

## INVITATION FOR BIDS

<b>Procurement Number:</b>	LAC2023E02o
<b>Open Date:</b>	January 10, 2023
<b>Questions Deadline:</b>	January 19, 2023
<b>Closing Deadline:</b>	January 24, 2023
<b>Geographical Area Restrictions:</b>	None
<b>Point of Contact:</b>	Mauricio Delgado, <a href="mailto:mdelgado@iri.org">mdelgado@iri.org</a>

### 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.

IRI works with local governments and civil society organizations to promote accountable and good governance as well as to create a more robust democratic society. As part of this work, IRI will require photography and graphic design services in Quito, Ecuador.

### Period of Performance:

February 20, 2023 – February 19, 2024, in increments of one calendar year up to a maximum of four years.

### Statement of Work

Under this contract agreement, the contractor should be able to provide the following services:

- **Branding Services:** Branding consultations with IRI and/ or its beneficiaries to create branding materials. At the end of each consult, the contractor shall provide a handbook with branding guidelines with design templates, digital design and print design guidelines.
- **Digital Design:** Social media content for IRI and/or its beneficiaries. This might include but is not limited to memes and social media content including images, slogans and logos.
- **Brochure Design:** Brochure design for IRI and/or its beneficiaries.
- **Creation Message Box for a Campaign:** Political communication protocol for IRI's or/and its beneficiary along with tools to generate content and messages to be used in social media.

- Monthly Campaign Strategy: Create content and strategize monthly campaigns that include a communicational strategy with writing content and campaign recommendations.
- Digital Image Media Plan: Images to be used in the beneficiary’s social media accounts, website and or campaigns each month.
- Monthly Social Media Account Management: Manage for a month IRI beneficiary social media accounts. This includes the creation of written content for the page as well as responding to comments and messages on behalf of IRI’s beneficiary.
- Advisory Meetings: Hold meetings of up to 30 minutes with IRI and/or its beneficiaries to assess their communicational strategy and make an action plan to improve it.
- Video Scripts: Write video scripts from 30 to seconds to 2 minutes for publication and distribution
- Video Narration: Narration or voice over for a video
- Stock shots: Videos ranging from 30 seconds to 2 minutes to be used by IRI and/or its beneficiaries in their campaigns.
- Video Postproduction: Editing (final product): Video edition ready for final release.
- Streaming Services: Hour video recording service with two cameras to cover events to be streamed in social media platforms such as Facebook, YouTube, and LinkedIn.

**Technical Bid:**

Interested bidders must present the technical bids outlining the following information:

1. Bids will not exceed 10 pages (not including cover page).
2. Resume or CV with qualifications to provide photography and graphic design services, including total years of experience, intensity of experience (if full or part time, for example) and key clients (or types of clients if client information is confidential).
3. Based in Quito, Ecuador
4. Demonstrated experience providing photography and graphic design services.
5. Experience covering in person events

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 technical bids must contain Bidder’s Taxpayer Identification Number.

Price information should be presented as a firm-fixed Unit Price for each of the deliverables identified below and in the format of the table below. 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. If there are any additional fees not reflected in the table below, such pricing must be fully described in the bid. Bids must be submitted in USD; payments under any resulting contract will be made in this currency.

Rate	Unit Cost	Other Anticipated Fees
Hourly Rate		

## **IFB Terms and Conditions:**

1. Prospective Bidders are requested to review clauses incorporated by reference in the section "Notice Listing Contract Clauses Incorporated by Reference". By submitting a bid, bidder 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.
2. IRI may reject any or all bids if such is within IRI's interest.
3. The Bidder's initial bid should contain the Bidder's best offer.
4. IRI reserves the right to make multiple awards or partial awards if, after considering administrative burden, it is in IRI's best interest to do so.
5. Discussions with Bidders following the receipt of a bid do not constitute a rejection or counteroffer by IRI.
6. IRI will hold all submissions as confidential and shall not be disclosed to third parties. IRI reserves the right to share bids internally, across divisions, for the purposes of evaluating the bids.
7. If IRI continues to require the goods and services and the price remains reasonable and within market norms, resulting contract may be renewed each year for up to 5 years with 30 days' notice to the Contractor. Bidder must establish any price increase for each renewal year in the initial bid.
8. Bidders confirm that the prices in the bid/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.
9. By applying to this IFB, applicant is certifying that if it is awarded a contract, none of funds payable under the resulting contract will be used to (1) procure or obtain, extend or renew a contract to procure or obtain; (2) enter into a contract (or extend or renew a contract) to procure; or (3) obtain the equipment, services, or systems that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system in compliance with the National Defense Authorization Act. Covered telecommunications equipment and services mean any of the following:
  - i. Telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).
  - ii. For the purpose of public safety, security of government facilities, physical security surveillance of critical infrastructure, and other national security purposes, video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).
  - iii. Telecommunications or video surveillance services provided by such entities or using such equipment.
  - iv. Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity

owned or controlled by, or otherwise connected to, the government of a covered foreign country. ([2 CFR 200.216](#)).

10. Bidders agree to disclose as part of the bid submission:

- a. Any close, familial, or financial relationships with IRI staff and agents. For example, the bidder must disclose if a bidder's mother conducts volunteer trainings for IRI.
- b. Any family or financial relationship with other bidders submitting bids. For example, if the bidder's father owns a company that is submitting another bid, the bidder must state this.
- c. Any other action that might be interpreted as potential conflict of interest.

**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 bids and reserves the right to make decisions based solely on the information provided with the initial bids. 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 were 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 bid 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 bid 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:

Technical evaluation, (personal qualifications in providing photography and graphic design services in Ecuador)	30
Past performance and level of experience providing services in Ecuador	40
Price	30
<b>Total</b>	<b>100</b>

IRI intends to evaluate bids 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 Mauricio Delgado, [mdelgado@iri.org](mailto:mdelgado@iri.org) with the subject line IFB-LAC2023E02o by the deadline listed above

**IRI Obligations**

Issuance of this IFB 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 quotation.

**Notice Listing Contract Clauses Incorporated by Reference**

IRI is required to make the contractor subject to the clauses of the prime award. This contract incorporates 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 appropriate and applicable, references to “USAID” or “Department of State” shall be interpreted to mean “IRI”, “Recipient” to mean “Contractor”, and “Subrecipient” to mean “lower-tier subrecipients”. Included by reference are 2 C.F.R. 200 and USAID Standard Provisions for Non-US Non-governmental Organizations/US Department of State Standard Terms and Conditions.