

Contract Award and Negotiation

All bids will be evaluated on presentation of qualifications. Cost is only one consideration of the requirements and is not the final deciding factor.

All bids will remain sealed until the deadline at which time they will be opened and graded by the CBUSA Marketing/Promotions 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 complete the project, including reproduction and mailings by indicated deadline
- Ability to market and collect for advertisements
- Costs charged to advertisers
- Overall cost to CBUSA
- Sample(s) of similar work (if possible)

In the event that there is only one bidder on the project, the CBUSA reserves the right to negotiate for the services with the sole submitting bidder in lieu of accepting the bid as is. The selected bidder will be notified no later than **October 1, 2020**.

Bid Format

The bid 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 bid materials is **Friday, September 18, 2020 at 5:00 p.m.** Please submit both:

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

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

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

Secretary@clydesusa.com