



REQUEST FOR INFORMATION

Communications and Marketing Vendors

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Background

About PYN

The Philadelphia Youth Network (PYN) creates education and employment opportunities for youth and young adults, aged 12 to 24. We believe every young person deserves the chance to cultivate their talents and to achieve their dreams. To make more opportunities available to youth and young adults, we:

- Build systemic solutions that close gaps in youth serving systems.
- Support and train youth-serving organizations to deliver high quality programs that develop academic and career readiness skills.
- Engage employers and system leaders to ensure that today's young people will be prepared to join tomorrow's workforce.
- Design comprehensive service networks to prepare youth for successful futures in school, work and life.

To learn more, visit www.pyninc.org.

RFI Introduction

This document is a Request for Information (RFI) regarding vendor capabilities in several aspects of communications and marketing. PYN is seeking to procure suppliers of these services over a 1-year period, subject to negotiation and 1-year renewal.

This is a Request for Information (RFI), not an order. No cost can be charged to PYN for any reason in relation to responding to this RFI.

This document shall not be construed as a request or authorization to perform work at PYN's expense. Any work performed by a vendor in response to this RFI will be at the vendor's own discretion and expense. This RFI does not represent a commitment to purchase or lease. Submission of a response constitutes an acknowledgement that the vendor has read and agrees to be bound by these terms.

RFI Objectives and Overview

This process allows PYN to gather updated knowledge of vendor abilities and strategies with respect to core aspects of PYN's communications and marketing needs. This same information will be gathered from different companies and will be used to evaluate what supplies or vendors PYN will work with.

Selected vendors may support a broad range of PYN's core communications and marketing needs, including but not limited to, the following areas:

- Program participant materials
- Event Planning
- Social Media
- Public Relations/Media Relations

PYN intends to utilize responses gathered from this RFI process to develop a pool of approved vendors to use for future related projects. There is no guarantee that PYN will initiate projects within the time frame described in this RFI. The information in this RFI is accurate to the best of the PYN's knowledge but is not guaranteed to be correct or absolute.

Timeline

KEY DUE DATES	
RFI RELEASE DATE	RFI Released on September 30, 2021
QUESTIONS	<p>Inquiries may be submitted to AnnaLee Maxwell-Coates at amaxwell-coates@pyninc.org by 5 pm on Thursday, October 14, 2021.</p> <p>The subject line should be: Communications and Marketing RFI INQUIRY</p> <p>PYN will review all questions and share answers to all bidders at the same time. Questions are slated to be shared on Tuesday, October 26, 2021 pending number of questions received.</p> <p><i>Please note, any questions related to the RFI must be asked as part of the Questions period to maintain a fair and open selection process. PYN will not individually answer questions, or respond to individual requests for inquiry.</i></p>
SUBMISSION	<p>Please submit all RFI responses to AnnaLee Maxwell-Coates at amaxwell-coates@pyninc.org by 5 pm on Wednesday, November 10, 2021.</p> <p>The subject line should be: Communications and Marketing RFI RESPONSE</p> <p>PYN will review all submissions based on the Review Process and Selection Criteria outlined in this document.</p>
AWARD	<p>This is an RFI, not a formal Request for Proposal. Given that this is not a request for proposal, award will vary.</p> <p>Should vendors be deemed as desired contractors, PYN will reach out to discuss needs, services, timeline, and contracting.</p>

Point of Contact

All communication with PYN must be directed to the single Point of Contact.

Please direct all correspondence to AnnaLee Maxwell-Coates at amaxwell-coates@pyninc.org

RFI Submission

Submission of Responses

A response must be received via email to communications@pyninc.org by **Wednesday, November 10, 2021 at 5:00 PM EST**. Extensions to this date cannot be granted.

Responses must be submitted complete and in writing at the email address stated above. All requests for information in all sections of this document must be answered as concisely as possible while providing all information necessary to understand the outsourcing process proposed. Any deviations from requirements, or requirements that cannot be satisfied by the vendor, must be clearly identified.

Responses must include a statement that indicates that the vendor understands the requirements of the RFI and accepts the terms and conditions under which the RFI was issued to the vendor. The original response and any supplementary literature must be forwarded to the point of contact identified in the Point of Contact section of this RFI.

Confidentiality

Any information of a confidential or proprietary nature contained in a vendor response should be clearly marked 'PROPRIETARY' or 'CONFIDENTIAL' by the item or at the top of each page. Reasonable precautions will be taken to safeguard any part of the response identified by a vendor as being confidential or proprietary. All responses, once delivered, become the property of PYN.

Response Submission Costs

There is no fee associated with this RFI submission. However, any costs incurred relating to the submission process are the sole responsibility of the vendor supplying the response.

Response Format

To facilitate a timely and comprehensive evaluation of all submitted responses, responses must be submitted using the format specified in this RFI.

Please fill in the sections outlined on Pages 8-12 of this RFI. Required sections include:

1. Vendor Information
2. Vendor Background
3. Vendor References
4. Capabilities and Experience
5. Case Studies
6. Team Overview
7. Certifications / Awards / Trade Organizations / Insurance / Policies
8. Potential and Preferred Fee Structure

Vendors should limit the answers to the requested sections to **ten pages in total**. A limited amount of supplemental materials may be provided, but for the purposes of this RFI, less is more.

The information contained in the RFI is confidential and proprietary to PYN. In accepting this RFI, vendors agree to the following conditions, under US law:

1. Each party recognizes and agrees that the Confidential Information has been compiled, created and maintained by special effort and expense of the other party
2. Each party recognizes and agrees that disclosing or disseminating Confidential Information to a third party will have a materially adverse effect on the other party and agrees not to disclose or disseminate the Confidential Information to any third party. Except as necessary to perform its

obligations hereunder, each party shall not use, reproduce or draw upon the Confidential Information or circulate it within its own organization.

3. Each party shall provide notice to the other party of any demand made upon it under lawful process to disclose or provide the other party's Confidential Information. Such party agrees to co-operate with the other party if it elects to seek reasonable protective arrangements or oppose such disclosure, at the expense of the party that is seeking the protective arrangements or opposing the disclosure.
4. Any Confidential Information disclosed pursuant to such lawful process shall continue to be Confidential Information, the access to such Confidential Information shall be limited to those persons (i) only with a need to review such information for the purposes for which the disclosure was required, and (ii) who agree in writing to keep the Confidential Information confidential.

Award of Contract

Once a final decision has been made about contractor(s) to move forward with, selected vendor(s) will need to fill out a Contract Submittal. Please note, all contracting will be done by AnnaLee Maxwell-Coates.

Review Process

Philadelphia Youth Network may, at its discretion, request interviews/presentations by or a meeting with any or all contractors, to clarify or negotiate modifications to the contractor's proposal. However, Philadelphia Youth Network reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, that the contractor can propose. Philadelphia Youth Network contemplates award of the contract to the responsive, responsible contractor whose proposal is the most advantageous to Philadelphia Youth Network, based on the highest total points and its decision is final.

For this process, PYN will designate an evaluation team to score responses based on the below selection criteria. Scores will be submitted to the main point of contact.

Selection Criteria

After the proposals are reviewed, final selection will be determined. The successful contractor may be required to enter into an agreement with Philadelphia Youth Network.

Proposals will be evaluated based on the following criteria:

SELECTION CRITERIA	
Vendor Background	10 points
Quality and approach to Capabilities and Experience	25 points
Case Studies	25 points

Vendor References	10 points
Budget / Pricing	20 points
Completeness and quality of response	10 points
TOTAL	100 points

Misc.

Notice To Contractor(S)

All materials provided to Philadelphia Youth Network become the property of Philadelphia Youth Network and may be returned only at its sole discretion. Philadelphia Youth Network is a public entity. All proposals and any materials submitted with a proposal may be deemed public records subject to disclosure pursuant to the Public Records Act. No portion of any proposal or materials submitted therewith will be withheld from disclosure as proprietary, trade secret or confidential unless that portion is clearly marked by the contractor as such, and the contractor agrees to indemnify Philadelphia Youth Network against any claim or action to compel disclosure of such portion of the proposal. Philadelphia Youth Network is not obligated to accept any proposal or to negotiate with any entity. All transactions are subject to the final approval of Philadelphia Youth Network, which reserves the right to reject any and all proposals without liability. All costs directly or indirectly related to a response to this RFP will be borne by the contractor. The contract, if any, shall be awarded to the responsible contractor whose proposal is most advantageous to Philadelphia Youth Network, based on the evaluation criteria set forth in this RFP. Philadelphia Youth Network may at its sole discretion select the response that best fits its needs, may choose to cancel the RFP, or to not select any Contractor. A selection committee will evaluate the responses based on established criteria, including compliance with the direction herein, experience and qualifications, cost, financial position of the company, and other factors as stated in this RFP. If selected, the successful contractor will enter into a written agreement with Philadelphia Youth Network that will include service agreements and compensation agreements. All information in this RFP should, for purposes of this RFP, be considered proprietary and confidential. Information contained in this RFP should not be shared or distributed without the expressed written consent of Philadelphia Youth Network.

Rejection Of Proposal(S)

Philadelphia Youth Network reserves the right in its sole discretion to reject any or all proposals, in whole or in part, without incurring any cost or liability whatsoever. All proposals will be reviewed for completeness of the submission requirements. The proposal may be rejected if it fails to meet a material requirement of the RFP or if it is incomplete or contains irregularities. A deviation is material to the extent that a proposal is not in substantial accord with RFP requirements. Immaterial deviations may cause a proposal to be rejected. Philadelphia Youth Network may or may not waive an immaterial deviation or defect in a proposal. Philadelphia Youth Network’s waiver of an immaterial deviation or defect will in no way modify the RFP or excuse a contractor from full compliance with the RFP requirements. Any proposal may be rejected where it is determined to be not competitive, or where the cost is not reasonable. Proposals that contain false or misleading statements may be rejected if in Philadelphia Youth Network’s opinion the information was intended to mislead Philadelphia Youth Network regarding a requirement of the RFP. Philadelphia Youth Network may reject a proposal from a contractor it finds non-responsive. Any person or entity that has substantially assisted Philadelphia Youth Network in

preparing any part of this RFP is prohibited from submitting a proposal. Submission of a proposal to Philadelphia Youth Network shall constitute the contractor's certification that the proposal is not collusive.

Compliance With Laws

Any Contractor must contractually agree and certify that it will comply with all applicable federal, state, and local laws and regulations. Any Contractor must contractually agree to include the non-discrimination and compliance provisions of this clause in any and all subcontracts to perform work under the agreement.

Response Requirements

Vendor Information

AGENCY NAME		CONTACT NAME	
ADDRESS		CONTACT TITLE	
		PHONE	
		EMAIL	
		WEBSITE	

Vendor Background

Please tell us how long the agency has been in business, locations, core work, and any potential conflicts of interest.

AGENCY HISTORY OF OWNERSHIP AND AFFILIATIONS	
OFFICE LOCATIONS	
BRIEF STATEMENT OF CORE BUSINESS COMPETENCIES	
ANY CONFLICTS OF INTEREST THAT MAY ARISE WHILE WORKING WITH PYN?	

Vendor References

Please provide at least 2 references for other clients that you've provided similar services for.

CLIENT NAME, TITLE	
CLIENT ORGANIZATION	
CLIENT EMAIL	
CLIENT PHONE	
DESCRIPTION OF SERVICES PROVIDED	

CLIENT NAME, TITLE	
CLIENT ORGANIZATION	
CLIENT EMAIL	
CLIENT PHONE	
DESCRIPTION OF SERVICES PROVIDED	

Capabilities and Experience

Please provide detailed information about your experience and capabilities for the below tasks. Please outline your approach/ideology and typical process.

<p>Creating or editing youth-facing materials (e.g., fliers, website copy, social media posts, etc.)</p>	
<p>Event Planning & Execution</p>	
<p>Project management</p>	
<p>Public Relations/Media Relations:</p> <ul style="list-style-type: none"> • Relationship building and management • Press Release writing • Media pitching (cold calling) and follow up • Media metric reporting 	
<p>Social Media:</p> <ul style="list-style-type: none"> • Content creation (including campaigns and multi-channel content) • Social media scheduling • Social media reporting 	

Case Studies

Please provide examples of work that you've done for other clients, related to, or directly like the requested experiences and capabilities. Please provide links to any relevant examples or work.

Case Study 1	
Case Study 2	
Experience working with Non-Profit/Social Service Organizations	
Experience working with the following stakeholder groups: <ul style="list-style-type: none">- Teens and young people- Funders / donors	
Why you're a good fit for PYN	

Team Overview

Divulge information only with employee’s expressed consent. While we understand that the support team may change pending timing of award, please provide information to the best of your ability.

For each team member, please include:

- Title
- Past experience
- Main responsibilities
- All other projects employee assigned to and percentage of time assigned to each
- Length of time employee has been with the organization/company/agency

BIO 1	
BIO 2	
BIO 3	
BIO 4	
Do you subcontract work out to third parties?	If “YES”, Explain:
YES / NO	

Certifications / Awards / Trade Organizations / Insurance / Policies

CERTIFICATIONS AND AWARDS	
TRADE ORGANIZATION MEMBERSHIPS	
FINANCIAL CAP PER CLAIM OF AGENCY'S PROFESSIONAL INDEMNITY INSURANCE	

ARE THE FOLLOWING POLICIES HELD BY YOUR AGENCY?			
YES / NO	DISASTER RECOVERY	YES / NO	ENVIRONMENTAL
YES / NO	EQUALITY AND DIVERSITY	YES / NO	HEALTH AND SAFETY
YES / NO	QUALITY MANAGEMENT	YES / NO	SOCIAL AND CORPORATE RESPONSIBILITY
YES / NO	TRAINING		

Potential and Preferred Fee Structures

For engagements sourced from public sector funding, payment cycles for vendor invoices may take anywhere from 60 to 90 days from receipt of the invoices. Any selected partner must be able to support an invoice/payment cycle that may last up to 90 days.

Please provide the following budget information. A more detailed budget will be developed between the applicant and PYN at the time of contracting.

Budget for services can vary dependent on the nature of the work and effort involved in future engagements. Current project budgets can range from \$3,000 to \$250,000

Fee Structure		ADDITIONAL COMMENTS
Retainer	\$	
Flat Fee/Non-Recurring Charge	\$	
Monthly Recurring Charge	\$	
Time and Materials	\$	
Combination or Other	\$	
Travel/Other Expenses	\$	

Additional Information/Attachments

Detail or attach any further information that you believe will be beneficial to PYN in support of this Request for Information review process (i.e. most recent Annual Report).

