

REQUEST FOR PROPOSALS

Procurement Number:	ASIA2023MAL13o
Open Date:	March 2, 2023
Questions Deadline:	March 9, 2023
Closing Deadline:	March 24, 2023
Geographical Area Restrictions:	N/A
Point of Contact:	Tyler Esch, tesch@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.

IRI supports political and civil society stakeholders in Malaysia to strengthen democratic practices and institutions through technical assistance, training and public opinion research. As part of its political party programming, IRI will lead a series of capacity-building trainings for Malaysian political party youth members (aged 18-39) focused on individual brand management and political marketing. Through these trainings, IRI seeks to support the leadership advancement of political party youth. By applying personal branding principles to their political careers, Malaysian party youth can build their own public image, meaningfully differentiate themselves from others, cultivate visibility, better position themselves within the political arena, and compete based on recognition. In Malaysia, where youth are traditionally regarded as too inexperienced or unprepared for leadership, personal branding and political marketing offers the chance to abrogate such characterizations and convey their unique qualification, capability, and capacity both within their parties and to the broader public. It is also an important element of professional and leadership development.

Period of Performance

Date of signature – January 31, 2024

Eligibility:

- *Demonstrated prior experience in personal brand management and marketing.*
- *Demonstrated prior experience tailoring messaging for political parties and/or political party representatives.*

- *Demonstrated prior experience working on US Government-funded projects, multilateral organizations, or international non-governmental organizations (INGOs).*

Statement of Work

Contractor will develop an integrated brand management and political marketing training presentation tailored for Malaysian political party youth members to help them build recognizable, individual brands and equip them with the skills and knowledge to grow as next generation leaders. Specifically, Contractor will produce:

1. A set of five (5) experiential learning modules compatible for both in-person and virtual training on the following themes (themes may be combined, segmented, or removed among the different modules as recommended by the vendor, or other themes added as recommended by the vendor), including but not limited to:
 - Self-appraisal and image valuation
 - Political goals and objectives
 - Brand differentiation
 - Audience identification
 - Dimensions of public perception
 - Personal marketing and social media integration strategies
 - Effective communication
 - a. The final set of learning modules will be decided in collaboration with IRI.
 - b. Each individual learning module will include:
 - i. A module-specific introduction and agenda, including approximate completion time.
 - ii. Specific learning objective and training output(s) and outcome(s) to guide learner instruction.
 - iii. A mix of knowledge and/or skill-based instruction and practicum on the module topic, including at least two (2) in-module learner exercises (individual or group) per module that reinforce skill or knowledge instruction.
 - iv. One (1) quiz per module that reinforces skill or knowledge instruction.
 - v. At least one (1) post-module assignment for learners to apply, test or build on module knowledge instruction.
 - c. Each learning module should constitute a minimum two (2)-hour training either in-person or virtually.
 - d. To the extent that Contractor includes references, case studies, and/or examples in the modules to enhance, contextualize, and/or complement skill or knowledge instruction, they should be recognizable or familiar to Malaysians and should avoid relying on knowledge or experience with foreign languages, political systems, and/or cultural practices.
2. Contractor will also develop the following to accompany the training modules:
 - a. A cover page and introduction to the training presentation that includes:
 - i. A complete table of contents, including a list of each training module and associated exercises in the presentation.

- ii. A brief description of each of the training modules included in the presentation.
 - iii. A brief description of the learning objective and expected training output(s) and/or outcome(s) to be obtained by learners.
 - b. Facilitator notes in Microsoft Word file to guide presentation trainers on leading learner instruction on each of the specific training modules, including but not limited to:
 - i. Timing and pacing information for each module segment
 - ii. Discussion prompts
 - iii. Information and instructions for each of the module exercises and post-module learner assignments
3. The final training presentation will adhere to the following guidelines:
- a. Available as a single Microsoft PowerPoint file and editable as necessary for translation

Conform to IRI's approved branding, marketing color scheme (IRI will provide Contractor with its branding toolkit)

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 10 pages (not including cover page) with 12-point Times New Roman font.
6. Proposals submitted by individuals must contain the attached Expert Service Rate Form and a CV/resume.
7. Application must be in English.

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 USD, payments under any resulting contract will be made in this currency.

Services/Deliverables	Number of Units
1. A proposal of the brand management and political marketing training presentations with themes, including: <ul style="list-style-type: none"> a. A description of each module b. The proposed learning objective(s) and expected output(s) and outcome(s) for each module c. The proposed individual skill/knowledge segments, exercises, quizzes, and post-module learner assignments for each module d. A detailed timeline for project completion 	1
2. A mock-up of the training presentation cover page and color formatting scheme for each module, in accordance with IRI's branding and marketing guidelines (to be provided to Contractor)	1
3. A pilot Microsoft PowerPoint slide deck of module 1, including: <ul style="list-style-type: none"> a. Introduction, agenda and approximate completion time b. Specific learning objective and expected output(s) and outcome(s) c. Knowledge and skill-based instruction and practicum segments d. Accompanying, module-specific facilitator notes with timing and pacing information for each module segment and information and instructions for each module exercise 	1
4. A pilot Microsoft PowerPoint slide deck of module 2, including: <ul style="list-style-type: none"> a. Introduction, agenda and approximate completion time b. Specific learning objective and expected output(s) and outcome(s) c. Knowledge and skill-based instruction and practicum segments d. Accompanying, module-specific facilitator notes with timing and pacing information for each module segment and information and instructions for each module exercise 	1
5. A pilot Microsoft PowerPoint slide deck of module 3, including: <ul style="list-style-type: none"> a. Introduction, agenda and approximate completion time b. Specific learning objective and expected output(s) and outcome(s) c. Knowledge and skill-based instruction and practicum segments d. Accompanying, module-specific facilitator notes with timing and pacing information for each module segment and information and instructions for each module exercise 	1
6. A pilot Microsoft PowerPoint slide deck of module 4, including: <ul style="list-style-type: none"> a. Introduction, agenda and approximate completion time b. Specific learning objective and expected output(s) and outcome(s) c. Knowledge and skill-based instruction and practicum segments d. Accompanying, module-specific facilitator notes with timing and pacing information for each module segment and information and instructions for each module exercise 	1
7. A pilot Microsoft PowerPoint slide deck of module 5, including: <ul style="list-style-type: none"> a. Introduction, agenda and approximate completion time b. Specific learning objective and expected output(s) and outcome(s) c. Knowledge and skill-based instruction and practicum segments 	1

d. Accompanying, module-specific facilitator notes with timing and pacing information for each module segment and information and instructions for each module exercise	
8. A final Microsoft PowerPoint slide deck of each of the five (5) individual modules and a final, unified Microsoft PowerPoint slide deck of the full training presentation, including: <ul style="list-style-type: none"> a. Cover page and introduction to the training presentation that includes: <ul style="list-style-type: none"> i. A complete table of contents, including a list of each training module and associated exercises ii. A brief description of each of the training modules and the associated learning objective and expected training output(s) and/or outcome(s) b. Each of the final, approved learning modules, including module-specific agenda, learning objective(s), expected output(s) and outcome(s), skill/knowledge segments, and exercises 	1

Upon successful completion of each deliverable and after IRI program team verification, the payment will be disbursed to the contractor via wire transfer. No reimbursement allowed. Contract ceiling should not exceed \$17,500 USD.

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) – 20 percent

- b) Past performance and experience in performing similar projects – 60 percent
Demonstrated prior experience in personal brand management and marketing – 20 percent
Demonstrated prior experience tailoring messaging for political parties and/or political party representatives – 20 percent.
Demonstrated prior experience working on US Government-funded projects, multilateral organizations, or international non-governmental organizations (INGOs) – 20 percent.
- C) Price – 20 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 Tyler Esch, at tesch@iri.org with the subject line "RFP - PR003256 - ASIA2023MAL13o - Brand Management Training" 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. By applying to this RFP, 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](#)).
13. 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 a 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.

Required Certifications

The following certificates need to be signed by all Bidders. These certifications are an integral part of the quotation/proposal. Please print them off and send back to us with your proposal after signature on each certificate. They are:

EXPERT RATE INFORMATION

Name (<i>Last, First, Middle</i>)	Proposed Rate:	Daily	Hourly
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Rates should be given for the last three (3) years. If employment history/salary information is applicable, list salaries separate for each year. If expert services is applicable, indicate the type of rate daily/hourly.

EMPLOYMENT HISTORY - SALARY

POSITION TITLE	EMPLOYER'S NAME AND ADDRESS POINT OF CONTACT & TELEPHONE #	Employment Period (<i>M/D/Y</i>)		Annual Salary ¹ U.S. Dollars
		From	To	

SPECIFIC EXPERT SERVICES

SERVICES PERFORMED/TITLE	CLIENTS NAME AND ADDRESS POINT OF CONTACT & TELEPHONE #	Service Period (<i>M/D/Y</i>)		Units at Rate	Daily/Hourly Rate ² In U.S. Dollars
		From	To		

CERTIFICATION: To the best of my knowledge, the above facts as stated are true and correct.

Signature	Date
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¹ Basic periodic payment for services rendered. Exclude bonuses, profit-sharing arrangements, commissions, consultant fees extra or overtime work payments, overseas differential or quarters, cost of living or dependent education allowances.

² A form of management fee whereby the client pays a set fee for providing professional services. Exclude cost reimbursements, bonuses, overtime work payments, overseas differential or quarters, cost of living, and any other allowances.