

Technical or Professional, Non-personal Services
Smithsonian Institution
Request for Quote (RFQ)
Marketing & Media Relations – Communications Specialist

This Request for Quote (RFQ) is issued by the **Center for Folklife & Cultural Heritage**, Smithsonian Institution (SI), for technical professional, non-personal services to provide marketing and media relations services in accordance with the Statement of Work (SOW).

I. SUBMITTING YOUR QUOTE

Price quotes should be submitted by **delivery service** or **email**. Quotes are due by 5 pm on Tuesday, March 1, 2022, at:

Smithsonian Institution

Center for Folklife & Cultural Heritage

P.O. Box 37012, MRC 520

Washington, D.C. 20013-7012

Attn: C. Telliho

Email to: tellihoc@si.edu Subject: **Marketing & Media Relations**

Please direct all questions regarding this RFQ to C. Telliho above.

II. DESCRIPTION OF REQUIRED SERVICES

The Smithsonian Center for Folklife & Cultural Heritage has a requirement for **Marketing & Media Relations Communication Specialist services** for the 2022 Smithsonian Folklife Festival, held on the National Mall from June 22–July 4, 2022. A firm fixed price order will be awarded.

III. EVALUATION

The SI plans to award based on **best value** to the SI considering the following factors here. The SI plans to award without discussions, however, does reserve the right to conduct discussions if later determined by the Contracting Officer to be necessary.

All of the following factors are of equal importance. Evaluation factors are:

A. Relevant Experience/Past Performance

1. Relevant experience is that obtained within the past 3 years providing or performing services of similar size, scope, complexity and type of client that indicates your suitability for this project. Resume may be submitted to show relevant experience.

2. Past Performance should be indicated by a list of current or previous contracts with names of points of contact and their current telephone numbers who can answer specific questions on quality of work. Provide contract periods of performance dates, dollar value, and brief description of the work performed.

B. Price - Cost for requested services.

Contractor shall submit prices for the following services:

Create and implement a strategy for Festival marketing and media sponsorships; including but not limited to: working with content teams to refine messaging, developing materials such as press releases and media kits, responding to media requests and schedule interviews, soliciting media sponsorships. See attached Statement of Work for full description.

IV. INSURANCE REQUIREMENTS

Prospective contractors are required to have General Liability Insurance in the amount of \$1,000,000. SI must be listed as additional insured for the General Liability insurance. Proof of insurance must be submitted with quotes.

V. DUNS NUMBER

A DUNS number is a unique nine digit identification number available for each physical location of your business and is needed to register in the System for Award Management (SAM), formerly the Central Contractor Registration (CCR) system (see Section VI of this RFQ). DUNS numbers are provided through Dun and Bradstreet (D&B) at no charge when you contact D&B via toll free telephone call to 1-866-705-5711, or on the internet at <http://fedgov.dnb.com/webform>. Non-U.S. (international) vendors may also contact D&B via email at help@dnb.com. Indicate that you are requesting a DUNS number to assist with eligibility for U.S. Government contracts. New DUNS numbers for U.S. vendors will be active and available for SAM registration within 1-2 business days of request; international vendors DUNS will be active and available normally within 2-5 days of request.

VI. SYSTEM FOR AWARD MANAGEMENT (SAM) REGISTRATION

It is a requirement that current and prospective recipients of contract and purchase orders awarded by the SI must complete registration and maintain an active record in the System for Award Management (SAM). The SAM requires a one-time business registration, with annual updates, and allows vendors to control the accuracy of the business information they enter. The financial data you enter, which includes the electronic funds transfer (EFT) data collected by SAM, will assist the SI

in paying your invoices and complying with the Federal Debt Collection Improvement Act of 1996. You may complete or update your information in SAM online at <http://sam.gov>. Questions regarding the process may be directed to the Federal Service Desk online at www.fsd.gov or via toll free call to 1-888-606-8220. There is no charge for registering in SAM.

If yours is the acceptable price quote and you are selected for award, your organization's valid and active registration with SAM must be verifiable by SI staff administering this procurement prior to contract or purchase order award, and at the time any modifications or amendments to awards might be required. Registration in SAM may take up to 1 month.

VII. LEGISLATIVE AND/OR ADMINISTRATIVE REQUIREMENTS

A. Service Contract Act of 1965, as amended

If services to be performed are covered by the Service Contract Act (SCA), as amended, the SCA shall apply to all work performed under the contract, purchase order, or GSA schedule task order to be issued. Individuals and companies submitting quotes are encouraged to verify the wages and fringe benefits determined by the U.S. Department of Labor to be payable for the Labor Category and in within the location that work performance will occur as cited in the Statement of Work. The SCA wages and fringe benefits payable shall be part of the order award.

Individuals and companies awarded a contract, purchase order or GSA schedule contract task order for SCA covered services are responsible, and required by law, to deliver to its employee(s) or post a notice of the required compensation in a prominent place at the worksite. The SCA provides authority to contracting agencies to withhold contract funds to reimburse underpaid employees, terminate the contract, hold the contractor liable for associated costs to the government, and debar from future government contracts for a period of three (3) years any persons or firms who have violated the SCA. The contracting officer awarding this order, or the Smithsonian Inspector General, may periodically require contractors to provide information that verifies compliance with the SCA for services provided under the awarded contracts, purchase orders or GSA schedule contract task orders.

B. E-Verify

If at award, or anytime during contract performance, the dollar amount of the contract award exceeds \$150,000 or \$5,000,000 under GSA Schedule, with a period of performance over 120 days, the successful bidder is required to register in the E-Verify System and verify that all individuals to be hired under the contract award are eligible

for employment within the U.S. This requirement is not applicable to work that will be performed outside the U.S. or for Commercial Off the Shelf (COTS) items.

E-Verify is an Internet-based system operated by the Department of Homeland Security (DHS), U.S. Citizenship and Immigration Services (USCIS). It allows employers to verify the employment eligibility of their employees, regardless of citizenship. For more information on e-verify and when, why and how to register and use the system please go to the USCIS site on the World Wide Web at:

<http://www.uscis.gov/portal/site/uscis/menuitem.5af9bb95919f35e66f614176543f6d1a/?vgnextoid=cb2a535e0869d110VgnVCM1000004718190aRCRD&vgnnextchannel=75bce2e261405110VgnVCM1000004718190aRCRD>.

Executive Order 13465 and Homeland Security Policy Directive 12 (HSPD-12)

C. Background Investigations

If a contractor employee assigned to the SI under this contract will have an association with SI that will be greater than thirty (30) days, determined either at time of contract award or anytime during contract performance, and will need access to staff-only areas of SI controlled facilities and leased spaces, the employee shall be required to receive an SI Credential. Contractor employees who require an SI Credential shall be required to undergo and pass an appropriate background investigation and complete security awareness training before an SI Credential is issued. Employees whose associations with the SI will be less than 30 days shall not receive a background investigation or SI Credential, however, they must be escorted by Credentialed personnel at all times when in staff-only areas of SI facilities. If relevant to this RFQ, a form OCon 520, Background Investigations and Credentials for Contractors' Personnel, is included. The following actions shall be required to be completed by the SI Contracting Officer's Technical Representative (COTR) and successful vendor:

1. The COTR shall provide an OF-306, Declaration for Federal Employment form, for each of the Contractor's employees who will be assigned to the SI for 30 days or longer. The OF-306 forms must be completed by each person and returned by the Contractor to the COTR, or other designated SI employee, within ten (10) workdays from receipt of the forms by the Contractor.
2. For contractors to SI organizations outside the Washington DC and New York City areas, forms SF-87, Fingerprint Cards, shall be provided to the Contractor by the COTR or other designated SI employee. Each form SF-87 must be returned to the COTR, or other designated SI employee, within ten (10) workdays from receipt of the forms by the Contractor. When necessary, the forms SF-87 shall be submitted by the Contractor with the OF-306.

Homeland Security Policy Directive 12 (HSPD-12)

VIII. INFORMATION TO BE SUBMITTED WITH QUOTES

Quotes submitted must include the following information to be deemed responsive to this Request for Quote and accepted by the SI:

- A.** Project Title
- B.** Business name, address, telephone number, and DUNS number
- C.** Business point of contact name, telephone number and email address
- D.** Relevant Experience/Past Performance
- E.** Price
- F.** If services are subject to the requirements of the Service Contract Act provide with your quote:
 - 1. U.S. Department of Labor wage determination hourly rate payable within the location of work performance
 - 2. Health and Welfare hourly rate payable within the location of work performance
 - 3. IFF hourly rate payable within the location of work performance
 - 4. G & A hourly rate payable (e.g., markup, overhead, etc.) within the location of work performance
 - 5. Vacation hourly rate payable within the location of work performance
 - 6. Holiday hourly rate payable within the location of work performance
- F.** If requested in the RFQ, provide résumés of personnel that may be assigned to perform work under the anticipated award.
- G.** When prices quoted are in accordance with the terms of a General Services Administration (GSA) schedule contract, provide the following information: your GSA contract number, SIN, goods and/or services pricing.
- H.** Indicate any discounts to your GSA schedule contract pricing that is being extended to the SI by your price quote(s).
- I.** Cite the date through which pricing submitted is valid.

ATTACHMENT(S):

- Statement of Work
- Form SI-147A, Smithsonian Institution Purchase Order Terms and Conditions
- SI Privacy & Security Clause
- Safety Protocols for all contractors who perform services on site
- Certificate of Vaccination / Attestation



Smithsonian Institution

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Center for Folklife & Cultural Heritage

AMENDMENT NO. 1

NOTICE TO: Prospective Firms

**FROM: Smithsonian Institution
Center for Folklife and Cultural Heritage**

SUBJECT: RFQ Titled: Marketing & Media Relations – Communications Specialist

DATE: March 1, 2022

The purpose of Amendment No. 1 is to extend the closing date of the RFQ. The revised information is explained in detail below.

Failure to respond to by the new date shall deem the prospective firm as non-responsive and not considered for further review, evaluation or possible award of contract.

I. RFQ CLOSING DATE & TIME:

A new, revised closing date is established.

DELETE: Tuesday, March 1, 2022, 5:00 PM; and

INSERT: Friday, March 11, 2022; no later than 5:00 PM Eastern Standard Time.

Prospective firms shall return responses/quotes by email to:

Claudia Telliho

telliho@si.edu

Subject: Marketing & Media Relations

If you previously submitted a Quote and wish to revise that quote, you may do so and submit by the date above.

If you submitted a quote and do not wish to make changes, no action is necessary.

If you did not submit a quote but wish to do so now, please include the Signature Page (attached) with your quote.

SIGNATURE PAGE TO BE INCLUDED WITH QUOTE

Please include with your bid.

ACKNOWLEDGEMENT - AMENDMENT NO. 1

Marketing & Media Relations – Communications Specialist

The contractor's authorized representative having authority to commit the company resources is required to sign acknowledgement of receipt of Amendment No. 1.

Company Name: _____

Signing Official: _____

Print Name of Official: _____

Official Title: _____

Company Address: _____

Telephone: _____ Date: _____