

**Public Education Foundation of Marion County  
Request for Proposal (RFP)  
Coupons for Education**

This proposal must be submitted to the Public Education Foundation of Marion County (PEFMC) 1239 NW 4<sup>th</sup> Street, Ocala, Florida, 34475, no later than 4:00PM, **Friday, April 21, 2017.**

**PROPOSAL CERTIFICATION**

PROPOSER (firm name): \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

PRINTED NAME OF AUTHORIZED REPRESENTATIVE: \_\_\_\_\_

SIGNATURE OF AUTHORIZED REPRESENTATIVE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

CONTACT PERSON'S ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ TOLL FREE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

INTERNET URL: \_\_\_\_\_

PROPOSER TAXPAYER IDENTIFICATION NUMBER: \_\_\_\_\_

**NOTE: Entries must be completed in ink or typewritten. An original manual signature is required.**

## **Overview of Organization & Campaign:**

The role of the Public Education Foundation of Marion County (PEFMC) is to financially and materially support Marion County Public Schools (MCPS), its students and teachers. PEFMC houses programs which are supported by several event fundraisers, two major campaigns and several initiatives designed to support MCPS. One of those major campaigns is Coupons for Education.

For over 25 years, Coupons for Education has been a successful, signature campaign for PEFMC. The funds raised have provided more than \$2.7 million for technology, curriculum, and other unbudgeted materials for students and teachers.

The purpose of this Request for Proposal (RFP) is to secure a partnership with a publisher that understands the goal of the Coupons for Education campaign, produce a quality product for a successful outcome, and to strive to keep the best interest of the Foundation and MCPS in mind during the process.

## **Scope of Work:**

The following will be the responsibility of the publisher:

- Secure the merchant offers for the book
- Oversee layout and production of the book
- Delivery of the coupon books to the schools
- Help to secure merchants for the “Coupon Kick-Off Luncheon”

## **INSTRUCTIONS TO PROPOSER**

### **Product Details:**

Price of Book- Should not exceed \$20

Size of Book- Should not exceed 8 ½”h by 5 ½”w

Number of pages- Should be a minimum of 75

PEFMC reserves the right to provide a custom front cover, front inside cover, and back inside cover

PEFMC reserves the right to use the back cover for ad sales

### **Pricing to PEFMC:**

Proposed Bulk Purchase Price to not exceed the following per price point:

10,000 books, \$6.50 per book

15,000 books, \$6.25 per book

20,000 books, \$6.10 per book

25,000 books, \$6.00 per book

- PEFMC will pay for ½ the book order before production and the remainder will be paid once the books have been delivered to the schools.

## **Dates for 2017-2018:**

Monday, July 3, 2017	Deadline for merchant signing and all covers for book
Friday, August 18, 2017	Kick-Off Luncheon
Week of August 21 <sup>st</sup>	Books distributed to the schools
Monday, August 28, 2017	Coupon Sales start

## **Merchant Signing Guidelines:**

- PEFMC should be provided copies of all signed local merchant contracts.
- If a merchant signs a multi-year contract, the publisher must provide proof to PEFMC that the merchant was contacted subsequent years and verify no changes need to be made to the merchant's offer and that the merchant responded to the communication from the publisher.
- Merchant offers must be a Buy One, Get One (BOGO) or an offer that is at least 15% or greater savings.
- The publisher should not solicit or sign merchants who engage in questionable or illegal activities.
- Should there be a merchant issue, the publisher is responsible for handling the issue immediately and providing proof that the merchant was contacted and the merchant responded to the publisher's communication attempt.
- Publisher will provide PEFMC with a draft copy of the coupon book in a PDF file before going to print. Once PEFMC has approved the draft, the publisher may send the copy to final production.

## **PEFMC Support:**

- PEFMC will provide assistance in merchant solicitation to the publisher by providing an introduction to those merchants that PEFMC has established relationships.
- Per MCPS guidelines, PEFMC will communicate with all school procedures for running the program. They will also be responsible for invoicing the schools for any books sold.
- PEFMC will provide prize incentives during the coupon campaign period.

## **Other:**

- The publisher shall not contact schools or school coordinators directly. This is a violation of district guidelines and can result in nullifying this contract.
- Should PEFMC secure a coupon through its exclusive efforts, the publisher agrees that they do not have the rights to that signing. Should PEFMC & the publisher dissolve their contract, the merchant contract remains with PEFMC.

## **Preparation and Submission:**

In order to maintain comparability and enhance the review process, it is requested that proposals be organized in the manner specified below.

- A. Title Page (Proposer Certification page 1) All information must be complete to qualify.
- B. Information on publisher's experience and background of key employees
- C. Prepared response which highlights what publisher is prepared to offer. Please include specific details

**Evaluation Criteria:**

The Evaluation Committee shall rank all proposals received which meet the submittal requirements. The following factors will be considered in ranking the proposals received:

**A. Demonstrable Understanding of the Scope of Services**

**B. Successful Experience and Qualifications of Staff**

**C. Project Organization, Staffing, Methodology and Plan based on PEFMC requests**

**D. Cost of Services**

**E. References of the Firm**

**RFP Inquires:**

Any questions concerning conditions and specifications must be submitted in writing and received no later than 5 days prior to the deadline for receiving the RFP.

Send all inquiries to attention:

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