

REQUEST FOR PROPOSAL FOR **REBRANDING SERVICES**



Early Learning Coalition of Southwest Florida, Inc.

2675 Winkler Ave, Ste 300

Fort Myers, FL 33901

Phone: 239-935-6101, Fax: 239-935-6187

Date RFP Available: November 3, 2023

Closing Date and Time: November 17, 2023/4:00 PM (EST)

I. GENERAL INFORMATION

A. Background

The Early Learning Coalition of Southwest Florida, Inc. (the “Early Learning Coalition”) is a Florida non-profit corporation and IRC §501(c)(3) charitable organization dedicated to ensuring quality early care and education for children in Collier, Glades, Hendry, and Lee counties. Through a variety of affordable and innovative early education and voluntary pre-kindergarten programs, the Early Learning Coalition serves more than 11,700 children aged from birth to 9 years old and their families.

In 1999, the Florida Legislature enacted the School Readiness Act (s. 411.01, F.S.), which consolidated each of the early childhood education and childcare programs into one integrated program of school readiness services. The Florida Legislature has currently authorized the Division of Early Learning (DEL) to administer both programs through the Early Learning Coalitions at the county or multi-county level. The Coalition assists parents of children birth to kindergarten by providing opportunities to enhance their child’s educational success.

The Coalition is charged with assessing the early care and educational resources available in our community and developing local plans to address identified needs of children and their families. The Coalition plans, funds and oversees a system of services designed to help ensure that children are ready for school when they enter kindergarten. In addition, the Coalition helps give parents support services to enable them to be stable and strong. For more information visit www.elcofswfl.org.

B. Statement of Purpose

The Early Learning Coalition of Southwest Florida’s role is to develop and administer comprehensive School Readiness programs and Voluntary Pre-Kindergarten programs that prepare children to succeed in school and in life. The ELC provides children ages birth to five the well-rounded experiences they need to enter kindergarten “ready to learn” and achieve future success. The ELC does this by working to impact all aspects of the early care environment: assuring quality standards for childcare programs, helping teachers achieve their national certification, and working with parents to ensure a healthy, positive home life. This ongoing process involves building on existing services, working in cooperation with other programs for young children and coordinating and integrating program funding and services to achieve efficiency, accountability, and full effectiveness. The ELC requests a quote for services based on the scope of work in **Section III (D)**.

II. RFP PROPOSAL PROCESS

A. Single Point of Contact

The single point of contact is the staff member identified by the Coalition to manage the process of the RFP. The only contact person with respect to any or all aspects of this RFP is Gilda Duran, Chief Program Officer.

Rebranding Services

Early Learning of Southwest Florida, Inc.
2675 Winkler Ave., Suite 300
Fort Myers, FL 33901
E-mail: gilda.duran@elcofswfl.org

B. Proposer Disqualification

In accordance with s. 287.133, F.S., any individual, entity, or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a Proposal for a

period of 36 months following the date of being placed on the convicted vendor list, whether as a Proposer, a member of a Proposer, or a subcontract of a Proposer.

In accordance with s. 287.134, F.S., any individual, entity, or affiliate who has been placed on the discriminatory vendor list may not submit a proposal for a period of thirty-six (36) months following the date of being placed on the discriminatory vendor list, whether as a Proposer, a member of a Proposer, or a subcontractor of a Proposer.

The failure to have performed any contractual obligations with the Early Learning Coalition in a manner satisfactory to the Early Learning Coalition shall also constitute sufficient cause for disqualification. To be disqualified as a Proposer under this provision, the Proposer must have:

1. Previously failed to satisfactorily perform in a contract with the Early Learning Coalition, been notified by the Early Learning Coalition of the unsatisfactory performance, and failed to correct the unsatisfactory performance to the satisfaction of the Early Learning Coalition; or;
2. Had a contract terminated for cause by the Early Learning Coalition, by any other State agency

C. Code of Silence

All parties to this solicitation shall be bound by a “**Code of Silence**” surrounding solicitations and prohibitions against ex parte communication. During the Code of Silence, respondents to this solicitation or persons acting on their behalf may not contact, between the release of the solicitation and the end of the seventy-two (72) hour period following the agency posting the notice of intended award, excluding Saturdays, Sundays and state holidays, any of the following: (a) Coalition board members; (b) any Early Learning Coalition staff; (c) any proposal evaluation committee members; and/or (d) any member of the executive or legislative branch regarding any aspect of this solicitation.

Respondents directly contacting board members, staff, or proposal evaluation committee members risk disqualification of their response from consideration. Written communications are allowable at any time, but only if addressed to the designated contact person.

D. Inquiries

Proposers may submit only written inquiries to the Coalition for clarification regarding this RFP on or before 4:00 PM Eastern Standard Time no later than **November 10, 2023**. All inquiries requesting clarification regarding this RFP must be submitted in writing via email to the Administrative Coordinator via email gilda.duran@elcofswfl.org. Inquiries made by phone will not be accepted.

E. Rejection of Proposals and Waiver of Minor Irregularities

The Early Learning Coalition reserves the right to reject any Proposals received pursuant to the RFP if such action is in the best interest of the Early Learning Coalition as determined in its sole and absolute discretion. The Early Learning Coalition shall have the right, but not the obligation, to waive any minor irregularities in submitted Proposals if doing so would serve the best interests of the Early Learning Coalition, as determined in its sole and absolute discretion. For purposes of this Section I, a minor irregularity shall mean a variation from the RFP terms and conditions that does not affect the price of the Proposal, does not give the Proposer an advantage or benefit not enjoyed by other Proposer(s), and/or does not adversely impact the interest of the Early Learning Coalition.

F. Notice of Contract Award

The Contract shall be awarded to the Proposer whose Proposal is Award determined to be most advantageous to the Early Learning Coalition, taking into consideration price and technical merits.

G. Protests and Disputes

Any unsuccessful Proposer who is adversely affected by the Early Learning Coalition's decision concerning a procurement solicitation or contract award under this RFP may protest such decision by filing a protest in compliance with s. 120.57(3), F.S. A Proposer may file a notice of protest in writing within seventy-two (72) hours after the posting of the notice of decision (or intended decision), and may file a formal written protest within ten (10) days after the date the notice of protest is filed as required by s. 120.57(3), F.S. Failure to file a timely notice of protest shall constitute a waiver of the Proposer's rights to any proceedings under Ch. 120, F.S.

Any Proposer desiring to file a formal written protest to this RFP must accompany such protest with a bond payable to the Early Learning Coalition in an amount equal to one percent (1%) of the estimated Contract amount in accordance with s. 287.042(2)(c), F.S. The bond shall be conditioned upon the payment of all costs which may be adjudged against the Proposer in any administrative hearing in which the action is brought and in any subsequent appellate court proceedings. In lieu of a bond, the Early Learning Coalition may accept a cashier's check, official bank check, or a money order in the amount of the bond.

Failure to file the proper bond at the time of filing the formal written protest will result in a denial of the protest.

The notice of protest must be submitted to the Early Learning Coalition's CEO at 2675 Winkler Ave, Ste 300, Fort Myers, FL 33901 in writing within seventy-two (72) hours of the Notification of Intent to Award. The formal written protest must be submitted within ten (10) days after the date the notice of protest is filed and must fully identify the facts resulting in the contested issues. The protest procedure shall be governed by s. 120.57(3), F.S.

H. Appeals

1. Unsuccessful Proposers affected by the denial, determination of eligibility, or ineligibility for contract award by the Early Learning Coalition with respect to any federal or state funded program or activity may appeal if the action or decision of the Early Learning Coalition is alleged by the Proposer to be:
 - a) In violation of applicable federal or state law;
 - b) Based upon an error of material and relevant facts; or
 - c) Invalid because of an alleged denial of procedural due process.

2. Unsuccessful Proposers affected by the denial, determination of eligibility, or ineligibility for contract award by the Early Learning Coalition with respect to any federal or state funded program or activity may not appeal if:
 - a) The Proposer agrees that the procurement process was fair;
 - b) The Proposer's score was acceptable for funding but budget limitations, due to program allocations or the availability of funds, prevented the proposal from being funded;
 - c) No error of material and relevant fact occurred, but the Proposer does not agree that the proposed services failed to satisfy the technical requirements of the competitive procurement process; and/or
 - d) The Proposer was awarded funding, but the Proposer does not agree with the amount awarded.

I. Evaluation Process

The Early Learning Coalition shall conduct a comprehensive review of the responses to the solicitation by convening a proposal evaluation committee. The composition of the evaluation

committee will depend on the total potential dollar value of the award and whether it is programmatic or administrative as determined by the Early Learning Coalition's Finance Committee.

Responses will be evaluated using the RFP Evaluation Forms, which contains two sections, Initial Screening (**Exhibit II**), and Quantitative Evaluation Criteria (**Exhibit III**). The initial screening consists of a series of pass or fail questions that ensure respondents meet certain compliance items. Responses that are incomplete or do not satisfactorily address each and every requirement may be disqualified. The second portion, Quantitative Evaluation Criteria is based on the Minimum Programmatic Requirements set forth in Section III below and assigns a maximum point value to a series of questions that ensure the respondents have satisfactorily addressed each and all requirements. Responses submitted by Proposer must be concise and comply with the RFP page limit requirements of 10 pages.

The evaluation process is designed to assess the Proposer's ability to meet the Early Learning Coalition requirements and to identify the Proposer likely to satisfy those requirements. The evaluation process will be conducted in a thorough and impartial manner at a proposal evaluation committee meeting held according to Ch. 286, F.S. Proposers are advised to periodically check the Early Learning Coalition website calendar www.elcofswfl.org/request-for-proposals/ for the scheduled date, time, and location of this session, should changes occur. Proposers should also reference **Appendix A**, which contains a list of the currently scheduled events in connection with this RFP.

Subsequent to the end of the evaluation process, the proposal evaluation committee will rate Proposers, who in their judgment, best meet the needs and requirements of the Early Learning Coalition. While price is an important factor in selecting Proposer(s) for an award, other factors in the competitive process will be considered and may take precedence over price. Those factors may include, but are not limited to, the following: quality of service offered, operating characteristics, technical innovations, administrative capability, previous experience in providing the same or similar services, and the ability to achieve the deliverables as specified in **Section III (D)**.

The Early Learning Coalition's Board of Directors, in their sole discretion, may elect not to award a Contract to any Proposer under this RFP. Proposer(s) may be selected for further evaluation in the context of an oral presentation, in-person interview, conference calls, or a combination of the foregoing. References may be checked, and background checks may be performed to verify information submitted in the Proposals.

III. MINIMUM PROGRAMATIC REQUIREMENTS

A. General Statement of Services

The Early Learning Coalition is seeking a creative, qualified graphic designer, design firm, or agency to create a strong visual identity, brand standards, and a brand manual. Their job will be to facilitate an identity/branding redesign with executable milestones culminating in a comprehensive brand package. This will include the assessment of how to incorporate sub brands (departments). The project will include visual elements, messaging, and brand expression. One objective of the project is to create an eye catching and modern design logo that has a wide appeal. The chosen consultant will provide a style guide for graphics and templates for the necessities of day-to-day operations (e.g. letterheads, memos, report covers, and Coalition apparel).

B. Introduction

The Early Learning Coalition of Southwest Florida is a nonprofit organization dedicated to ensuring early care and education for children in Collier, Glades, Hendry, and Lee Counties. Created in 1999, the Early Learning Coalition is one of 30 like agencies that serve all 67 counties in the state of Florida and distributes both the Federal Child Care and Development Block Grant

("CCDBG") and State based VPK dollars to a diverse group of childcare providers. Through a variety of affordable and innovative early education and voluntary pre-kindergarten programs, the Early Learning Coalition serves more than 11,700 children from birth to 13 years old and their families with a budget of approximately 90 million.

C.Mission

Our mission is to enhance the quality of children's lives by providing families, early childhood educators, caregivers and community partners in Collier, Glades, Hendry, and Lee Counties, with opportunities to positively impact the future.

D. Specifications (Scope of Work)

The selected Proposer will redesign ELC's visual identity and style to advance a progressive, unified, and cohesive look to all ELC materials. Our goal is to develop a cohesive and consistent branding identity that reflects our values, vision, and mission. We would like to start by evaluating our current collateral and identifying areas of improvement and alignment. We would like to craft a comprehensive communication strategy that covers the following elements: name, mission statement, vision statement, tag line, logos, brand colors, elevator speech/messaging, flyers, signage, websites, social media platforms, newsletters, and direct mail. This strategy will help us to communicate our brand identity effectively and efficiently to our target audiences and stakeholders.

The project must include:

1. Detailed brand standards and usage guidelines to drive brand consistency when used by all ELC offices and departments.
2. The brand style guidelines include, but are not necessarily limited to:
 - a. All final brand logo files, fonts, color palette for use in print and digital
 - b. Integrated imagery and complementary design elements, fonts, and color schemes
 - c. Design of brand identity template files for: business cards, #10 envelope, letterhead, email signature, and presentation deck
 - d. Proposed rebranding campaign strategy
 - e. Creative brand ideas for ads, marketing collateral, marketing booths, and signage
 - f. A name that is easily identifiable and clearly represents the various services we provide in Southwest Florida
 - g. Mission Statement rebrand
 - h. Vision Statement rebrand
 - i. An evaluation of the existing website
 - j. A compelling elevator speech tailored to our new audiences
 - k. A clear expressed message behind our mission and vision for the children in Southwest Florida that is customized to the targeted audience.

3. Early Learning Coalition Services:

FAMILY SERVICES	CHILD SERVICES	PROVIDER SERVICES
Child Care Resources & Referral School Readiness Funding Voluntary Pre-Kindergarten	Screening & Assessments Intervention Services Early Literacy Enhancement Literacy Buddy Program Books	PreK CDA, birth to 5 Training & Coaching Performance Base Funding Programs In Classroom Training Classroom assessments Mini Grants

4. Target Audience:

- a. Funders
- b. Sponsors
- c. Donors
- d. Community Leaders
- e. Local businesses
- f. Local, State and Federal Elected Officials
- g. Childcare Providers
- h. Volunteers

5. Deliverables include:

- a. New agency branding, including logo, tagline, colors, fonts, mission, and vision statements, etc.
- b. Templates for common needs, such as signage, brochures, PowerPoint, report covers, letterhead, business cards, memos etc.
- c. A roadmap for rollout of new brand including a proposed completion date
- d. A brand standards manual
- e. Hosting of new site or recommendation for a host
- f. Recommendations for a user-friendly website that meet ADA Section 508 Compliance

E. Ownership of Intellectual Property

As part of the RFP response, Proposers will need to provide a brief statement regarding the ownership of the produced materials or provide the Proposer's policy regarding intellectual property issues. Please include in the proposal what will be required for Early Learning Coalition of Southwest Florida to own the final work produced.

IV. INVOICING AND PAYMENT OF INVOICES

A. Cost Reimbursement

The Contract resulting from this RFP will be a Cost Reimbursement contract. The Contractor must submit an Early Learning Coalition approved invoice form to the Early Learning Coalition for services rendered. The Early Learning Coalition must approve the invoice format and requirements for supporting documentation.

Contractor shall submit invoices to the Early Learning Coalition, accounts payable, each month for the Products or Services provided during the immediately preceding month. No advance payment shall be made or accepted for the Products or Services. Contractor's invoice must be accompanied by all required documentation to support all charges and clearly identify the Agreement number. Any invoice submitted to the Early Learning Coalition in an improper format or without the required information or documentation will be returned unpaid to contractor for correction and re-submission.

Timing of payment of invoices by the Early Learning Coalition to the Contractor and similar issues regarding payment is governed by s. 215.422, F.S. The approved amount of this contract is **\$125,000.00**.

V. INSTRUCTIONS TO PROPOSERS

A. Response Content

A complete Proposal must include the following items:

1. Application (Appendix B)
2. Title Page containing the following:
 - a. Early Learning Coalition of Southwest Florida, Inc.
 - b. Titled: RFP for Rebranding Services
 - c. Request for Proposal Number RFP#: Rebranding Services 2023
 - d. Proposers Name
3. **Proposer Responses**
Proposer responses should include:
 - a. An introduction and summary of the history of the firm.
 - b. A description of the understanding of the overall objective and the objectives and deliverables for the rebranding campaign.
 - c. The Proposer should include a clear description of the work to be performed, the anticipated methodology used to complete the work.
 - d. Description of Proposer's expertise in rebranding services; must have experience formulating new brands based on research-driven methodology combined with informational insights provided by stakeholders through a public engagement process. Experience working with non-profit clients is a plus.
 - e. Description of Proposers plan on how it will render services requested described in **Section III (D)**; include samples of your report format
 - f. Listing of names and qualifications of the individuals who will have responsibility for this project
 - g. Description of Proposer's tools already in place that will be used to provide the services requested.
 - h. Statement of ownership or policy for Intellectual Property
 - i. List of current and past clients of the firm especially similar nonprofit sector clients. The Proposer should include a minimum of three (3) references in the Proposal
 - j. A current certificate of good standing issued by the Florida Department of State and Articles of Incorporation along with any other organizational documents sufficient for the purpose of procurement
 - k. A Certificate of general liability insurance coverage
4. Include a summary of costs and fees based on the deliverables previously noted above in **Section III (D)**. Provide a budget for each individual task as an independent project and an aggregated budget for the entire project. All overhead costs (including travel, advertising, printing costs) should be included in the basic fee. Any optional services recommended by the Proposer may be included but should be priced separately.
5. Request for Acceptance of Contract Terms and Conditions Form (**Exhibit I**).
6. Initial Screening of Fatal Flaws (**Exhibit II**). **For Coalition use only.**
7. Quantitative Evaluation Criteria (**Exhibit III**). **For Coalition use only.**
8. Request For Proposal Acknowledgment Form (**Exhibit IV**).

9. Request for Non-Collusive Affidavit (**Exhibit V**).
10. Request for Statement of Non-Involvement Form (**Exhibit VI**).
11. Request for Certification Regarding Debarment, Suspension and Other Responsibility Matters Primary Covered Transaction Form (**Exhibit VII**).
12. Sworn Statement Pursuant to s 287.13(3)(a), F.S., on Public Entity Crimes Form (**Exhibit VIII**).
13. Request for Non-Discrimination Statement Form (**Exhibit VIII**).
14. Request for Certification Regarding Lobbying Form (**Exhibit X**).
15. Request for Certification Regarding Drug-Free Workplace Form (**Exhibit XI**).
16. Request for Financial and Compliance Audit Requirements (**Exhibit XII**).
17. Article of Incorporation/Organization.
18. Good Standing Certificate issued by the Florida Department of State.

B. Submission

The proposer shall submit to the Early Learning Coalition one original and three copies of their proposal to:

Early Learning Coalition of Southwest Florida
Attn: Gilda Duran, Chief Program Officer
2675 Winkler Ave Ste 300
Fort Myers, FL 33901

The proposals should be sealed and clearly marked on the outside as follows: **Rebranding Services Proposal**.

Proposal must be received by 4:00 p.m. EST (Coalition's Clock Time). No proposals will be accepted after the submission deadline. Submission by email or facsimile will not be accepted.

C. Trade Secrets

The Early Learning Coalition will attempt to afford protection from disclosure of any trade secret as defined in s. 812.081, F.S., where identified as such in the response to this RFP, to the extent permitted under s. 815.04, F.S. Any prospective vendor or Proposer acknowledges, however, that the protection afforded by s. 815.04, F.S., is incomplete and it is hereby agreed by the Proposer and the Early Learning Coalition that no right or remedy for damages arises from any disclosure.

D. Cost of Preparation of Proposal

The Early Learning Coalition shall not be liable for any costs incurred by a Proposer in responding to this RFP.

E. Other Required Information

All Proposers must comply with section 274A of the Immigration and Naturalization Act. Such violation shall cause for rejection of the Proposal, or if subsequently discovered, for unilateral cancellation of the Contract.

APPENDIX A**Rebranding Services****RFP TIMETABLE/IMPORTANT DATES***

Activity	Date	Time	Physical Address/Electronic Address
RFP#: Rebranding Services	November 3, 2023	4:00 pm (EST)	Notice of RFP Posted on the ELC website: www.elcofswfl.org/request-for-proposals/
All written inquires received	November 10, 2023	4:00 pm (EST)	monica.gaddy@elcofswfl.org
ELC response to inquiries	November 14, 2023	4:00 pm (EST)	Responses to inquires Posted on the Early Learning Coalition Website: www.elcofswfl.org/request-for-proposals/
Sealed Proposals must be received	November 17, 2023	4:00 pm (EST)	Early Learning Coalition of Southwest Florida Attn: Gilda Duran, Chief Program Officer 2675 Winkler Ave Ste 300 Fort Myers, FL 33901
Initial Opening of Applications	November 20, 2023	8:00 a.m.	2675 Winkler Ave Ste 300 Fort Myers, FL 33901
First Meeting of Evaluation Committee and Proposer Presentations	November 22, 2023	TBD	Virtual will need invite (posted on website)
Proposal Review Period for Evaluation Committee	November 22, 2023 – November 24, 2023	N/A	Not Applicable
Meeting with Evaluation Committee to compile, review and finalize results	November 27, 2023	TBD	2675 Winkler Ave Ste 300 Fort Myers, FL 33901
Early Learning Coalitions Finance Committee review and approval of Evaluation Committee Recommendations	January 17, 2024	8:30 am-9:30 am	Information pertaining to this meeting can be found on the ELC Committee Calendar: https://elcofswfl.org/events/category/committee-meetings/
Notice of Intent to Award	January 17, 2024	TBD	Posted on the Early Learning Coalition Website: www.elcofswfl.org/request-for-proposals/
Initial Contract Negotiations	TBD	TBD	TBD
Effective Date of Contracts	<i>February 1, 2024</i>	N/A	Not Applicable
<i>*All dates and events are subject to change at the discretion of the Early Learning Coalition.</i>			

Public Records Notice: Any information you submit on your RFP will be part of the public record and made available for public view upon request.

APPENDIX B**Rebranding Services****APPLICATION INFORMATION**

Business Name:	
Business Unit (If Applicable):	
Street Address:	
Address 2:	
City:	
State:	
Zip Code:	
Mailing Street Address (If Different):	
Mailing City:	
Mailing State:	
Mailing Zip Code:	
Business Telephone	
Business Fax:	
Business E-Mail:	
Business Website:	
Business Type:	
Business EIN:	
Date Established:	
Business Annual Budget:	
Total Amount Requested:	
Name of Person Competing this form:	
Person Email Address:	
Person Phone Number:	
Contract Person Responsible for Services:	
Contract Person Title:	
Contract Person Street Address:	
Contract Person City:	
Contract Person State:	
Contract Person Zip Code:	
Contract Person Phone Number:	
Contract Person Fax Number:	
Contract Person Email Address:	

EXHIBIT I

Rebranding Services

ACCEPTANCE OF CONTRACT TERMS AND CONDITIONS

If the undersigned shall be awarded this contract, the undersigned shall comply with all the terms and conditions specified in the RFP.

*An **authorized official is an officer of the Company** who has the legal authority to bind the Company to the provisions of this Request for Proposal. This usually is the President, Chairman of the Board, Executive Director, or owner of the entity. A document establishing delegated authority shall be included with the proposal if signed by someone other than the President, Chairman, Executive Director, or owner.

Date Accepting Terms and Conditions: _____

Name of Company (Print): _____

Print Name: _____

Signature: _____

Date: _____

EXHIBIT II**Rebranding Services****Evaluation Committee
Initial Screening of Fatal Flaws****FOR COALITION USE ONLY**EVALUATION COMMITTEE

Initial Screening	Pass (Yes)	Fail (No)
1. Was the response received by the date and time specified in the solicitation?		
2. Did the response provide the vendor's federal tax identification number (Appendix B) ?		
3. Does the response contain a signed and dated Acceptance of Contract Terms and Conditions (Exhibit II) ?		
4. Does the response contain a signed and dated Proposal Acknowledgment Form (Exhibit IV) ?		
5. Does the response contain a signed and dated Non-Collusive Affidavit Form (Exhibit V) ?		
6. Does the response contain a signed and dated Statement of No Involvement Form (Exhibit VI) ?		
7. Does the response contain a signed and dated Certification Regarding Debarment, Suspension, and other Responsibility Matters Primary Covered Transaction (Exhibit VII) ?		
8. Does the response contain a Sworn Statement Pursuant to 287.133(3)(a) F.S., on public entity crimes (Exhibit VIII) ?		
9. Does the response contain a signed and dated Non-Discrimination Statement (Exhibit VIII) ?		
10. Does the response contain a signed and dated Certification Regarding Lobbying (Exhibit X) ?		
11. Does the response contain a signed and dated Certification Regarding Drug Free Workplace (Exhibit XI) ?		
11. Does the response contain a Financial and Compliance Audit Requirement Form (Exhibit XII) ?		
12. Does the response provide and Articles of Incorporation?		

Proposer Name: _____

Evaluator Signature: _____

Printed Name: _____

Title: _____

Date: _____

EXHIBIT III**Rebranding Services**

FOR COALITION USE ONLY

ORIGINAL

Scoring Responses: Each Evaluator is to assign a raw score for each evaluation criteria based upon his/her assessment of the solicitation response. The assignment of any individual score should be based upon the factors described below.

Evaluation Committee
Quantitative Evaluation Criteria

Rebranding Services	Scoring	
	Max	Actual
Scoring Factors – Organizational Capacity	35 Points	
1. Seasoned firm with experience formulating new brands	35	
Scoring Factors – Project Personnel	30 points	
1. Qualifications and technical competence of the personnel	30	
Scoring Factors - Documentation	20 Points	
1. Report Format	20	
Scoring Factors - Pricing	15 Points	
1. Cost of services.	15	
TOTAL EVALUATION SCORE	100	

Proposer Name: _____

Evaluator Signature: _____

Printed Name: _____

Title: _____

Date: _____

EXHIBIT IV
Rebranding Services
Request for Proposal Acknowledgement Form

Proposer Mailing Address:	
City:	
State:	
Zip Code:	
Point of Contact:	
Title:	
Telephone Number:	
Fax Number:	
Email Address:	
Website Address:	

ACKNOWLEDGEMENT

I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for the same material, supplies, equipment, or services and in all respects fair and without collusion or fraud. I agree to abide by all conditions of this Proposal and certify I am authorized to sign this response and that the offer is in compliance with all requirements of the Request for Proposal, including but not limited to, certification requirements. **The execution of this form constitutes the unequivocal offer of proposer to be bound by the terms of its proposal. Failure to sign this solicitation where indicated below by an authorized representative shall render the proposal Non-responsive. The Early Learning Coalition may, however, in its sole discretion, accept any proposal that includes an executed document which unequivocally binds the proposer to the terms of its offer.**

**Signature of Authorized
Certifying Official:** _____

Printed Name: _____

Title: _____

Date: _____

EXHIBIT V

Rebranding Services

NON-COLLUSIVE AFFIDAVIT FORM

I state that I _____ of _____,
(Name and Title) (Name of Company/Bidder)
and that I am authorized to make this affidavit on behalf of my company, and its owners, directors, and officers.

I state that:

- (1) The price(s) and amount of this Proposal have been arrived at independently and without consultation, communication or agreement with any other proposer or potential proposer.
- (2) Neither the price(s) nor the amount of this Proposal, and neither the approximate price(s) nor approximate amount of this Proposal, have been disclosed to any other company or person who is a Proposer or potential Proposer, and they will not be disclosed before Solicitation opening.
- (3) No attempt has been made or will be made to induce any company or person to refrain from bidding on this contract, or to submit a proposal higher than this Proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.
- (4) This Proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any company or person to submit a complementary or other noncompetitive proposal.
- (5) _____ (name of company/bidder), its affiliates, subsidiaries, officers, directors and employees are not currently under investigation by any governmental agency and have not in the last four years been convicted of or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding on any public contract, except as follows:

I hereby affirm that the facts and information contained above are true and correct. I further affirm that _____ (name of company/bidder) understands and acknowledges that the above representations are material and important and will be relied on by the Early Learning Coalition of Southwest Florida in awarding the contract(s) for which this Proposal is submitted. I understand and my company understands that any misstatement in this affidavit is and shall be treated as fraudulent concealment from the Early Learning Coalition of Southwest Florida, Inc. of the true facts relating to the submission of Proposals for this contract.

Dated this _____ day of _____ , _____

Name of Organization: _____

Signed by: _____

Print Name: _____

STATE OF _____

COUNTY OF _____

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this _____ this _____ day of _____, 20__, by _____.

Signature of Notary Public-State of Florida

(NOTARY SEAL)

Name of Notary Typed, Printed, or Stamped

Personally Known [] OR Produced Identification []

Type of Identification Produced _____

EXHIBIT VI**Rebranding Services****STATEMENT OF NO INVOLVEMENT**

Awarded a contract by the Early Learning Coalition of Southwest Florida, Inc. on a noncompetitive basis to perform a feasibility study concerning the scope of work contained in this solicitation or participated in drafting this solicitation.

Representative of	
Name of Authorized Official	
Title of Authorized Official	
Signature of Authorized Official	
Date Signed by Authorized Official	

EXHIBIT VII

Rebranding Services

CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS PRIMARY COVERED TRANSACTION

This certification is required by the regulations implementing **Executive Order 12549, Debarment and Suspension, 29 CFR Part 98**. The regulations were published as Part VII of the **May 26, 1988**, Federal Register (pages 19160-19211).

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that it and its principals:
 - a. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by the Federal department or agency;
 - b. Have not within a three-year period preceding this Proposal been convicted of, or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - c. Are not presently indicated for, or otherwise criminally or civilly changed by a government entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - d. Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this Proposal.

Name and Title of Authorized Representative: _____

Signature: _____

Date Signed: _____

Name of Company: _____

EXHIBIT VIII

Rebranding Services

**CERTIFICATION & SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(a),
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted with Application for Pre-qualification as a Contractor for Early Learning Coalition of Southwest Florida, Inc.

2. This sworn statement is submitted by _____
(Name of entity submitting sworn statement)

whose business address is _____

and (if applicable) its Federal Employer Identification Number (FEIN) is _____

(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement _____).

3. My name is _____
(please print name of individual signing)

and my relationship to the entity named above is _____.

4. I understand that a "Public Entity Crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any Bid or Contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

5. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b). Florida Statutes means a finding of guilt or a conviction of a public entity crime, with or without adjudication of guilt, in federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilt or nolo contendere.

6. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

A predecessor or successor of a person convicted of a public entity crime; or

An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one (1) person of shares constituting a controlling interest in another person or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

- 7. I understand that a "person" as defined in Paragraph 287.133(1)(b). Florida Statutes means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding Contract and which bids or applies to bid on Contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
- 8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement: **Indicate which statement applies.**

_____ Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989, **AND (indicate which additional statement applies.)**

_____ There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. **Attach a copy of the final order.**

_____ The person or affiliate has not been placed on the convicted vendor list. Describe any action taken by or pending with the **State of Florida, Department of General Services.**

Signature

Date

STATE OF _____

COUNTY OF _____

Sworn to (or affirmed) and subscribed before me by means of [] physical presence or [] online notarization, this _____ this _____ day of _____, 20__, by _____.

Signature of Notary Public-State of Florida

(NOTARY SEAL)

Name of Notary Typed, Printed, or Stamped

Personally Known [] OR Produced Identification []

Type of Identification Produced _____

EXHIBIT VIII

Rebranding Services NON-DISCRIMINATION STATEMENT

Public Law 105-220, Sec. 188 Nondiscrimination

(a) *In General*

- (1) Federal financial assistance – For the purpose of applying the prohibitions against discrimination on the basis of age under the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.), on the basis of disability under section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794), on the basis of sex under title IX of the Education Amendments of 1972 (20 U.S.C. 1681 et seq.), or on the basis of race, color, or national origin under title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq.), programs and activities funded or other financially assisted in whole or in part under this Act are considered to be programs and activities receiving Federal financial assistance.
- (2) Prohibitions of discrimination regarding participation, benefits, and employment. No individual shall be excluded from participation in, denied the benefits of, subjected to discrimination under, or denied employment in the administration of or in connection with, any such programs or activity because of race, color, religion, sex (except as otherwise permitted under title IX of the Education amendments of 1972[20 U.S.C. 1681 et seq]), national origin, age, disability, or political affiliation or belief.
- (3) Prohibition on assistance for facilities for sectarian instruction or religious worship. Participants shall not be employed under this chapter to carry out the construction, operation, or maintenance of any part of any facility that is used or to be used for sectarian instruction or as a place for religious worship (except with respect to the maintenance of a facility that is not primarily or inherently devoted to sectarian instruction or religious worship, in a case in which the organization operating the facility is part of a program or activity providing services to participants)
- (4) Prohibition on discrimination on basis of participant status. No person may discriminate against an individual who is a participant in a program or activity that receives funds under this chapter, with respect to the terms and conditions affecting, or rights provided to, the individual, solely because of the status of the individual as a participant.
- (5) Prohibition on discrimination against certain noncitizens. Participation in programs and activities or receiving funds under this chapter shall be available to citizens and nationals of the United States, lawfully admitted permanent resident aliens, refugees, asylees, and parolees, and other immigrants authorized by the Attorney General to work in the United States.

The undersigned has read and agreed to the statements described above.

Name and Title of Authorized Representative: _____

Signature: _____

Date Signed: _____

Name of Company: _____

EXHIBIT X

Rebranding Services

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements.

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or an employee of any agency, a member of congress, an officer or employee of congress, or an employee or member of congress in connection with the awarding of any federal Contract, the making of any federal grant, the making of any federal loan, the entering into any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal Contract, grant, loan, or cooperative agreement.
- (2) If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of congress, an officer or employee of congress, or an employee of a member of congress in connection with this federal Contract, grant, loan or cooperative agreement, the undersigned shall complete and submit Standard Form LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and Contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Name and Title of Authorized Representative: _____

Signature: _____

Date Signed: _____

Name of Company: _____

EXHIBIT XI

Rebranding Services

CERTIFICATION REGARDING DRUG-FREE WORKPLACE

Pursuant to the Drug Free Workplace Act of 1988 and its implementing regulations codified at 29 CFR 98, Subpart F and 45 CFR part 82 the Contractor, attest and certify that the Contractor will provide a drug-free workplace, by the following actions.

- A. Publishing a statement of notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the Provider's workplace and specifying the actions that will be taken against employees for violation of such prohibition.
- B. Establishing an ongoing drug-free awareness program to inform employees concerning:
 1. The dangers of drug abuse in the workplace.
 2. The policy of maintaining of drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.
- C. Making it a requirement that each employee to be engaged in the performance of the Contract be given a copy of the statement required by paragraph A.
- D. Notifying the employee in the statement required by paragraph A that, as a condition of employment under the Agreement, the employee will:
 1. Abide by the terms of the statement.
 2. Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five (5) calendar days after such conviction.
- E. Notifying the agency in writing ten (10) calendar days after receiving notice under subparagraph D.2. from an employee or otherwise receiving actual notice of such conviction. Provide such notice of convicted employees, including position title, to every Grant officer on whose contract activity the convicted employee was working. The notice shall include the identification number (s) of each affected contract.
- F. Taking one of the following actions, within thirty (30) calendar days of receiving notice under subparagraph d.2., with respect to any employee who is so convicted.
 1. Taking appropriate personnel action against such an employee, up to and including termination consistent with the requirements of the Rehabilitation Act of 1973 as amended.
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local, health, law enforcement or other appropriate agency.

G. Making a good faith effort to continue to maintain a drug free workplace through implementation of paragraphs A, B, C, D, E and F.

CERTIFICATION

I declare under penalty of perjury under the laws of the United States and under the penalties set forth by the Drug-Free Workplace Act of 1988, that this certification is true and correct.

Name and Title of
Authorized Representative: _____

Signature: _____

Date Signed: _____

Name of Company: _____

EXHIBIT XII

Rebranding Services

FINANCIAL AND COMPLIANCE AUDIT REQUIREMENTS

This attachment is applicable if the Contractor is any State or local government entity, non-profit organization, or for-profit organization. For State or local government entities, a Single Audit performed by the Auditor General shall satisfy the requirements of this attachment. If the Contractor does not meet any of the requirements below, no audit is required by this attachment.

PART I: FEDERAL REQUIREMENTS

This part is applicable if the recipient is a State or local government or a non-profit organization as defined in OMB Circular A-133, as revised.

In the event the recipient expends \$500,000 or more in Federal awards during its fiscal year, the recipient must have a single or program-specific audit conducted in accordance with the provisions of OMB Circular A-133, as revised. In determining the Federal awards expended during its fiscal year, the recipient shall consider all sources of Federal awards, including Federal resources received from the Department of Children & Families. The determination of amounts of Federal awards expended should be in accordance with guidelines established by OMB Circular A-133, as revised. An audit of the recipient conducted by the Auditor General in accordance with the provisions of OMB Circular A-133, as revised, will meet the requirements of this part. In connection with the above audit requirements, the recipient shall fulfill the requirements relative to auditee responsibilities as provided in Subpart C of OMB Circular A -133, as revised.

The schedule of expenditures should disclose the expenditures by contract number for each contract with the department in effect during the audit period. The financial statements should disclose whether or not the matching requirement was met for each applicable contract. All questioned costs and liabilities due the department shall be fully disclosed in the audit report package with reference to the specific contract number.

PART II: STATE REQUIREMENTS

This part is applicable if the recipient is a non-state entity as defined by Section 215.97(2)(m), Florida Statutes.

In the event the recipient expends \$500,000 or more in state financial assistance during its fiscal year, the recipient must have a State single or project-specific audit conducted in accordance with Section 215.97, Florida Statutes; applicable rules of the Executive Office of the Governor, the Chief Financial Officer and Chapters 10.550 (local governmental entities) or 10.650 (nonprofit and for-profit organizations), Rules of the Auditor General. In determining the state financial assistance expended during its fiscal year, the recipient shall consider all sources of state financial assistance, including state financial assistance received from the Department of Children & Families, other state agencies, and other non-state entities. State financial assistance does not include Federal direct or pass-through awards and resources received by a non-state entity for Federal program matching requirements.

In connection with the audit requirements addressed in the preceding paragraph, the recipient shall ensure that the audit complies with the requirements of Section 215.97(7), Florida Statutes. This includes submission of a financial reporting package as defined by Section 215.97(2)(e), Florida Statutes, and Chapters 10.550 or 10.650, Rules of the Auditor General.

The schedule of expenditures should disclose the expenditures by contract number for each contract with the department in effect during the audit period. The financial statements should disclose whether or not the matching requirement was met for each applicable contract. All questioned costs and liabilities due the department shall be fully disclosed in the audit report package with reference to the specific contract number.

Name and Title of
Authorized
Representative: _____

Signature: _____

Date Signed: _____

Name of Company: _____