

ATTACHMENT B: PROPOSAL INSTRUCTIONS

All offerors shall develop their proposals in response to the RFP in accordance with the instructions set forth below. Proposals shall set forth current, accurate, and complete information as required by this solicitation document (including attachments). ***It is important to note that the penalties for making false statements in proposals are prescribed in 18 U.S.C. 1001.***

Offerors who include in their proposals or quotations data that they do not want disclosed to the public for any purpose or used by the Government except for evaluation purposes, shall – (i) Mark the title page with the following legend: “This proposal or quotation includes data that shall not be disclosed -- in whole or in part – for any purpose other than to evaluate this proposal or quotation. If, however, a contract is awarded to this offeror or quoter as a result of – or in connection with – the submission of data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government’s right to use information contained in this data if it is obtained from another source without restriction. The data subject to the restriction is contained in sheets (insert numbers or other identification of sheets)”]; and (ii) Mark each sheet of data it wishes to restrict with the following legend: “Use or disclosure of data contained in this sheet is subject to the restriction on the title page of this proposal or quotation”.

The Government assumes no liability for disclosure of unmarked data for any purpose. Unless restricted, information submitted in response to this request may become subject to disclosure to the public pursuant to the provisions of the Freedom of Information Act (5 U.S.C. 551).

(A) Submission of Proposals

A proposal submitted in response to this solicitation shall consist of two separate packages, placed in separate sealed envelopes/containers, and identified and appropriately marked as “Technical Proposal” and “Business Proposal”. Both packages shall then be placed in one sealed submission container. The offeror shall enter the following information on the submission containers: (i) the deadline (hour and date) for receipt of proposals; (ii) the solicitation by number and title; and (iii) the offeror’s name and address. The submission shall be addressed as follows:

General Services Administration
Central Office Contracting Division
1800 F Street NW, Room G-127
Washington DC 20405

Attention: Adam R. Goldstein
Contract Specialist (Contractor-CACI)

This method of submission shall be used throughout the solicitation process, from the initial proposal to Final Proposal Revisions. After the initial proposals, each revision, if the determination has been not been made to award on the basis of initial proposal(s) only, shall also include the revision number, e.g., Revision 01, Revision 02, etc. When submitting a revision the offeror shall submit a complete proposal. The material added or changed in each revision shall be identified with a vertical line in the right hand margin. ***Identification lines from previous revisions shall be removed to ensure that only***

current revision changes are identified. This process will also be used to identify any segment of in the proposal that has been deleted. It is important to note that changes that are not provided in this manner may not be evaluated by the Government.

Due to continued delays in the processing and receipt of US postal mail, offerors are strongly encouraged to submit their proposal via overnight delivery service, courier service, or hand delivery. The phone number for the point of contact is (202) 219-1441.

GSA's hours of operation are 8:00 a.m. to 4:30 p.m. eastern time. Requests for pre-award debriefings postmarked or otherwise submitted after 4:30 p.m. will be considered to be received the following business day. Requests for post-award debriefings delivered after 4:30 p.m. will be considered to have been received and filed the following business day.

Offerors shall submit all proposal information in a single package.

(B) Technical Proposal Instructions

Offerors should submit one (1) original and four (4) copies of the Technical Proposal, along with four (4) copies of all electronic media (DVD's and CD's) described later on in this section. Offerors should not include any pricing information in the Technical Proposals. Offerors shall not include materials other than those requested below. The Government will not review items such as brochures, promotional materials, or any items other than the technical proposal and sample media DVD and CD's.

Technical Proposal Organization

Offerors must submit a comprehensive Technical Proposal to provide a sound basis for evaluation by the Government. Proposals that merely offer to provide the requirements as specified in the solicitation, or "parrot back" the requirements of the solicitation without further elaboration, may be determined to be technically unacceptable.

The Technical Proposal shall be organized as follows:

- Executive Summary
- Corporate Experience
- Proposed Approach
- Past Performance

Executive Summary

The purpose of the executive summary is to present a brief introduction and overview of the proposal, including a summary of the offeror's capabilities and qualifications. The executive summary shall be written so that a layperson can easily grasp the essence of the technical approach and plans being proposed.

Corporate Experience

A). Sample TV, Radio, Print and Web Banner Ads

Offerors must submit materials demonstrating samples of their prior work, as described below:

-A DVD (4 copies) compiling at least five television commercials or PSAs created by your agency in English and five in Spanish (you may also include samples of original labeling/packaging/photoboards for these campaigns). The format of this item must be DVD.

-A CD (4 copies) compiling at least five radio commercials or PSAs created by your agency in English and five in Spanish. (you may also include samples of original labeling/packaging/photoboards for these campaigns). All files for this item shall be in MP3 format.

-A CD (4 copies) compiling at least five print ads or print PSAs created by your agency in English and five in Spanish. PDF format. (you may also include samples of original labeling/packaging/photoboards for these campaigns).

-A CD (4 copies) compiling at least three web banner ads or PSAs created by your agency in English and three in Spanish.

The following guidelines apply to the aforementioned requirement:

- Television ads must have been shot on film (ads that were shot on tape will not be considered in compliance with this proposal requirement)
- Spanish television ads must have been created originally in Spanish, not translated or dubbed into English.
- The samples must reflect the work of at least some of the proposed key personnel in your offer.
- The samples must have actually been used by television stations, radio stations, newspapers and/or magazines and websites.
- At least three of the television, radio and print samples in both English and in Spanish must be *national* advertising or PSA campaigns.
- All samples must have been produced within the last five years.

Additionally, for each sample submitted, offerors must include the following information (written into the technical proposal):

1. Date the campaign was released
2. Total contract price
3. A short description of the campaign's purpose
4. Client name and contact info
5. Key agency personnel and director who worked on this campaign (senior agency manager, account executive/manager, creative director, broadcast producer, print producer, copywriter and art director.)
6. Measurable campaign results (increased sales, phone calls, consumer awareness, etc.)
7. Awards won for the campaign

(B). Corporate Experience

Offerors shall explain their experience with creative development and production of English and Spanish national public service announcement or commercial campaigns and how this experience qualifies the offeror for performance of this requirement.

Offerors shall cite specific past campaigns, especially those integrating television, radio, print and web banner ads.

Proposed Approach

A). Work Plan:

Offerors should explain their understanding of GSA's English and Spanish PSA campaign needs and present a plan to accomplish its objectives. The work plan must clearly describe which tasks, if any, will be performed by subcontractors or consultants.

B). Development/production schedule:

Offerors shall provide a milestone chart/calendar for all major steps in producing and implementing both the English and Spanish campaigns. Offerors are urged to include ample time to account for GSA approval throughout the process.

C). Sample Creative:

Offerors shall submit one :60 television script and rough storyboard in English and one :60 television script and rough storyboard in Spanish for sample creative concepts reflecting the offeror's understanding of the service to be promoted. Offerors shall explain how these television concepts would be adapted to create radio, print and web banner campaigns.

D). Key personnel and organization

Offerors shall describe the proposed team, focusing on the positions below. Offerors shall provide a resume for each of the following key personnel proposed to work on both the English and Spanish campaigns:

- Senior agency manager
- Account executive
- Creative director
- Broadcast producer
- Print producer
- Copywriter
- Art director

Offerors shall be sure to include education and previous experience on specific projects, as well as awards. Offerors shall also include a similar description of qualifications for all proposed major subcontractors proposed. A major subcontractor is defined as any subcontractor accounting for at least 15% of the proposed firm-fixed-price of the offer.

Offerors shall also submit an organizational chart showing how the key personnel fit into the overall company and how they, as well as proposed subcontractors and other offeror divisions, will be used in performing the contract requirement.

Past Performance

Each offeror shall submit information about every contract:

- With an expected lifetime value equal to or in excess of \$2,000,000, AND
- That has been active for at least 6 months over the past three years, AND
- That is of similar size, scope, complexity, or, in any other way, is relevant to the effort required by this solicitation.

With regard to the \$2,000,000 threshold, please count the entire contract price, not just the agency fee or profit.

If more than 5 such contracts exist, offerors should submit the 5 that have the largest expected lifetime value. Please include only contracts and orders for specific requirements. For example, consider task orders against IDIQ contracts, but not the actual base/umbrella contract. The Government reserves the right to request more references if the submitted information is insufficient to make a past performance evaluation. Contracts listed may include those entered into by the Federal Government, local and state governments, commercial customers, or any other relevant client. Contracts with the parent or an affiliate of the offeror may not be used.

Offerors shall include the following information for each contract:

- a. Name of the contracting activity/client

- b. Program title or product name
- c. Contract number
- d. Contract type
- e. Period of performance, including all option periods
- f. Contract Value:
 - (i) Initial projected total contract amount including all option periods
 - (ii) Final or current projected total contract amount including all option periods
 - (iii) If any of the listed contracts are award-fee or incentive contracts, include a table showing fees awarded and the minimum and maximum available fee for each period
- g. Points of Contact: Provide the name, telephone, fax, and e-mail for the Contracting Officer, Administration Contracting Officer (if different), and then COR/COTR or Project Officer.
- h. Describe the work performed and relevance, including:
 - (i) brief synopsis of work performed
 - (ii) Brief discussion of how the work performed is relevant to the statement of work in this solicitation
 - (iii) Brief, specific examples of the offeror's high quality performance.

The offeror may provide information on problems encountered on the contracts and subcontracts identified in A above and corrective actions taken to resolve those problems. Other than the information requested in A above, offerors should not provide general information on their performance on the identified contracts. General performance information will be obtained from the references.

Please do not ask any of your past performance references to submit performance evaluations to the government. The Government will carry out this task.

(C) Business Proposal Instructions

Offerors should submit one (1) original and two (2) copies of the business proposal. Business proposals shall consist of:

- a cover letter on company letterhead stipulating that the proposal shall remain in effect for ninety (90) days, signed by an official of the offeror with the authority to bind the company
- a completed copy of the Pricing Table (at Attachment D)
- a Subcontracting Plan (other-then-small-businesses only)
- proposed payment schedule
- responsibility information
- an itemized statement of any exception(s) taken to any portion of the solicitation with a complete explanation for each exception(s), or a statement that no exceptions are being taken.

- offeror representations and certifications—commercial items, in accordance with FAR 52.212-1

Prices shall be provided for each contract period (the one-year base period and each of the four (4) option periods).

Cover Letter

This document shall specify a proposal acceptable period of at least 90 days. Further, it must be signed by an individual authorized to bind the offeror both contractually and financially. The cover letter shall also provide the offeror's DUNS's number, in addition to phone and e-mail contact information for at least one individual authorized to represent the offeror with regard to conducting discussions and responding to clarification questions.

Pricing Table

Offerors shall complete the pricing table located at solicitation Attachment D. Offerors are reminded to complete pricing information for each option period, in addition to the base period. The cost of any shipping and handling shall be included in the prices of any items that shall be shipped, in accordance with the Statement of Work.

Small Business Subcontracting Plan

All offerors, other than small-business-concerns, shall submit a subcontracting plan that discusses the offeror's plans to provide subcontracting opportunities to small businesses, small disadvantaged businesses, HUBZone small businesses, women-owned small businesses, veteran-owned small businesses, and service-disabled-veteran-owned-small-businesses.

Offerors that have pre-existing master or commercial subcontracting plans may submit that to fulfill this requirement.

Offerors without pre-existing master or commercial subcontracting plans are highly encouraged to submit a commercial subcontracting plan, in accordance with the guidance at FAR 19.704(D).

Payment Schedule

The business proposal shall contain a proposed payment schedule, based on milestones and deliverables.

Responsibility Information

All business proposals shall have a section containing information that demonstrates that the offeror has sufficient financial, personnel, facility, and other resources necessary to perform the work, as contemplated in FAR 9.104-1. An offer must also have a history of ethical business practices in order to be considered responsible.

Offeror Representations and Certifications—Commercial Items

All offerors shall complete the representations and certifications for commercial items in accordance with FAR 52.212-1. The complete text of the certification may be found at www.arnet.gov/far. Offerors shall indicate whether or not they have completed the annual representations and certifications on-line at <http://orca.bpn.gov>.