

<b>AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT</b>			1. CONTRACT ID CODE	PAGE OF PAGES 1   10	
2. AMENDMENT/MODIFICATION NO. 04	3. EFFECTIVE DATE	4. REQUISITION/PURCHASE REQ. NO N/A		5. PROJECT NO. (If applicable)	
6. ISSUED BY US Agency for International Development Office of Acquisition and Assistance, RRB 7.09-92 1300 Pennsylvania Avenue NW Washington, DC 20523		CODE	7. ADMINISTERED BY (IF OTHER THAN ITEM 6) Same as Item 6		CODE
8. NAME AND ADDRESS OF CONTRACTOR (No., Street, County, State, and Zip Code)  TO ALL PROSPECTIVE OFFERORS			<input checked="" type="checkbox"/>	9A. AMENDMENT OF SOLICITATION NO. : RFP No.: M-OAA-GH-09-336 (IRS2)	
				9B. DATED (SEE ITEM 11) 3/18/2009	
CODE:			<input type="checkbox"/>	10A. MODIFICATION OF CONTRACT/ORDER NO.	
				10B. DATED (SEE ITEM 11)	
FACILITY CODE:					
<b>11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS</b>					
<input type="checkbox"/> The above numbered, solicitation is amended as set forth in item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> is extended <input type="checkbox"/> is not extended.					
Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended by one of the following methods:					
(a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers, FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.					
12. ACCOUNTING AND APPROPRIATION DATA (If Required) N/A					
<b>13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO., AS DESCRIBED IN ITEM 14</b>					
<input type="checkbox"/>	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify Authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.				
<input type="checkbox"/>	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43,103 (b).				
<input type="checkbox"/>	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:				
<input type="checkbox"/>	D. OTHER (Specify type of modification and authority)				
<b>E. IMPORTANT:</b> Contractor <input type="checkbox"/> is NOT <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.					
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.  The purpose of this Amendment is to (1) provide the Branding Strategy and Marking Plan and (2) provide additional clarifications on the questions received.					
Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.					
15A. NAME AND TITLE OF SIGNER			16A. NAME AND TITLE OF CONTRACTING OFFICER Bruce Baltas, Contracting Officer		
15B. CONTRACTOR/OFFEROR  (Signature of person authorized to sign)		15C. DATE SIGNED	16B. UNITED STATES OF AMERICA  (Signature of Contracting Officer)		16C. DATE SIGNED

**Question:** Regarding Task Order 1 under the IRS 2 IQC. Could USAID please clarify if bidders should apply the preparation instructions provided in IQC RFP in section L10(d) on page 81 of 158 - regarding font type and size, and exclusion of charts tables and other figures from the page limits. There are no specific instructions in the RFTOP other than the 20 page limit. Inclusion of charts and other figures in the 20 page TO proposal limit, severely limits the amount of space a bidder has to explain their technical approach to USAID. Applying the IQC RFP standards would exclude the listed figures from the page limit and provide additional space for crucial narrative in the body of the proposal.

This is an issue of critical importance for all bidders, as if we assume incorrectly to apply the IQC RFP standards, it would result in our proposal being too long and could result in USAID not reviewing the entire document.

**Answer:** Offerors should apply the preparation instructions provided in IQC RFP in section L10(d) on page 81 of 158 - regarding font type and size, and exclusion of charts tables and other figures from the page limits - to the preparation of the TO.

**Question:** This is a clarification question in regards to the plug figure for commodities and USAID's response to question 20 Amendment 2). According to the MOPs for the proposed five countries the FY09 commodities costs are \$5.66 million (for such costs as insecticides, spray pumps, personal protective equipment etc.) yet the plug figure for commodities for the full five years of the contract is only \$17 million. This would imply that commodity costs for some of the countries would need to be covered by other mechanisms or the government iteself. Is this a correct assumption or should the plug figure for commodities be removed?

**Answer:** The plug figure is based on an analysis of actuals and it is simply a plug for proposal purposes; the commodity cost figures provided in the MOPs are general estimates for overall planning purposes. Offerors should assume that commodity costs for countries under TO 1 will be covered under TO 1. It is not correct to assume that they would be covered by other mechanisms.

**Question:** ...Additionally, several items of documentation included with the IQC proposal would be in duplicate if submitted with the Task Order cost proposal. Could the following items be omitted from the Task Order cost proposal and submitted only with the IQC proposal?

NICRA or other financial support documentation

Section K

Policies and Procedures

Evidence of Responsibility

Letters of Commitment (Subcontractors)

Information to Support Consent to Major Subcontractors

Information Concerning Work-Day, Work-Week, and Paid Absences

Disclosure of Lobbying Activities

Certificate of Current Cost or Pricing Data

Ceiling on Indirect Costs

Ceiling on Fixed Fee  
Joint Venture Information

Also, please confirm that the following items of documentation should be submitted only with the Task Order cost proposal:

Biographical Data Sheets  
Subcontracting Plan

**Answer:** Section K needs not be completed for the TO 1. The RFTOP on page 20 expressly states that Section K is not required for TO 1. For the remainder of this question, please follow RFTOP instructions.

**Question:** In Amendment Number 2, USAID removed the Subcontractor plug figure (Q.17) and stated that there will be no functional labor categories (Q. 4 and 14). For those offerors who plan to bid on the IQC only (in accordance with Attachment 8, L.4(a)), please clarify what assumptions should be used to complete the IQC budget

**Answer:** Offerors should include specific estimated budgets for any proposed costs as well as a clear description of what services they will provide in their cost proposals. Offerors should also follow the instructions in Section L.11 of the RFP in the preparation of their cost proposal for the IQC.

**[COVER PAGE]**  
**Proposed Branding Strategy and Marking  
Plan for USAID Indoor Residual  
Spraying IQC2**

**RFP No.:** M-OAA-GH-09-336 (IRS2)

**Submitted to:**

Bruce Baltas  
Contracting Officer  
USAID/OAA/GH/HSR  
Ronald Reagan Building, Rm. 7.09-072  
1300 Pennsylvania Avenue, NW  
Washington, DC 20523-7803

**Submitted by:**

[insert organization name and address]

[Please review branding and marking guidance accessible at the following links:  
[http://www.usaid.gov/branding/USAID\\_Graphic\\_Standards\\_Manual.pdf](http://www.usaid.gov/branding/USAID_Graphic_Standards_Manual.pdf)  
<http://www.usaid.gov/policy/ads/300/320.pdf> ]

# Proposed Branding Strategy and Marking Plan for USAID Indoor Residual Spraying IQC2

**RFP No.:** M-OAA-GH-09-336 (IRS2)

## 1. Positioning

### 1.1 Project Name

The proposed project name for the Indefinite Quantity Contract resulting from RFP No.: M-OAA-GH-09-336 (IRS2) is [Insert Project name]. The objective of the IRS Project is to provide [Insert activities] for IRS planning and operations in countries receiving support under the President’s Malaria Initiative (PMI). This project will help USAID achieve the PMI’s goals of providing 85% coverage with critical malaria control interventions resulting in a 50% reduction in malaria-related deaths over five years.

### 1.2 Project Logo and Sub-brand

To showcase the USAID identity and acknowledge that PMI is a U.S. Government inter-agency collaboration, [Partner name] proposes to adopt the PMI logo as the official project brand. In accordance with ADS 320, [Partner name] will not incorporate its own corporate logo in program materials. All published materials will follow the final, approved Branding Strategy and Marking Plan.



[Insert Project Name]

### 1.3 Country Sub-brands

Documents and materials produced through the PMI | IRS Project will not use USAID country sub-brands, since these would not incorporate logos of other US government agencies participating in PMI. If appropriate, the country name may be included in the document title instead.

## 1.4 Translation of the Branding

The PMI | IRS branding will carry the translated tagline “From the American People” and “President’s Malaria Initiative” in the appropriate language for use in branding country-specific (not global) project materials and products. The English tagline will be used for products of a global nature and in countries where a local language tagline has not been created by USAID. The project title [Insert Project Name] will also be translated into the local language equivalent.

## 2. Types of Branding

There are three types of USAID branding that could apply to this project:

- *Full branding*—used when a product, publication, or event is positioned as from the PMI | IRS Project (includes project materials and project-funded partner materials). Placement of the USAID logo follows the full branding guidelines.
- *Co-branding*—used when a product, publication, or event is positioned as from the PMI | IRS project and a partner. It applies when another organization has contributed funding and the Mission or COTR otherwise agrees that there is a compelling rationale to co-brand. The design may vary as appropriate, although the PMI logo must be of equivalent size and prominence as partner logos and the lower left hand position is preferred. USAID approval is required for co-branding of all products produced 100 percent with USAID funds. USAID approval is not required to co-brand products produced with joint funding from other organizations, assuming the funding contributed is not a token amount.<sup>1</sup>
- *No branding*—used when a product, publication, or event is positioned as from a host-country government or partner, subject to Mission approval. The Mission can also approve exemptions from branding when the objective or purpose of the product would be furthered by an appearance of neutrality; branding causes the data or findings to be viewed as not credible by target audiences; branding impairs the functionality of the product; branding would not be cost-beneficial or practical; branding of a particular product would violate a cultural or social norm or would otherwise be considered inappropriate; branding violates applicable international law; or branding deters achievement of program or project goals. Core-funded materials will follow full branding guidelines; the COTR must approve any exceptions to full branding.

## 3 Program Communications and Publicity

### 3.1 Audiences

The PMI | IRS Project has the following target audiences with whom it will promote and publicize USAID sponsorship:

#### 3.1.1 Primary Audience

Residents of the selected malaria-prone districts in the host countries, including people living in households in the areas targeted for spraying and people selected to work as seasonal staff in the campaign (spray operators, IEC field workers, drivers, and logistics support).

#### 3.1.2 Secondary Audience

Officials and employees of host-country Ministries of Health (MOHs), National Malaria Control Programs (NCMPs), district and local governments, and other host-country organizations that have authority or influence over how the spray operations will be conducted and the opinions and cooperation of residents.

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<sup>1</sup> If USAID decides on a set percentage of joint funding as a guideline, that rule would determine when automatic co-branding would apply.

### 3.1.3 Tertiary Audience

Communication efforts should also reach other implementing partners and stakeholders that work to reduce malaria-associated mortality, including but not limited to other USAID partners, nongovernmental organizations, civil society organizations, and the media.

[Insert additional tertiary target audiences for project as appropriate]

### 3.2 Messages

The PMI | IRS Project focuses on providing immediate information about malaria prevention and IRS to its primary audiences and strives to create long-term sustainability through its secondary and tertiary audiences.

The main program messages will include messages, such as those listed below, and others that can be proven effective in the field [Pick those applicable and add others as pertinent]:

- Indoor spraying will kill the mosquitoes that transmit malaria
- IRS operators will spray a small quantity of insecticide on the walls of your house
- IRS is safe for you, your family, and domestic animals
- IRS is part of the government’s comprehensive program to fight malaria
- Please remove all articles from your home before the spray team arrives and let the walls dry completely before you reenter the house.
- Do not reenter your home for at least two hours following the completion of spraying (people and animals).
- After your house is sprayed, do not wash or paint the walls until [date or month], when the malaria season will be over.
- Other

The communications and materials prepared under the IRS IQC contract will clearly indicate that the service was provided with the support of PMI and “from the American people.” Whenever direct branding is not appropriate, a no branding request must be made to the COTR for approval.

### 3.3 Marking Plan for Materials to be Produced

A list of planned branded materials and their use is provided below. Any materials that are not anticipated below, but are produced under the initiative will also be subject to branding guidelines and COTR approval, as appropriate. Please note that marking is not required on items used as part of the administration of the contract, such as stationery products, equipment, and offices. The intention is to mark the projects and not the implementing partners. Letterhead, business cards, office space, equipment, and supplies are not subject to branding as long as they do not include the PMI logo. If the logo will be used they must conform to the graphic standards manual, available at [http://www.usaid.gov/branding/USAID\\_Graphic\\_Standards\\_Manual.pdf](http://www.usaid.gov/branding/USAID_Graphic_Standards_Manual.pdf) on page 15. However, items will be branded when used for both project implementation and administration.

[The overall strategy should illustrate how to incorporate the message “This assistance is from the American people” and provide the message or an explanation if this message is not appropriate or possible]

[Choose Items as appropriate, discuss use of branding and marking and add comments where needed (comments should generally be related to those items where promoting normal branding will not be appropriate or possible)]

Printed Material	Branding Plan	Comments
Publications		

Reports  
 Research results, studies, and evaluations  
 Brochures, leaflets, informational, and promotional materials  
 Folders  
 Success stories  
 Posters  
 Banners and Signs  
 Print PSAs, newspaper supplements and other paid placements such as advertorials (Non-administrative) advertisements about program events/activities  
 Training manuals, workbooks, and guides  
 Press releases, fact sheets, media advisories (*note: the U.S. Ambassador or Public Affairs Officer may request these materials to be distributed on U.S. Embassy letterhead*)  
 Letterhead used for program-related purposes (invitations to events, etc.), as opposed to contractor administrative purposes.

Other

**Other Products**

**Branding Plan**

**Comments**

Web sites;  
 Videos;  
 CDs and DVDs;  
 TV PSAs;  
 PowerPoint and other program-related presentations;  
 Mass distribution electronic mail sent for program purposes, such as invitations to training events or other widely attended program-related gatherings; and  
 Radio PSAs, which must include an audio tag, such as, "made possible by USAID: From the American people."  
 Other

**3.4 Public Promotional Activities**

[Insert contractor name] will announce and publicly promote the IRS Project to host-country citizens. We plan to conduct the following press and promotional activities and plan to brand the following products used in spraying:

[IRS has many opportunities for promotional activities. List additional below]

Event	Activity	Promotional Items	Comments
Launching and closing ceremonies for IRS rounds	Mass communication campaigns around IRS rounds (Information, Education and Communications)		
	Trainings of seasonal spraying staff		
	Sprayers (spray canisters)		
	Other		

### 3.5 Activities To Increase Awareness of U.S. Support for the Project

Other ways in which [\[Insert program name\]](#) can increase awareness that the American people support this project include marking messages and logos on banners at public workshops and meetings; marking program sites where program activities are taking place with USAID tagline; and including statements in the opening/closing remarks made by guest speakers at public meetings, other program-level communications for secondary audiences, and press releases. Additional key opportunities to generate in-country awareness of the support of the American peoples for PMI | IRS Project may include the following:

Event	Activity	Promotional Items	Comments
Training courses			
Conferences			
Seminars			
Briefings			
Exhibitions			
Fairs			
Workshops			
Press conferences			
Other public meetings and activities			
Invitations, press releases, publicity, and media materials, presentations and handouts associated with these events that are produced under this USAID contract.			

It is USAID's policy that contractors must not generate their own corporate publicity about a USAID funded project without first receiving permission from the Agency. USAID should also be notified before contractors publicize the findings of USAID/PMI-funded studies or reports (e.g., conferences, public meetings, etc.)

## **4 Acknowledgments**

### **4.1 Ministry Involvement**

This project will include direct involvement of host-country government ministries. Therefore, many of the project's products specific to a particular country should be co-branded with the PMI project and host-country MOH brand. In some cases, products that are to be positioned as coming from host-country governments should be exempted from full branding requirements (see Sections 2.0 and 3.3). COTR approval is required when co-branding or no-branding is appropriate.

### **4.2 Co-branding with the President's Malaria Initiative**

Because the IRS Project receives funding from PMI, some program materials will require co-branding to recognize contributions of PMI partners. Based on USAID approval, the guidelines for co-branding will be followed.

### **4.3 Other Acknowledgments**

Other logos or identities of other groups on program materials and related communications, will not be included except as provided above under circumstances for which the COTR approves co-branding.