***Request for Proposal (RFP)***

***USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS)***

***Marketing for Jordan Food Week***

|  |  |
| --- | --- |
| **RFP #** | **09102017** |
| **Issue Date:** | **10 September 2017** |
| **Questions Deadline:** | **17 September 2017**   * Submission of questions or requests for clarification in writing via email to [**RFP@jordanlens.org**](mailto:RFP@jordanlens.org)**,** subject line: “RFP#09102017– Marketing for Jordan Food Week”,by **15:00 Hours local time in Jordan** * Please note that inquiries and answers to inquiries will be shared with all registered Offerors. * Please do not contact any USAID Jordan LENS employees regarding this RFP. **Contacting individual employees shall be cause for disqualification.** * **NO TELEPHONE INQUIRIES WILL BE ANSWERED.** |
| **Answers to be shared:** | **19 September 2017**  Questions received and Answers will be published on the project website, under the solicitation link by 17:00 Hours local time in Jordan on the specified date:  <http://jordanlens.org/work-with-us/solicitations> |
| **Offer Submission Deadline:** | **4 October 2017**  Proposals (including technical proposal and budget) are due by **15:00 Hours local time in Jordan** via email to[**RFP@jordanlens.org**](mailto:RFP@jordanlens.org). Emailed submissions must contain the subject line: “RFP#09102017– Marketing for Jordan Food Week”  Proposals received after the deadline will not be considered. |
| **Award Type:** | Fixed Price Award |
| **Expected Award:** | October 2017 |
| **Expected Delivery:** | November 2017 – May 2018 |

1. **PURPOSE STATEMENT**

FHI 360, on behalf of USAID LENS is seeking a Contractor to **design** and **implement a marketing campaign** designed **to promote Jordan Food Week**[[1]](#footnote-2): a week-long national celebration of local cuisine, culinary tradition, fresh produce and gastronomic experiences, as described below. The event is scheduled from April 18-25, 2018. Hence the marketing campaign is expected to launch a few months in advance, starting from December 2017. For more details, refer to the Scope of Work section below.

1. **EVENT DESCRIPTION**

Jordan Food Week represents the largest convention of farmers, home-based businesses, artisanal food producers, restaurants, hotels and other businesses in the food industry of its kind in Jordan’s history, bringing together more than 200 exhibitors.

Jordan Food Week will showcase the very best of Jordanian food. From Makmoura to Rashoof, Cha’acheel and Akkoub, participants in Jordan Food Week will have the opportunity to learn about the diverse range of traditional recipes passed down through generations. They will also discover rare and forgotten recipes, still preserved by Jordanians living in the most remote and rural villages. Gastronomic experiences that showcase innovative twists to Jordanian food will also be a part of Jordan Food Week. From creating special inserts in menus, to competitions in innovating Jordanian cuisine and ushering in a new era of Jordanian cooking, to hosting artisanal food producers, Jordan Food Week will be a unique and unforgettable experience.

The USAID LENS Project anticipates awarding a fixed price subcontract for the implementation of this activity with an estimated cost not exceeding 150,000 JOD. Revealing the estimated cost ceiling does not mean Offeror should strive to meet this maximum amount. Offerors must propose costs they believe are realistic and reasonable for the work.

1. **PROGRAM BACKGROUND**

The USAID Jordan Local Enterprise Support Project (USAID LENS) is a five-year project funded by the United States Agency for International Development (USAID), Award No. AID-278-LA-14-00001, to encourage the long-term sustainable economic growth of underserved Jordanian communities.

1. **SCOPE OF WORK/TASKS/ACTIVITIES**

The Contractor will develop and conduct a marketing campaign in Arabic and English to launch and promote ***Jordan Food Week****.* The national campaign must target Jordanians and expatriates (male and female) who reside inside Amman (for the main Jordan Food Week event) and those who reside in the governorates (to promote some Food Week activities outside of Amman)

The implementation of the marketing campaign is expected to achieve the following targets:

1. Result in attendance of at least 10,000 people to Jordan Food Week activities in Amman.
2. Result in special media coverage of Jordan Food Week in at least 15 reputable, renowned local and international media outlets (publication of press releases in these outlets is excluded from this metric).

The Contractor will not be expected to organize any event logistics or handle any event management activities for the Food Week exhibition. Throughout the process, the Contractor will however shall coordinate closely with USAID LENS Project Management Team and the Event and Logistics Contractor.

The Contractor shall implement a marketing campaign in four main phases:

1. **Pre-Event Phase**

In the pre-event phase the contractor shall:

1. Organize a series of 3-4 focus group sessions with potential participants/exhibitors of Jordan Food Week as well as members of the public in order to develop key marketing messages. This will be conducted in collaboration with USAID LENS however the Contractor will be responsible for organization and logistics. The focus groups must also include people residing outside of Amman, particularly in the governorates of Irbid, Zarqa and either Tafilah or Karak.
2. Develop a comprehensive marketing and media strategy[[2]](#footnote-3) for the entire campaign targeting outdoor advertising, radio, TV, online and social media complete with key messages and timelines. The strategy must account for Food Week activities in areas outside of Amman. These may need different messages, media and timelines.
3. Develop a complete content strategy for online and offline marketing that encompass key messages and objectives of the campaign.
4. Conduct professional food photography sessions of Jordanian food to use in the marketing material. Stock photography is strongly discouraged. Produce and submit to USAID LENS at least 50 photographs of a diverse array of Jordanian Food.
5. Develop the marketing material and collateral for the event, including a special event booklet (at least 50 pages, A5 size – 10,000 copies) that must be ready at least 1 month before the event takes place[[3]](#footnote-4).The print specifications of the booklet are as follows:
   * ***Cover:*** *Art matt 300 gm, 4 color printing on 2 sides + lamination 1 side*
   * ***Inside pages:*** *Art matt 135 gm, 4 color printing on 2 sides, # of pages: 50 pages without cover & inside cover, hot gluing*
   * ***Quantity:*** *10,000 copies*
6. Distribute special event booklet and other collateral to private and public sector partners per the agreed timeline with USAID LENS.
7. Identify local influencers (whether chefs, cooks, media personalities and well-known online personalities) to become ambassadors of the campaign and promote Jordan Food Week to their audiences and followers.
8. Establish and manage a social media presence. The Contractor will be expected to create pages for the event on social media channels such as Facebook, Twitter, Youtube and Instagram and start posting creative and interesting posts to gather momentum for the event at least 4 months before the event takes place.
9. Create specific marketing messages for the project’s home-based business beneficiaries who will be participating in the event, advertise their products on Jordan Food Week’s social media channels, and coordinate a special media appearance a few weeks prior to Jordan Food Week launch that will showcase their products and generate interest in purchasing them.
10. Further develop and add content to the Jordan Food Week website. USAID LENS has set up a preliminary website at [www.jordanfoodweek.com](http://www.jordanfoodweek.com). Contractor must be familiar with using the Squarespace platform to enhance and update the existing website.
11. Promote the products of up to 50 exhibitors and hold at least two pre-Food Week events to help the HBBs and exhibitors practice sales pitches.
12. Design and print up to 100 flyers, labels and business cards for each of the USAID LENS identified 100 exhibitors. The printing specifications for these materials are as follows:
    * ***Business cards:*** *9 cm x 5 cm, CMYK print, matte paper 300g + lamination (100 quantities each for 100 exhibitors)*
    * ***Flyers:*** *A5 size, CMYK print, 2-side printing, matte paper 150 gm (100 quantities each for 100 exhibitors)*
    * ***Labels:*** *These are food labels that will be used on jars and boxes****:*** *laminated stickers, full color print for each of the following sizes and quantities:*

|  |  |
| --- | --- |
| Size | Quantity |
| 4 cm x 5 cm | 100 |
| 20 cm x 2.5 cm | 100 |
| Circle with 3.2 cm diameter | 100 |
| Circle with 5.5 cm diameter | 100 |
| Circle with 8 cm diameter | 100 |
| 24 cm x 3 cm | 100 |

1. Issue a pre-event press release 1-2 months before the event takes place.
2. Propose other creative ideas for the promotion of the event.
3. **Event Launch Phase**

The Contractor shall implement the following actions to launch Jordan Food Week:

1. Invite local and international media to attend and cover the event. As much as possible, USAID LENS encourages the Contractor to attain media sponsorships and special partnerships with the media. For example, securing a radio channel to broadcast live from the event.
2. Arrange for at least 5 media interviews in the week leading up to the event and on the day of the event launch.
3. Issue a press release to all media channels on the first day of the event launch.
4. Prepare a media kit for media participant.
5. Implement a special online and social media strategy for the event launch to generate interest for people to attend the event.
6. Identifying and bring onboard an emcee for the event launch – preferably a well-known personality with a large following. The emcee will also be expected to be present on the stage during the week-long event for special announcements, gathering crowds, etc. The Contractor is encouraged to suggest several people as an emcee in their proposal, outlining the reasons for their choices.
7. Propose other creative ideas.
8. **Event Implementation Phase**

During Jordan Food Week, the Contractor shall implement the following activities during the entire week:

1. Ensure consistent and continuous on-the-ground media coverage from local and international outlets
2. Continuous posting on Jordan Food Week social media channels with live coverage from Amman and areas outside of Amman
3. Manage participation of Jordan Food Week ambassadors and create a schedule for them
4. **Post-Event Phase**

The contractor shall undertake the following activities to mark the close-out of the event and campaign:

1. Issue a press release at the end of Jordan Food Week, outlining major activities and attendance metrics.
2. Hand-over all original designs, marketing material and content produced over the course of the campaign to USAID LENS on hard disk or USB flash drive maximum two weeks after completion of event. The Contractor must submit the final designs and content to USAID LENS, including all high-resolution files (outlined and non-outlined to allow for future amendments to the designs).
3. Produce a close-out report no more than one month after the end of Jordan Food Week. The Contractor shall submit a final report that details how the campaign was designed and implemented, in addition to showing the results of the campaign, including media reach, social media reach, focus group results, event attendance and testimonials from target audiences. This should also include a lessons-learned section that identifies challenges encountered in implementation, corrective actions taken, and how to structure future campaigns to better reach the target audience[[4]](#footnote-5).
4. Produce a handover report no more than one month after the end of Jordan Food Week with all the Food Week website and social media channels usernames, passwords and instructions on how to access them. In addition, the report must identify and include contact details for all journalists, media representatives, influencers and campaign ambassadors who participated in the event and covered it. This is for the benefit of the next organization to take over the planning of Food Week after USAID LENS (not identified yet).

**Other issues to take into consideration:**

* Logistics and transportation of any marketing material must be managed by the Contractor.
* USAID media rates for newspapers, radio, and TV must be secured.
* USAID LENS does not pay for media coverage. All public relations partnerships formed for this event must be done with the understanding that partner media channels will gain more followers/listeners/viewers from covering the event and will be at the forefront of this large and exciting week-long celebration of Jordanian food, which is a completely untapped market in the country. Media partners will benefit from being part of a national movement that taps into Jordanian pride and sentiment, celebrating the country’s rich culture and history of food. As such, they will receive publicity and exposure, linking their media channel to the love of Jordan, thus identifying them as one of the biggest supporters of local businesses. Media partners will not be compensated monetarily.

Note that USAID approvals require the following timeline:

Press release approval – three (3) working weeks.

Designs and Production material approval – one (1) working week before printing.

Radio/TV ads – two (2) working weeks before airing

TV Interviews - approved by USAID at least two working weeks ahead and contractor must confirm their booking with the media entities only after USAID gives their approval.

The Contractor will not be required to coordinate directly with USAID. The USAID LENS project will handle all communications with USAID.

**Monitoring & Evaluation Plan**

The Contractor must detail in the proposal how they will monitor results from the campaign to ensure that campaign targets are accounted for. The monitoring and evaluation proposal must mention the means of measurement of proposed outreach metrics, including online advertising, outdoor advertising, radio advertising, social media reach and engagement and PR impressions. Progress reports should be provided on monthly basis detailing unless otherwise agreed in the monitoring & evaluation proposal.

1. **DELIVERABLES**

The selected marketing company shall be responsible for preparing and submitting the following deliverables during their contracting period:

* Conducting focus group sessions with a summary report of findings
* Comprehensive marketing strategy
* Comprehensive content strategy
* Media plan and media bookings (USAID media rates for newspapers, radio, and TV must be secured)
* Food photography shoot
* Two pre-event launch events for HBBS and exhibitors to develop and practice marketing skills, sales pitches for products.
* Production and design of marketing material/collateral
* Close-out report after event completion for USAID LENS
* Handover report after event completion for USAID LENS to ensure event sustainability
* All original designs, marketing material and content produced over the course of the campaign to USAID LENS on hard disk or USB flash drive maximum two weeks after completion of event.

|  |  |  |
| --- | --- | --- |
| **No.** | **Deliverables** | **Due date** |
| 0 | Award | October 2017 |
| 1 | Focus group report | 2 weeks from Award Date |
| 2 | Delivery of comprehensive marketing strategy | 3 weeks from Award Date |
| 3 | Delivery of content strategy | 4 weeks from Award Date |
| 4 | Food photography shoot | 4 weeks from Award Date |
| 5 | Delivery of media plan and schedule of media bookings | 5 weeks from Award Date |
| 6 | Food photography shoot | 4 weeks from Award Date |
| 7 | Production and design of marketing material/collateral | Starting 4 weeks from Award Date until early April 2018 (this will be further broken down into a detailed schedule once marketing materials are determined) |
| 8 | Pre-launch events | Both to be completed by 28 February 2018 |
| 9 | Handover of all original designs | 10 May 2018 |
| 10 | Close out report | 27 May 2018 |
| 11 | Handover report | 27 May 2018 |

# SUBMISSION INSTRUCTIONS

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure the following forms are completed and submitted with your proposal:

* **Evidence of Responsibility and Independent Price Determination (Attachment A)**
* **Copy of your legal registration in Jordan**

Failure to submit these forms will result in disqualification.

1. This RFP is open to all qualified, interested firms and organizations, local and international, legally registered in Jordan. The lead staff involved in this activity and those communicating with USAID LENS must be fluent in both English and Arabic. If the Offeror includes a group of firms and/or subcontractors, one lead organization or firm must be clearly identified and is responsible for handling all reporting and coordination with USAID Jordan LENS. The Offeror must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS.
2. The Offeror is requested to submit a proposal directly responsive to the tasks, terms, and conditions of this RFP. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal. Technical Proposals shall not make reference to cost or pricing details.
3. Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.
4. Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.
5. Proposals shall be written in English. Cost proposals shall be presented in Jordanian Dinar.
6. Proposals must remain valid for a minimum of ninety **(90) days**. The Offeror may submit its proposal by the following means:
   * Electronically - Internet email with up to two (2) attachments per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: [RFP@jordanLENS.org](mailto:RFP@jordanLENS.org).
7. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.
8. The Offeror shall submit its best proposal initially as FHI 360 intends to evaluate proposals and make an award without discussions. However, FHI 360 reserves the right to conduct discussions should FHI 360 deem it necessary.
9. Proposals must be clearly and concisely written and must describe and define the Offeror’s understanding and compliance with the requirements contained in the PURPOSE STATEMENT/DELIVERABLES/STATEMENT OF WORK. All pages must be sequentially numbered and identified with the name of the Offeror and the RFP number.

**PART A: TECHNICAL PROPOSAL**

The Technical Proposal shall be straightforward and concise describing how the Offeror intends to carry out and satisfy the tasks/activities described above. No cost or pricing information is to be included in the technical proposal.

Technical proposals are limited to 15 pages in total, not includingthe Organizational Information, CVs of proposed personnel and annexes. Pages in the Technical Proposal in excess of 15 pages will not be read or evaluated.

The technical proposal shall be formatted using the following sections:

1. **Organizational Information (not part of page limit):**

* Organization’s legal name
* Contact name and position or title
* Organization’s e-mail address, physical address and telephone number
* Evidence of Responsibility and Independent Price Certification Form (includes confirmation that firm is a USAID-designated Geo Code 937 country – meaning Jordan, the US, and other developing countries)
* Copy of legal registration authorizing organization to do business in Jordan

1. **Technical Approach – narrative not to exceed ten (10) pages.**

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the RFP, in a structure addressing the following:

*2.1 Understanding of the work required – narrative not to exceed seven (7) pages*

The Offeror shall demonstrate its understanding of the work required by suggesting ideas for the development and implementation of a marketing campaign for Jordan Food Week. In this section, the Offeror should identify target segments for the marketing campaign. The Offeror shall describe in detail and provide sketches for the campaign branding and collateral, detailing their proposed approach for the marketing campaign

The Offeror is required to include in its proposal a proposed schedule of advertisements in specific online, offline and radio outlets, taking into consideration the target audiences. The frequency of advertisements must also be taken into consideration along with media interviews and social media marketing to be evenly spaced out.

The Offeror must detail in the proposal how they will monitor results from the campaign to ensure that campaign targets are accounted for. The monitoring and evaluation proposal must mention the means of measurement of proposed outreach metrics, including online advertising, outdoor advertising, radio advertising, social media reach and engagement and PR impressions.

*2.2 Approach to conducting the work – narrative not to exceed two (2) pages*

The Offeror shall outline the approach to conduct the work required, having considered the required deliverables. This section should include a timeline or a Gantt chart reflecting the execution of the work, along with a narrative description on how the work will be done.

Creative approaches that can save time and cost are appreciated as long as the quality of the event is not compromised.

*2.3 Specific work undertaken by Offeror – narrative not to exceed one (1) page*

The Offeror shall indicate which activities will be done directly by the Offeror, and which activities will be out-sourced, by identifying specific vendors for services if needed.

The Offeror shall clearly explain how it proposes to structure, design, manage and execute the work required in the Technical Approach.

1. **Capability Statement -** **narrative not to exceed two (2) pages.**

The Offeror shall demonstrate its specialized competence with regards to the requirements of the tasks/activities. The Offeror shall demonstrate it has the necessary organizational systems, vendors, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples (the following section is designated for examples). Instead provide an overview of the firm’s experience in similar work from a capability and competence angle.

1. **Past Performance – Narrative not to exceed three (3) pages. (Not included in page count.)**

The Offeror shall provide at least three (3) examples of past performance of organizing similar production in Jordan or the region as being requested in this RFP. The past performance examples must be within the last five (5) years and shall be similar to what is being requested in this RFP. The Offeror must provide references for each example, including the name, title, phone number and email address of specific clients for whom the event belongs to – using **(Attachment E)- PPR template**

1. **Personnel/Staffing – narrative not to exceed three (3) pages.**

A summary describing the proposed staff for project including up to three team leaders. The summary shall include names, relevant qualifications of similar experience and the proposed role for each individual. A Project Manager must be identified with a minimum of five years’ experience in marketing. The Offeror must also include the CVs of key staff members involved in the Project, including the Project Manager and up to 3 Team Leaders. Each CV should not exceed three (3) pages. Note: Again, CVs do not count towards the proposal page limitation.

**PART B: COST PROPOSAL**

The Offeror shall propose realistic and reasonable costs for this work in accordance with the Offeror’s technical approach. The Offeror shall provide a complete budget based on cost elements described below using (***Attachment B) - Budget Template***. Offerors are allowed to make necessary changes to the attached Budget Template.

The Offeror shall include all detailed costs necessary to implement the work. A concise description and justifications for each line item must be included in the Budget Narrative (Attachment D). The budget narrative shall be presented in such a way to succinctly and sufficiently explain each cost from the proposed budget so FHI 360 may review the proposed budget for reasonableness, allocability and allowability. (***Please use Attachment D – Budget Narrative Template.***

The Offeror must include the following in their cost proposal:

* + 1. Proposed unloaded staff, rates, number of days needed to accomplish the work.
    2. Fringe rates for which the organization or firm has an established, written policy.
    3. Costs of local travel, detailed with # of trips, estimated mileage.
    4. If per diem is budgeted, it shall be based on the organization’s internal written policy and in compliance with USAID and USG Per Diem policy.
    5. Cost of supplies and other direct costs not captured above.
    6. Costs of management and set up, if applicable
    7. Vendors and costs for equipment and supplies, if applicable.

**No Indirect Costs will be accepted**. All costs must be directly allocated. The award does allow for applicants to propose a reasonable fee, which must be justified in the budget narrative and include explanation of the calculation.

Biodata forms (use Attachment C) must be completed for proposed personnel.

All projected costs must be in accordance with the organization’s standard practices and policies.

Offers including budget information determined to be unreasonable, incomplete, unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported, may be deemed unacceptable.

**Additional Guidelines:**

* Cost proposals shall be presented in Jordanian Dinar.
* Offer must indicate the inclusion/exclusion of any applicable taxes such as VAT.
* Staff rates should be based on hourly or daily rates
* Other Direct Costs – Itemize and provide complete details of other direct costs, including unit prices that may be incurred as aligned to the categories noted above.
* Cost proposal must be exclusive of any taxes.

# 7. EVALUATION CRITERIA

This solicitation is open to Jordanian firms and international firms registered in Jordan specializing in marketing. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Offeror will be responsible for designing and executing all activities outlined in this Request for Proposal in cooperation with USAID Jordan LENS.

Proposals will be evaluated based on a Trade-Off Methodology assessing non-cost and cost factors. In order for proposals to be evaluated for technical merit, proposals must meet the mandatory requirements as follows:

* Be legally registered to do business in Jordan; Offeror must provide a copy of registration document
* Submitted the Evidence of Responsibility and Independent Price Determination
* Nationality of Offeror meets USAID Geographical Code 937 requirement.

Proposals meeting the mandatory requirements will be then evaluated for technical merit based on criteria in the below chart. Those proposals scoring 65 points or higher (out of 80 points) will be considered for cost effectiveness.

The Cost Evaluation, worth 20 points, will include a cost comparison to other offerors, cost reasonableness (noting that low offers may be deemed unrealistic or unreasonable to accomplish the intended results of this RFP), and sufficient explanation of budget items and notes.

|  |  |  |
| --- | --- | --- |
| Section | Description | Maximum Points |
| Technical Approach | * The applicant proposes creative concepts and ideas that demonstrate a good understanding of the subject matter. *Please note points will be deducted from the evaluations of Offerors that copy and paste text from this RFP into their bids.* * The applicant proposes a comprehensive, integrated approach to developing a marketing campaign with suggestions for pre-event, during event and post-event marketing strategies. * The applicant demonstrates a good understanding of how to address the needs of target audience to create a ‘buzz’ and generate interest in Jordan Food Week. * The applicant includes a proposed schedule of advertisements in specific online, offline and radio outlets, taking into consideration the target audiences. * Identification of specific vendors the Offeror may use. * Timeline or Gantt chart of the activities required to execute the event | 40 |
| Capability Statement | Demonstration of specialized competence with regards to the requirements of the tasks/activities, necessary organizational systems, vendors, and personnel to successfully comply with the contract requirements and accomplish the deliverables. | 15 |
| Past Performance | * Inclusion of at least 3 relevant past performance examples of similar events in Jordan or the region. (10 points) * References provided by past clients for these examples and their evaluation of the Offeror’s ability to deliver on time and within quality and budget expectations. (5 points) | 15 |
| Personnel/Staffing | * Qualifications and past relevant experience of the Project Manager and up to 3 team leaders proposed to perform the requirements of this scope of work. (10 points) | 10 |
| Technical Evaluation Threshold | ***Only offers that receive a technical evaluation score a minimum of 65 points (out of 80) will be considered for cost evaluation.*** | 80 |
| Cost Evaluation | * Details and clarity of the actual costs proposed. (5 points) * Comparison of the Offeror’s cost to other Offerors for Cost Evaluation. (5 points) * Cost Realism to consider whether the proposed costs and human and other resources are sufficient to effectively carry out the stated tasks. (10 points)   Please use the attached Cost Template to prepare the budget. | 20 |
|  | | |
| Total Points |  | 100 |

The Offer that scores the highest will be determined the most responsive to the RFP and the

Project’s needs.

**COMPETITIVE RANGE** – If FHI 360 determines that discussions are necessary, FHI 360 may establish a Competitive Range composed of only the most highly rated proposals. FHI 360 may exclude an offer from the competitive range if it is so deficient that it does not meet the requirements of this RFP, and/or if the price is so unreasonable that the Offeror would not be able to complete the work for that price. FHI 360 may exclude an offer that would require extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

**Oral presentations:** The selection committee reserves the right to require shortlisted applicants to present key parts of their submitted applications to the committee.

FHI 360 reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

***NOTE:*** *FHI 360 will not compensate the company for its presentation of response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will make an award.*

# GENERAL TERMS AND CONDITIONS

1. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VII, Evaluation Criteria.
2. EXECUTIVE ORDER 13224 ON TERRORIST FINANCING

Offerors are informed that FHI 360 complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. FHI 360 shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System ([www.epls.gov](http://www.epls.gov/)) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

1. CONTRACT MECHANISM

FHI 360 anticipates to award a fixed price award to the Offeror whose proposal will be evaluated based on the evaluation criteria described previously.

1. WITHDRAWALS OF PROPOSALS

Offerors may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by an Offeror or his/her authorized representative if the representative’s identity is made known and if the representative signs a receipt for the proposal before award.

1. RIGHT TO SELECT/REJECT

FHI 360 reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. FHI 360 also reserves the right to reject any or all proposals received without explanation.

1. DISCLAIMER

This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate FHI 360 to accept any of the submitted proposals in whole or in part, nor is FHI 360 obligated to select the lowest priced proposal. FHI 360 reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. FHI 360 has no contractual obligations with any firms based upon issuance of this RFP. It is not an offer to contract. Only the execution of a written contract shall obligate FHI 360 in accordance with the terms and conditions contained in such contract.

1. REQUEST FOR PROPOSAL FIRM GUARANTEE

All information submitted in connection with this RFP will be valid for 90 (ninety) days from the RFP due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels, and all other information. If your firm is awarded the contract, all information in the RFP and negotiation process is contractually binding.

1. OFFER VERIFICATION

FHI 360 may contact Offerors to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

1. FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

1. CONFLICT OF INTEREST

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of Jordan. Failure to provide full and open disclosure may result in FHI 360 having to reevaluate selection of a potential Offeror.

1. RESERVED RIGHTS

All RFP responses become the property of FHI 360, and FHI 360 reserves the right in its sole discretion to:

* To disqualify any offer based on offeror failure to follow solicitation instructions.
* FHI 360 reserves the right to waive any deviations by Offerors from the requirements of this solicitation that in FHI 360’s opinion are considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
* Extend the time for submission of all RFP responses after notification to all Offerors.
* Terminate or modify the RFP process at any time and reissue the RFP to whomever FHI 360 deems appropriate.
* FHI 360 reserves the right to issue an award based on the initial evaluation of offerors without discussion.
* FHI 360 reserves the right to award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
* FHI 360 will not compensate offerors for preparation of their response to this RFP.
* Issuing this RFP is not a guarantee that FHI 360 will award a subcontract.

# ATTACHMENTS

* Attachment A: Evidence of Responsibility and Independent Price Determination Form
* Attachment B: Budget Template
* Attachment C: Biodata Form
* Attachment D: Budget Narrative
* Attachment E: PPR template
* Attachment F: Jordan Food Week brochure

**[END OF RFP]**

1. Name is registered with USAID LENS [↑](#footnote-ref-2)
2. The Contractor is required to include in its proposal a proposed schedule of advertisements in specific online, offline and radio outlets, taking into consideration the target audiences. The frequency of advertisements must also be taken into consideration along with media interviews and social media marketing to be evenly spaced out. USAID media rates for newspapers, radio, and TV must be secured. [↑](#footnote-ref-3)
3. USAID LENS has already developed a brand for the event and the Contractor will use that brand in its designs (please refer to attachment F). [↑](#footnote-ref-4)
4. Final reports that only include screenshots of media coverage and content, and mention of campaign statistics/data without analysis as to how or why these numbers were reached will not be accepted. [↑](#footnote-ref-5)