



**International
Republican Institute**
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REQUEST FOR PROPOSALS

Procurement Number:	MENA201703o
Open Date:	July 3, 2017
Questions Deadline:	July 10, 2017
Closing Deadline:	July 17, 2017
Geographical Area Restrictions:	937
Point of Contact:	Leo Siebert, Resident Program Officer, lsiebert@iri.org

Background

The International Republican Institute (IRI) is a nonprofit, nonpartisan, organization dedicated to advancing freedom and democracy worldwide. Since 1983, IRI has worked to develop democratic institutions and ideals, carrying out a variety of international programs to promote freedom, self-government and the rule of law worldwide. IRI provides technical assistance in the areas of political party strengthening, developing civic institutions and open elections, promoting democratic governance and advancing the rule of law.

As part of IRI's effort to increase voter and civic education, IRI in Tunisia is seeking to partner with a media agency to collaboratively design and produce television public service announcement (PSA) about the upcoming municipal elections. The PSA will convey information about voting and encourage voter registration and civic engagement. The finished product will be shown throughout the country to persuade people to participate in the local elections.

Period of Performance

August 1, 2017- March 30, 2018

Statement of Work

Selected bidder will be required to produce video for TV and internet (social media) and radio spots. These video and radio spots will inform and encourage participation in municipal elections as part of CEPPS/IRI's civic and voter education program.

The media agency should have the capacity and previous experience to design and execute a video and audio clips for TV, internet, and radio that will encourage citizens to register to vote and participate in the upcoming elections. The content will be developed in consultation with IRI and build on the combined market knowledge of IRI and the agency. The content will be used on social media and radio.

IRI may ask the contractor to place the video content on television depending on costs and target audience.

The video and audio content should be 30 seconds to 2 minutes to be determined later in consultation with IRI. The content will include any or all of the following:

- Convey information about the voting process
- Persuade citizens to register to vote
- Persuade citizens to vote
- Encourage civic engagement at the local level
- Rights of the citizen in local governance and the functions of the local government

Technical Proposals

All proposals submitted to IRI must include:

1. Information addressing Bidder's experience in providing each of the services identified in the above Statement of Work and Bidder's proposed specific approach for providing those services to IRI under this contract, including sufficient information to determine a clear definition of services as it relates to other providers that may be involved.
2. The name, address, and telephone and facsimile numbers of the Bidder (and electronic address if available). If the Bidder is a firm, name(s) should be provided for individuals authorized to conduct business on behalf of the firm.
3. Bidders may provide a list of up to three references for work performed of a similar nature during the last three years, along with contact details. IRI may contact the references to evaluate past performance.
4. If the Bidder is a U.S. organization/resident, or a foreign organization/resident which has income effectively connected with the conduct of activities in the U.S. or has an office or a place of business or a fiscal paying agent in the U.S., the information submitted must contain Bidder's Taxpayer Identification Number.
5. Proposals will not exceed 12 pages (not including cover page and attachments), must be in Cambria or Times New Roman 12 font, and should include samples of previous work that highlight your ability to fulfill this scope of work, preferably samples of videos and/or animated videos related to IRI's field.

Price Proposals

Bidders must propose a firm-fixed Unit Price for each of the deliverables identified below and in the format of the table below. The Bidder's pricing must be valid for at least 60 (sixty) calendar days after the due date for proposal submission. The proposed Unit Price should be fixed and inclusive of all costs to perform, including inspection services, transportation, taxes, import duties (if any), and other levies. To the extent that a Bidder proposed to include any pricing not reflected in the table below, such pricing must be fully described in the proposal. Proposals must be submitted in US dollars, payments under any resulting contract will be made in this currency.

Unit/Deliverable	Unit Price	Number of Units	Total
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Pre-production and design a 1-3 minute <i>animated</i> video for the web			
Pre-production and design a 1-3 minute video for the web			
Producing a 1-3 minute <i>animated</i> video for the web			
Shooting and producing a 1-3 minute video for the web			
Creating a shorter 30 second version for television			
Designing a radio spot			
Producing a radio spot			
Airing each spot	Price ranges per TV network (up to five networks) detailing the time of day, number of times aired, etc.		
Airing each spot	Price per radio network		

Evaluation and Award Process

1. IRI may contact any Bidder for clarification or additional information, but Bidders are advised that IRI intends to evaluate the offers based on the written proposals, without discussions, and reserves the right to make decisions based solely on the information provided with the initial proposals. IRI may but is not obligated to conduct additional negotiations with the most highly rated Bidders prior to award of a contract, and may at its sole discretion elect to issue contracts to one or more Bidders.
2. Mathematical errors will be corrected in the following manner: If a discrepancy exists between the total price proposed and the total price resulting from multiplying the unit price by the corresponding amounts, then the unit price will prevail and the total price will be corrected. If there is a discrepancy between the numbers written out in words and the amounts in numbers, then the amount expressed in words will prevail. If the Bidder does not accept the correction, the offer will be rejected.
3. IRI may determine that a proposal is unacceptable if the prices proposed are materially unbalanced between line items or sub-line items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more contract line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if IRI determines that the lack of balance poses an unacceptable risk.
4. IRI will conduct a source selection based as follows:
IRI intends to make an award to the responsible Bidder based on the following evaluation factors:
 - a) Technical evaluation, (including technical capabilities, proposed technical approach, and personnel qualifications) – 30 percent
 - b) Past performance and experience in performing similar projects – 40 percent
 - c) Price – 30 percent

IRI intends to evaluate Bidders' proposals in accordance with these factors and make an award to the responsible Bidder whose proposal is most advantageous to the program.

5. If a cost realism analysis is performed, cost realism may be considered in evaluating performance or price.

Submission Instructions

Bids must be submitted via email to Leo Siebert, at lsiebert@iri.org with the subject line "MENA2017T03o RFP" by the deadline listed above.

RFP Terms and Conditions

1. Prospective Bidders are requested to review clauses incorporated by reference in the section "Notice Listing Contract Clauses Incorporated by Reference".
2. IRI may reject any or all proposals if such is within IRI's interest.
3. Proof of costs incurred, such as but not limited to receipts, pictures and financial documents, may be requested during and for up to three years after the end of the contract period.
4. The Bidder's initial proposal should contain the Bidder's best offer.
5. Payment will be made upon receipt of invoices and deliverables/services.
6. Discussions with Bidders following the receipt of a proposal do not constitute a rejection or counteroffer by IRI.
7. IRI will hold all submissions as confidential and submissions shall not be disclosed to third parties. IRI reserves the right to share proposals internally, across divisions, for the purposes of evaluating the proposals.
8. For any currency conversion, the exchange rate to US Dollars listed on oanda.com on the closing date of this solicitation shall be used.
9. Every contract will contain provisions governing termination for cause and termination for convenience.
10. By submitting a proposal, offeror agrees to comply with all terms, conditions, and provisions included in the solicitation and agreement to the services identified above, and will specifically identify any disagreement with or exceptions to the terms, conditions, and provisions.
11. Offerors confirm that the prices in the proposal/proposal/application/quote have been arrived at independently, without any consultation, communication, or agreement with any other Bidder or competitor for the purpose of restricting competition.
12. Bidders agree to disclose as part of the proposal submission:
 - Any close, familial, or financial relationships with IRI staff and agents. For example, the Bidder must disclose if the Bidder's mother conducts volunteer trainings for IRI.
 - Any family or financial relationship with other Bidders submitting proposals. For example, if the Bidder's father owns a company that is submitting another proposal, the Bidder must state this.
 - Any other action that might be interpreted as potential conflict of interest.

Notice Listing Contract Clauses Incorporated by Reference

IRI is required to make the contractor subject to certain flowdown clauses of the prime award. This awarded contract will incorporate one or more clauses by reference, with the same force and effect as if they were given in full text. Where “flow-down” to the contractor is applicable, references to “USAID/Department of State” shall be interpreted to mean “IRI”, “Recipient” to mean “Contractor”, and “Subrecipient” to mean “lower-tier subcontractor.” Included by reference are the applicable provisions contained in Appendix II to 2 CFR Part 200 and USAID Standard Provisions for Non-US Non-governmental Organizations/US Department of State Standard Terms and Conditions.

IRI Obligations

Issuance of this RFP does not constitute an award commitment on the part of IRI, nor does it commit IRI to pay for costs incurred in the preparation and submission of a proposal or quotation.

