# Respondent Form for

# Charge 1 – Develop a brand and related material

Use a separate form for Charge 2 proposals. Include a separate form for each proposal if you are responding to both models or making multiple proposals for any single model.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Response to:**

**Request for Proposal (RFP)**  
**for Brand Identity for the Massachusetts Library System**

**RFP issued February 19, 2013 by the**   
**Massachusetts Library System, Inc. (MLS)**

4 Sandy Lane, Whately MA 01093

508-357-2121

**MLS Document: RFP/2013-03-01**

**Responses Due: 4:00 pm EDT, March 15, 2013**

**Send RFP Responses to:** [**rfp@masslibsystem.org**](mailto:rfp@masslibsystem.org) (email preferred) if you are sending hard copy, ship to the address above. Please note that this document will be distributed to Task Force members and other stakeholders. We prefer a format that is easy to duplicate and distribute electronically.

**Questions Regarding this RFP**. Any questions regarding this RFP should be submitted in writing by the deadline listed on page 1 to: [rfp@masslibsystem.org](mailto:rfp@masslibsystem.org). We will only respond to inquiries that include full contact information of the questioner.  The identity and contact information will not be shared with other potential respondents, however, questions and answers will be shared to ensure that all potential respondents have access to the same information. These answers will be posted at [www.masslibsystem.org](http://www.masslibsystem.org).

# Vendor Information Form:

Name of Bidder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone/Fax/Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The respondent has read the request for proposal

Name/Title of Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Please Type or Print)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of Authorized Representative) (Date)

Federal Identification or Social Security Number of the respondent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The bidder is a (an) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(1) Individual (2) Partnership (3) Corporation

If bidder is a Corporation, state the following:

Corporation is incorporated in the State of: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

President is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Treasurer is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place of Business is: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If bidder is a Partnership, state the name and the residential address and contact information of all general and limited partners on a separate page.

# ****Contact for RFP Communications****

All respondents to this RFP shall designate a single contact for receipt of any subsequent information or requests for information regarding this RFP and/or your response.

Contact Name and Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone/Fax/Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# What must be included in proposal and proposal evaluation

Each of the questions in the following sections will be included in our numerical evaluation of your proposal. You must include a copy of this section in your proposal using the same numbering system used below. Your response should start after the question (including the question number). Mark the beginning of your response with “RESPONSE:”. You may include your response inline or provide reference to a section or appendix included in your proposal.

Highlight and underline the evaluation criteria that you believe is appropriate for your response. A sample is provided below:

*Sample:*

*7.4.1 List names, contact information and relevant experience for all personnel involved with managing the delivery operation, sorting operation and our key contact for the contract.*

*RESPONSE: Please see Appendix D for resumes of all key personnel related to this project.*

1. ***Respondent has experienced and adequate staff in management positions***
2. *Respondent does not yet have adequate or experienced people in management positions but has a plan in place to fill positions in time.*
3. *Respondent does not seem to recognize the level of experience needed to manage a project of this size.*

*End of Sample*

## Evaluation of Proposals

MLS will review proposals based on responses provided based on the needs of MLS and the effectiveness of the proposals. Some questions will be weighted more heavily than others.

# ****Please provide a high-level description of your proposal:****

A. Respondent has an exhaustive plan for designing an MLS brand identity.

B. Respondent has a comprehensive plan for designing an MLS brand identity.

C. Respondent has a limited plan for designing an MLS brand identity, or has not provided one at all.

# ****Please describe how your proposal addresses the mandatory and desirable goals stated in the RFP:****

1. Respondent’s proposal addresses all the mandatory and desirable goals stated in the RFP.
2. Respondent’s proposal addresses some of the mandatory and desirable goals stated in the RFP.
3. Respondent’s proposal fails to address the mandatory and/or desirable goals stated in the RFP.

# ****Please provide a list of up to three prior or current clients in a library, education or similar non-profit industry. You may be asked to provide references from these clients.****

1. Respondent has extensive experience with clients from industries similar to MLS.
2. Respondent has sufficient experience with clients from industries similar to MLS.
3. Respondent has little or no experience with clients from industries similar to MLS.

# ****Please list up to three clients in other industries. You may be asked to provide references for these clients.****

1. Respondent has extensive experience.
2. Respondent has sufficient experience.
3. Respondent has little or no experience.

# ****Please provide names, biographies, qualifications and/or portfolios for** **personnel who will be primarily responsible for this project.****

1. Respondent plans to use highly qualified personnel.
2. Respondent plans to use qualified personnel.
3. Respondent plans to use unqualified personnel.

# Provide a detailed plan and schedule for determining the needs of MLS and collecting the information necessary to craft a brand identity for MLS. List any variables and milestones to be met by MLS or your organization. Our preference is to review primary proposals in time to make recommendations to the Executive Board by June 2013.

1. Respondent has provided a detailed project plan with contingency plans and sufficient flexibility to allow for comprehensive evaluation of the needs of MLS and provide for a primary proposal of an appropriate brand identity by June 2013.
2. Respondent has provided a project plan that indicates that a comprehensive evaluation of the needs of MLS and provide for a primary proposal of an appropriate brand identity shortly after June 2013.
3. Respondent has provided a plan that is not realistic or does not account for contingencies that are likely to occur or has not provided a transition plan at all.

# Provide a detailed plan and schedule for designing, proposing and making alterations to brand support materials. Our preference is to review primary proposals in time to make recommendations to the Executive Board by June 2013.

1. Respondent has provided a detailed plan and schedule for design and iterations of brand support material to meet the June 2013 deadline.
2. Respondent has provided a detailed plan and schedule for design and iterations of brand supported material that will be completed shortly after June 2013.
3. Respondent has provided a plan that is not realistic or does not account for contingencies that are likely to occur or has not provided a plan at all.