



Park Hill School District

Building Successful Futures • Each Student • Every Day

REQUEST FOR PROPOSAL:

Printing Services

1. INTRODUCTION

1.1 RFP Objective

The Park Hill School District is accepting proposals for the printing of district advertising and marketing materials that will be distributed throughout the district. On average the district produces 541,000 pieces of content per year.

1.2 About the Park Hill School District

The Park Hill School District covers 71 square miles in southern Platte County, north of downtown Kansas City, Missouri.

Park Hill is a public school district, serving students from pre-kindergarten through grade 12. The district includes eleven elementary schools, four middle schools, two high schools, the LEAD Innovation Studio, a day treatment school and an early childhood education center.

Park Hill School District has almost 12,000 students and employs more than 1,800 staff members.

1.3 Process and Schedule

| Item | Date |
|--|--------------------------------|
| Proposal issued | August 20, 2020 |
| Pre-proposal meeting (required) Samantha Fitzgerald is inviting you to a scheduled Zoom meeting. Join Zoom Meeting https://parkhillschools.zoom.us/j/96594879425?pwd=dkVVeK9razMvMTNLSkt6TnQxK1ROQT09 Meeting ID: 965 9487 9425 Passcode: 826942 | September 2, 2020 at 9 a.m. |

| | |
|----------------------------------|--------------------|
| Proposals due from providers | September 17, 2020 |
| Interviews of selected providers | September 22, 2020 |
| Notification of selection status | September 24, 2020 |

1.4 RFP Contact

Samantha Fitzgerald, communications and marketing specialist

(816) 359-6716

fitzgeraldsa@parkhill.k12.mo.us

7703 NW Barry Road

Kansas City, MO 64153

1.5 Evaluation Criteria

The evaluation will include, but is not limited to:

1. Pricing
2. Qualifications
3. Ability to meet or exceed the requirements
4. Completeness and quality of response
5. Implementation and technical support
6. Turnaround time

1.6 Proposal Costs

All costs relating to the preparation and submission of the provider's response to this RFP shall be the responsibility of the provider. Park Hill School District's acceptance of the provider's response in no way obligates it to purchase any products or services offered by the provider.

1.7 Interviews

As part of the review process, the Park Hill School District might ask the provider to participate in an interview. Any costs associated with the interview, including travel and calling costs, will be the responsibility of the provider.

2. RESPONSE: PROVIDER QUALIFICATION

2.1 About the Provider

Please supply a brief description of your company, including the number of years in operation and the number of employees.

[INSERT RESPONSE HERE]

2.2 Industry Experience

What is the average level of experience for your staff? What is the industry experience of your production managers? What certifications do they hold? What are the monthly volumes for your largest and average customers?

[INSERT RESPONSE HERE]

2.3 Differentiation

Describe what you think differentiates your organization from other industry providers.

[INSERT RESPONSE HERE]

2.4 Proposed Project Team

Please provide information about the implementation team and departments involved in delivering the proposed service to the Park Hill School District.

[INSERT RESPONSE HERE]

2.5 Customers

Please supply a sample list of your active clients, including any K-12 educational clients, and provide examples of your best work.

[INSERT RESPONSE HERE]

2.6 Partnering

Provide the names of any partners relevant to this RFP. Please describe their role in the response.

[INSERT RESPONSE HERE]

3. RESPONSE: PROPOSED SOLUTION

3.1 Product – Printing Services

Vendors will provide quality products and services including, but not limited to the following. Examples are included in the appendix. Numbers 1-4 were designed and printed by Kelly Sports Properties. We will now be designing everything in-house.

1. Booklets

Quantities: 40-250 pieces, 20 times per year, totalling 2,000+

16 pages plus cover

Size: 8.5" x 11"

Color: Full color with bleed

Gloss cover 80#, matte interior 60#

Print: 2-sided, plastic ring binding

2. Posters

Quantities: 200 pieces, 20 times per year, totalling 4,000+

Size: 11" x 17"

Gloss cover 80#

Color: Full color with bleed

Print: 1-sided

3. Programs

Quantities: 100-600 pieces, 6 times per week, totalling 17,000+

Size: 8.5" x 11" (17x11 spread)

Gloss cover 80#, matte interior 60#

Color: Full color with bleed

Print: 2-sided, saddle stitch

24 hour turnaround

4. Travel schedules

Quantities: 200 pieces, 20 times per year, totalling 4,000+

Size: 2.25" x 3.5"

Gloss front, matte back (around 100#)

Color: Full color with bleed

Print: 2-sided

5. Newsletters

Quantities: 35,000 pieces, 7 times per year, totalling 245,000+

Size: 8.5" x 11"

Gloss

Tri-fold

6. Catalogs

Quantities: 92,000 pieces, 3 times per year, totalling 276,000+

Size: 8.5" x 11"

Gloss cover, inside matte

Saddle stitch

7. Other

As needed

3.2 Scope of Services

| | Response (please provide details) |
|--|-----------------------------------|
| Provide the highest possible quality of cost-efficient printing and customer service. | |
| Provide pick-up and delivery, or appropriate transmittal, including overnight delivery when necessary, of all artwork, proofs, and finished product, to and from the district. | |
| Have the ability to make modifications to the print files, as instructed by our staff. | |
| Count out and package each job as appropriate for ease of handling. | |
| Handle errors in printing that are different from the approved proof. | |
| Respond quickly to our communications and requests. | |

3.3 Customizations

Please describe any customizations necessary to meet our requirements.

[INSERT YOUR RESPONSE HERE]

3.4 Varied or Additional Options

Describe any proposed additions or variations to the solution presented.

[INSERT YOUR RESPONSE HERE]

4. RESPONSE: IMPLEMENTATION

4.1 Implementation Timeline

Provide a plan outlining the likely timeline for implementation, including necessary steps to ensure preparation to meet production schedule.

[INSERT YOUR RESPONSE HERE]

5. RESPONSE: PRICING

5.1 Costs

Please supply all costs related to implementation of your product, including any available quantity discounts.

| Description | Costs |
|------------------|-------|
| Booklets | |
| Posters | |
| Programs | |
| Travel Schedules | |
| Newsletters | |
| Catalogs | |
| TOTAL | |

5.2 Invoicing and Payment

Please indicate your preferred method of payment and outline how invoicing and payments are to be scheduled.

[INSERT YOUR RESPONSE HERE]

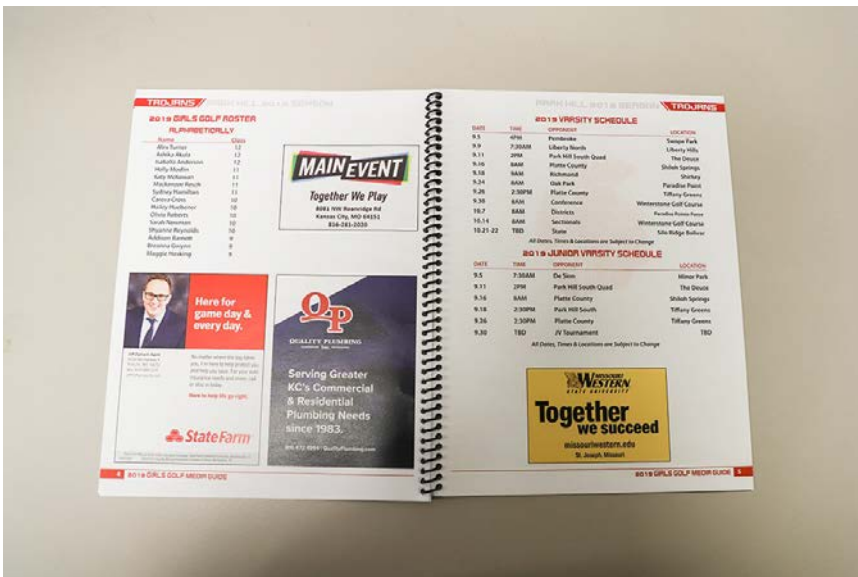
6. RESPONSE: SUPPORTING INFORMATION

The following are optional items you may attach to your response:

- Pricing documentation
 - Additional information relevant to the response, as long as all sections of the response are complete
 - Service level agreement
-

7. APPENDIX: EXAMPLES

7.1 Booklet



7.2 Poster



7.3 Program

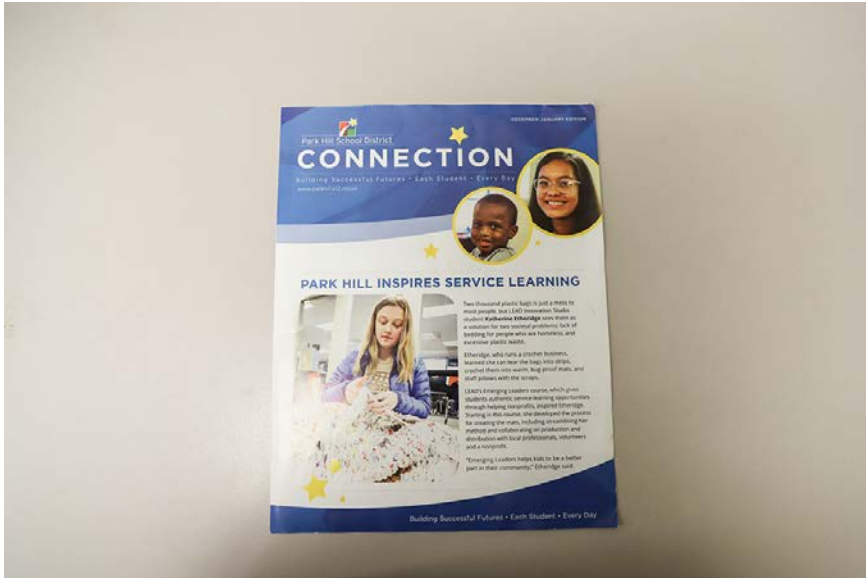




7.4 Travel schedule



7.5 Newsletter



7.6 Catalog

