

75th Commemoration of the End of WWII

REQUEST FOR PROPOSALS

For

MARKETING COMMUNICATIONS SERVICES

Honolulu, Hawai'i

October 24, 2019

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APPDENDICES

- Appendix A Proposal Cover Page
- Appendix B 75th WWII Commemoration Brief to Governor Ige
(Attached separately to this email.)
- Appendix C Platform for the 2020 Commemoration in Hawai`i
(Attached separately to this email.)

NOTICE TO BIDDERS

75th WWII Commemoration Committee (WWIICC) is soliciting proposals from qualified companies to provide marketing communications services.

This RFP neither commits WWIICC to the awarding of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. WWIICC also reserves the right to cancel this solicitation at any time without any liability.

Bidders should carefully read the entire RFP document. Proposals must comply with all instructions herein provided and must be submitted with the Proposal Cover Page provided (Appendix A) with an original signature.

Questions regarding this RFP may be presented and will be addressed on a conference call, open to all bidders, on **Wednesday, October 30, at 2:00 p.m.** WWIICC's Representative, Tony S. Vericella, will field the questions and provide answers. Call-in instructions will be provided in advance.

SECTION 1 - GENERAL INSTRUCTIONS

1.1 DEADLINE FOR PROPOSALS

Proposals **MUST** be received by WWIICC at the address provided in Section 1.2 no later than **4:00 p.m. HST on Monday, November 11, 2019.**

Proposals may be delivered to WWIICC at the address provided in Section 1 .2. **Electronic proposals are acceptable.**

Proper delivery of the proposal is the sole responsibility of the Bidder.

1.2 DELIVERY ADDRESS

Tony S. Vericella
WWIICC: Executive Director
1909 Ala Wai Blvd. #1603
Honolulu, Hawai'i 96815
Email: tvericella@gmail.com

1.3 SIGNIFICANT DEADLINES

RFP Issued	October 24, 2019
Conference Call to Address Bidder Questions.....	October 30, 2019, 2:00 pm
Proposal Due Date.....	November 11, 2019, 4:00 p.m.
Notification of "Short List".....	November 15, 2019
Award of Contract	November 19, 2019

1.4 CONDITIONS AND LIMITATIONS

The proposal and any information made a part of the proposal will become part of WWIICC's official files without obligation on WWIICC's part to return them to the original Bidder(s).

This RFP and the selected Bidder's response will, by reference, become part of the formal contract between WWIICC and the selected Bidder resulting from this solicitation.

SECTION 2 - SPECIFICATIONS

2.1 BACKGROUND

The Governor of Hawai'i has commissioned a Blue Ribbon Leadership Committee (see attached Proclamation), co-chaired by Maj. Gen. Daryll Wong (Ret.) and Capt. Steven W. Colon, USN (Ret.), to orchestrate and manage a formal commemoration of the 75th anniversary of the End of WWII. With support from HTA, the Pearl Harbor historic partners, military, government and business leaders, the committee is organized into 5 functioning sub-committees that feed information and recommended strategies into an empowered executive committee.

With the compressed timeline (the 75th WWII Commemoration, in Hawai'i, will occur from August 29 – September 2, 2020), a team capable of quickly and effectively moving the vision of the committee forward, is being assembled. Though many of the Scheduled Events that will compose the state commemoration will be orchestrated and managed by sponsoring groups, bringing these together, creating the higher view of impact, delivering on the theme of the 75th, "Salute their Service, Honor their Hope", and marketing these efforts will be required.

The planning effort has received initial support from HTA and the participating Pearl Harbor historic park partners. Additional funds from the private sector, statewide and national, are being sought. Targeted Audiences include general public (locally, nationally, and internationally); veterans, retired and active service military personnel and their families; invited international dignitaries, national and state political leadership.

Committee members will act as adjunct staff, both supporting and initiating required action.

MARKET SITUATION

Time is of the essence as there is less than one year left before September 2, 2020, which marks the 75th Anniversary of the End of WWII.

The current Schedule of Events is listed on the Official 75th WWII Commemoration website, www.75thwwiicommemoration.org (This official website will be live soon.)

MARKETING COMMUNICATIONS OBJECTIVE

Build awareness, locally, nationally, and internationally, of the 75th Commemoration of the End of WWII, and stimulate intentions to visit, donate, and/or participate in the 75th Commemoration.

Public Relations is at the core of a collaborative, integrated marketing effort to optimize social buzz and exposure for the 75th WWII Commemoration, and encourage travel partners/providers to create and promote travel packages aimed at targeted overseas travelers and Hawai'i residents.

The firm selected to provide these Marketing Communications Services shall have a team with a designated account service lead.

Firm selected will report to the 75th WWIICC Executive Director and its role will be a key foundation of the overall integrated marketing plan.

2.2 EXPERIENCE

Bidder shall provide, in an outlined format, its resources, expertise, and experience to fulfill the needs of this RFP. Capabilities of the Bidder shall include, but are not limited, to the following:

- a. Describe your experience in developing, implementing, and managing cross promotional brand and niche marketing activities.
- b. Describe your relationships and experience with local, national, and international media (traditional and social).
- c. Describe programs that show ability to work effectively with other marketing contractors/professionals to achieve shared objectives.
- d. List of travel and tourism, Armed Forces, State (Hawai'i), and U.S. Government clients from the past five years. Indicate which clients are current.

2.3 SCOPE OF SERVICES

Bidder shall describe how it will fulfill the specifications as described below. The creativity and completeness of the responses will be considered in evaluating proposals.

- Comprehensive communications plan to achieve the stated Marketing Communications Objective for each of the four Targeted Audiences listed above. What are your creative story ideas that speak specifically to each audience?
- "Announcement" plan appraising the state, the nation, and targeted international countries of the role and intent of the 75th WWIICC as the "official endorser" of commemoration events
- Content Development: - interface with travel partners and providers offering 75th WWII Commemoration travel packages – why come, why stay, what to do
- Media Relations & Management (special emphasis during August 29 – September 2, 2020 period): consumer, print, and online media, travel trade outlets, social media influencers, and broadcast productions.
- Stakeholder Relations: Talking Points, Narratives for WWIICC Presentations, Reports
- Interface as necessary with the National; 75th Commemoration of the End of WWII planning committee, marketing team, and sponsors

2.4 OTHER

Bidder shall include any additional initiatives and creative ideas that support the Scope of Services and provide examples that showcase Bidder's capabilities.

2.5 MARKETING COMMUNICATIONS BUDGET

WWIICC's Marketing Communications budget has not yet been finalized.

2.6 COMPENSATION

- a. Fees will be on a firm fixed monthly rate for services, not as billable hours.
- b. Please propose what you believe is a reasonable and fair monthly fixed rate for this special Commemoration initiative.
- c. Hard costs, for pre-approved marketing communications, promotions and T&E, will be reimbursed.

Section 3 – Contract Effective Date and Term

3.1 EFFECTIVE DATE

The start of performance, January 2, 2020, under the contract shall be the effective date of the contract (the "Effective Date").

3.2 TERM OF CONTRACT

The term of the contract shall be as follows: from the Effective Date through September 30, 2020.

SECTION 4: PROPOSAL SUBMITTAL REQUIREMENTS

Following are General Proposal Requirements.

4.1 PROPOSAL COVER PAGE

The Proposal must include the completed Proposal Cover Page attached to this RFP as Appendix A (the "Proposal Cover Page").

4.2 LEGAL NAME

Bidder is requested to submit its proposal under its exact legal name as registered with the Hawai'i State Department of Commerce and Consumer Affairs. Bidder shall indicate the exact legal name in the appropriate space(s) on the Proposal Form.

Proposals submitted by corporations must be signed by an authorized representative of the corporation in the legal name of the corporation and must include the state of incorporation and the names and titles of the principals.

Proposals submitted by a partnership must include the names of all partners and be signed by at least one of the partners.

4.3 GENERAL BACKGROUND

As part of its proposal, Bidder must also submit the following:

- a. A brief description and history of Bidder's organization, including an organizational chart that sets forth the management structure of the company.
- b. A description of the Bidder's understanding of the work requirements and a management plan for its accomplishment and must include a response to all elements described in RFP Section 2 - Specifications.
- c. The proposed account service lead and team members to be assigned to WWIICC. Include profiles and descriptions of responsibilities of each member.
- d. Three (3) relevant client references that may be contacted by WWIICC.
Note: Include the client's name, point of contact, and phone number.
- f. A summary of the Bidder's relevant experience for the past 5 years.
- g. A description of the insurance maintained by the Bidder's company.
- h. A summary of the Bidder's financial capacity to perform the services required under this contract.

4.4 SUBMISSION OF PROPOSALS

Three (3) original proposals for WWIICC.

Original proposals, if submitted physically, shall be submitted in a sealed envelope:

"RFP for Marketing Communications Services" shall be clearly marked on the outside of the sealed envelope.

Tony S. Vericella
WWIICC: Executive Director
1909 Ala Wai Blvd. #1603
Honolulu, HI 96815

Electronic Proposal Submission is acceptable tvericella@gmail.com

All proposals must be received at the designated address, no later than 4:00 p.m. HST, November 11, 2019. Late proposals will not be accepted. The time clock from Tony S. Vericella's Office shall serve as the official time.

Section 5 – Bidder Selection Process

5.1 OPENING OF PROPOSALS

Proposals shall **not** be publicly opened. The identity of the Bidders and the selected proposal will be made available after an award decision has been made.

5.2 ACCEPTANCE/REJECTION OF PROPOSALS

WWIICC reserves the right to reject any oral proposals, to undertake discussions with one or more Bidders, and to accept that proposal or modified proposal which, in its judgment, will be most advantageous to WWIICC, price and other evaluation factors considered.

WWIICC reserves the right to reject any proposal from a Bidder that is not fully qualified to perform the required services. WWIICC reserves the right to consider any specific proposal that is not prepared in accordance with the instructions and requirements of this RFP. WWIICC also reserves the right to waive any defects in any proposal.

5.3 EVALUATION. NEGOTIATION. AWARD

Proposals will be evaluated and negotiated in accordance with the evaluation criteria described below. Proposals for all elements of the Scope of Services must be included in the RFP response.

Discussions and negotiations may then be carried out with the Bidders after which Best and Final Offers ("BAFO") may be requested. However, WWIICC may select a proposal for an award without any discussions or negotiations or a request for any BAFO.

Subject to WWIICC's right to reject any or all proposals, the Bidder whose proposal is found to be most advantageous to WWIICC will be selected.

5.4 EVALUATION CRITERIA

Each proposal shall be evaluated in accordance with the below listed criteria.

- a. Response to section 2.2 Experience (25 points)
- b. Response to section 2.3. Scope of Services (60 points)
- c. Response to section 2.4 Other (15 points)

5.5 SHORT LIST

WWIICC will announce a short list (2) of Bidders who may be invited to appear in person or via video conference to present and discuss their proposals.

5.6 BEST AND FINAL OFFERS (BAFOs)

WWIICC may request Best and Final Offers (BAFOs) from shortlisted Bidders to address specific issues.

5.7 NOTICE OF SELECTION

WWIICC may elect to award the contract without presentations, discussion, negotiations or request for any BAFO. WWIICC shall provide the successful Bidder with written notice that its proposal has been selected ("Notice of Selection").

5.8 AWARD OF CONTRACT

The award of contract, if it be awarded, will be made on or by November 19, 2019 (the "Award of Contract"). If all requirements for the Award of Contract are met, a notice of the Award of Contract ("Notice of Award of Contract") will be mailed by WWIICC to the successful Bidder at the address shown in its proposal, that its proposal has been accepted, and that it has been awarded the contract.

PROPOSAL COVER PAGE

MARKETING COMMUNICATIONS SERVICES

75th WWII Commemoration Committee (WWIICC)

TO: Tony S. Vericella
WWIICC: Executive Director
1909 AlaWai Blvd. #1603
Honolulu, HI 96815

FROM: (Bidder's Legal Name and Address)

Proposal Date: _____

1. BIDDER DATA

Date Bidder Established: _____

Name/Contact Info. of Responsible Managing Employee:

Bidder is a: (Corporation, Partnership, Individual, Joint-Venture, or Limited Liability Company)

Bidder's Insurance:

Amount of Bidder's Total Commercial General Liability Insurance: _____

2. CERTIFICATION

This Proposal is submitted in response to WWIICC 's Request for Proposals ("RFP") for Marketing Communications Services for the 75th Commemoration of the End of WWII.

The undersigned has carefully read, and understood the terms, conditions, and requirements specified in this RFP and hereby submits the following Proposal to perform the work specified herein, all in accordance with the true intent and meaning thereof.

The undersigned certifies that he/she has carefully examined and is fully familiar with the services required by the RFP and is fully satisfied with respect to any questions which in any way would affect his/her understanding of the Scope of Services and the Proposal.

The undersigned agrees that this Proposal constitutes a valid offer to complete a contract with WWIICC to perform the services as described and proposed herein.

The undersigned agrees to execute the Contract for Public Relations Services for WWIICC within seven (7) calendar days after the Notice of Award of Contract.

(Printed Name of Company)

By _____ (Printed Name)

By _____ (Signature)

Address

