



DISCOVER DURHAM SEEKS PRINTING SERVICES FOR DURHAM 150 LEGACY PIECE

About Discover Durham:

We're here to help people Discover Durham – but our mission runs deeper than acting as welcoming hosts. Last year, visitors spent more than \$800 million in Durham. Those visitors helped local businesses prosper, created jobs, generated tax revenue for local governments, and enhanced the quality of life of each Durham resident. With each tweet, post, and conversation, we share a bit of Durham with visitors. We're the unapologetic, passionate advocates for all Durham has to offer.

About Durham 150 and the Closing Ceremony:

Durham 150 is the official celebration of the city of Durham's sesquicentennial. Durham 150's mission is to recognize Durham's past, present, and future with a year of events, activities, and community engagement, to build awareness and anticipation both locally and nationally for Durham's rich history and highly promising future, and to celebrate the community's spirit, values, and accomplishments. The Durham 150 project will culminate in a Closing Ceremony involving cinematic storytelling and staged performances on November 2.

Project Overview and Parameters:

We are seeking a printing company to print and bind the program booklet for the Durham 150 Closing Ceremony. The program will have two roles: 1) to serve as a run of show and context for the staged event. 2) to live on as an archival legacy piece that documents the Durham 150 project and the sesquicentennial celebration.

The final product should adhere to the following specifications:

- Between 60 and 76 pages in length
- Pages sized as close as possible to Playbill standards are preferred: 5 3/8" x 8 1/2" pages (or 10 3/4" x 8 1/2" spreads) plus bleeds. Please specify recommended sizing in your proposal.
- Interior paper weight must be at least 50# text. 60# is preferred.
- Paper used must be acid free. Please specify any other recommendations in paper quality that will extend the life of the product.
- Four color process printing on all pages
- We anticipate needing 3,000 copies for both the event and to keep afterwards for archiving and legacy purposes.

Responsibilities of Parties:

Responsibilities of Printer: The following is a preliminary list of the major tasks involved for developing the end product of this project, provided to define the scope of expectations. The bidder is not constrained from supplementing this listing with additional steps, sub-tasks, or activities in order to accomplish the established objectives.

- Printer will print and deliver at least 3,000 copies of the program to Discover Durham. Guides should be packaged in labeled boxes of 100 each, skidded and shrink-wrapped.
- Printer will deliver the printed programs on or before October 25, 2019.
- Printer must provide project management and execution for production.
- Printer will deliver a physical proof of the product for review.
- Printer must provide a comprehensive schedule for all phases of planning, including format development and approval, proofing, press checks and approval, production, and delivery.

Responsibilities of Discover Durham:

- Discover Durham will provide print-ready design files to the printer per their specifications by October 7.
- Discover Durham will provide input on paper quality and finishing suggested by the printer.
- Discover Durham is responsible for ensuring the accuracy of all printed material and will proof the final copy before files are sent to the printer.

Proposal Submission Requirements:

Proposal Format:

1. Prior experience: Please provide case study samples of at least 2 previously produced programs or legacy booklets for other commemorative events, including project descriptions, cost, starting and completion dates. Please include both print and digital copies of completed deliverables as applicable.
2. Project steps and sample timeline: Please include the number and schedule of proofs, press checks, etc.
3. Cost proposal: Please include proposed size and page count fitting requirements above, printing costs, and delivery costs.

The following submission guidelines and requirements apply to this RFP:

1. To be considered, bidders must submit a complete response to this RFP by August 28, 2019 via email to rfp@discoverdurham.com.
 - a. Feel free to use as many attachments and links as you need, but we can't accept any emails over 10 MB total size – please use Dropbox or another similar filesharing service for submissions greater than 10MB.

b. Physical samples may be sent via postal mail to the address below. NO WALK-IN SUBMISSIONS WILL BE CONSIDERED.

- i. *Mail physical samples with main contact's business card attached to:*
Discover Durham
attn: Marketing – Durham 150 Program Proposals
212 W. Main St., Suite 101
Durham NC 27701

2. If you have a standard set of terms and conditions, please submit them with your proposal.

RFP & Project Timelines

- August 13, 2019: RFP issued
- August 19, 2019: Questions from potential bidders are due via email to rfp@discoverdurham.com. Please note: Discover Durham will not respond to questions that are not received by the above date and time or received outside of that specific email address.
- August 21, 2019 at 5pm EST: Responses to qualifying questions will be sent to all bidders. (all bidders will receive the same information/Q&A document)
- August 28, 2019 at 5pm EST: Proposals due from potential vendors to rfp@discoverdurham.com or mailed to address above must arrive by this date.
- September 2, 2019 at 5pm EST: Discover Durham will review proposals and send any further questions to bidders by this date.
- September 6, 2019 at 5pm EST: Vendors will provide answers to outstanding questions by this date.
- September 13, 2019 at 5pm EST: Discover Durham will review all bids, award the contract, and notify unsuccessful bidders.
- October 7, 2019: Discover Durham will deliver print-ready design files to printer.
- Production and review timeline to be agreed upon between Discover Durham and printer.
- October 25, 2019: Final programs delivered to Discover Durham.

Evaluation Factors

1. Responsiveness to the requirements set forth in this RFP
2. Ability to produce the final product as evidenced by prior work
3. Net cost to Discover Durham
4. Experience of bidder and bidder's staff

Discover Durham reserves the right to award to the bidder that presents the best value to Discover Durham as determined solely by Discover Durham in its absolute discretion, including rejecting any or all proposals, rebidding, deferring or abandoning the project.