

**REQUEST FOR PROPOSAL
RFP 120286-2024-007**

WIP HEALTHCARE MARKETING-GRAPHIC DESIGN

**Kwin Wilkes
Chief Financial Officer
Eastern Wyoming College
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ewc.wy.edu/rfp/**

HEALTHCARE MARKETING-GRAPHIC DESIGN SPECIFICATIONS AND BIDDING INSTRUCTIONS

Eastern Wyoming College seeks a qualified consultant to assist with the design, messaging, and branding of its new Medical Assistant Program and its Certified Nursing Assistant expansion. This will include designing cohesive graphic collateral for social media, streaming services, and other digital assets.

Work is expected to start September 9, 2024, and conclude no later than October 31, 2024.

Specifications/Description of Desired Equipment:

EWC is seeking proposals from qualified graphic designers or marketing firms to provide consulting, design, and digital graphic file creation services for EWC's new Medical Assistant Program and the expansion of its Certified Nursing Assistant Program. Design elements will be used to brand the programs, promote the programs inside and outside EWC's service region, and integrate with the college's broader branding and messaging. Value evaluation criteria will include availability, capacity to fulfill design needs, experience and/or demonstration of prior work, costs & fees, and scope of services.

The contract will be for no more than a 52-day period preferably starting September 9, 2024 and ending no later October 31, 2024.

As part of the contract, the Consultant will be asked to engage in the following activities:

- Design five digital ads to promote the Medical Assistant Program at EWC to run on various social media platforms and/or other digital media platforms
- Design five digital ads to promote the Certified Nursing Assistant Program at EWC to run on various social media platforms and/or other digital media platforms
- Consult on branded messaging for the Medical Assistant Program and Certified Nursing Assistant Program and provide keywords, copy, and phrasing to supplement digital ads, swag, and other marketing
- Design of print materials to include: postcard, Info Sheet, and poster

As part of the written proposal, please:

- communicate fees as a billable hourly rate(s) for the above services or a lump sum for a list of deliverables. If fees are listed as billable hourly rates, please also include an estimate for the total number of hours required for design, rework, and final delivery of project components.

- include availability to meet with EWC staff in person or virtually to discuss project during the week of September 9-13, 2024
- Examples of prior work or links to examples of prior work, especially digital media work for social media campaigns

Bid Opening:

Bids will be received until 4:00 p.m. local time, Thursday, September 5, 2024, via digital upload to ewc.wy.edu/rfp or physical delivery to 3200 West C Street, Torrington, WY 82240 Attn: Kwin Wilkes, CFO. **Bids will be opened and read aloud at 4:05 p.m. local time the same day** at the Dolores Kaufman Board Room (room 274), Tebbet Classroom Building on EWC's Torrington campus.

Additional Copies of Bidding Instructions/Bid Submission Form:

Electronic copies of the bidding instructions may be obtained without fee or deposit via email from Kwin Wilkes, Chief Financial Officer, Eastern Wyoming College, at kwilkes@ewc.wy.edu, or by calling (307) 532-8218.

Clarification and Interpretation of Bidding Documents:

Questions regarding clarification or interpretation of the specifications and bidding instructions must be addressed in writing and emailed or faxed to Margaret Farley before 4:00 pm on September 5, 2024.

Margaret Farley
VP for the Douglas Campus
Eastern Wyoming College ph: (307) 624-7010
800 South Wind River Drive fax: (307) 624-7007
Douglas, WY 82633

Addenda:

Each bidder shall verify prior to submitting a bid that the bidder has received all addenda issued, and the bidder will acknowledge their receipt on the bid form. Addenda will be delivered to all who are known by EWC to have received bidding documents.

Bids Submitted with exceptions to desired specifications:

Exceptions must be clearly noted as such on the bid submission form.

Submission of Bids:

Bids shall be submitted on the bid submission form supplied by EWC. Additional information may be attached. Bids will be signed by the prime bidder. Bids by corporations must be signed with the legal name of the corporation followed by the name of the state of incorporation and the

signature of an officer of the corporation or person authorized to bind the corporation in the matter. The name of the person signing will be typed or printed below the signature. Any type of erasure, alteration, or change on the bid submission form must be initialed by the person signing the bid.

If submitted physically in person or via postal mail, submission form, and any other documents submitted with the bid, shall be enclosed in a sealed, opaque envelope, and will be clearly marked as follows—

**"EWC Healthcare Marketing-Graphic Design"
"Bidder's name, address, and phone number"**

Physical bids may be mailed, delivered by courier, or delivered in person. No telephone, emailed, or faxed bids will be accepted.

Digital bids may be uploaded to EWC's RFP webpage at ewc.wy.edu/rfp.

Late bids will be returned unopened to the bidder. Bidders are not limited in the number of bids that may be submitted. However, each physical bid submission form tendered shall be contained in its own separately sealed envelope or uploaded as a separate submission at ewc.wy.edu/rfp. All bids shall be firm through September 9, 2024.

Modification or Withdrawal of Bids:

Bids which modify any of the provisions of the bidding or contract documents may be rejected at EWC's option. A bid that is in the possession of the college may be altered by letter or fax bearing the name and signature of the person authorized for bidding, provided it is received prior to the bid opening time. The letter or fax should not reveal the bid price, but should indicate the addition, subtraction, or alteration of the bid. The modification will be attached to the sealed bid for review at the bid opening. A bid in the possession of the college may be withdrawn at any time prior to the bid opening. Bids may not be modified, withdrawn, or canceled within three (3) days after the bid opening.

Consideration of Bids:

Eastern Wyoming College reserves the right to reject any and all bids, waive any informality, and is not bound by the lowest bid, but the bid determined by the college to be in the best interest of the college. Submission of a bid constitutes agreement to these terms.

The college reserves the right to reject as incomplete, any bid not containing the following information—

1. Bid submission form
2. Acknowledgment of addenda
3. Price of products or services
4. Signature and company information

Tax Exempt Status:

As a political subdivision of the State of Wyoming, Eastern Wyoming College is tax-exempt.

Resident Suppliers Preference:

Per Wyoming Statute 16-6-106, "preference is hereby given to materials, supplies, agricultural products, equipment, machinery and provisions produced, manufactured or grown in Wyoming, or supplied by a resident of the state, quality being equal to articles offered by the competitors outside of the state".

Discrimination:

The college will ensure that minority business enterprises are afforded full opportunity to submit in response to this invitation, and are not discriminated against on the grounds of age, disability, race, religion, color, sex, national origin, or ancestry in consideration for award of purchase order.

Legal Compliance:

The supplier shall comply with all applicable federal, state, and local laws.

Delivery:

Work is expected to start September 9, 2024 and conclude no later than October 31, 2024.
Delivery of digital files is expected no later than October 31, 2024.

Award of Bid:

EWC may accept either the base or related alternate bid(s), as in the best interest of the college.

EWC reserves the right to accept either one or both bids submitted on the same bid submission form (and either base or alternate bids, or in combination).

A purchase order will be issued to the successful bidder.

End of Section

**EASTERN WYOMING COLLEGE (EWC)
BID SUBMISSION FORM**

Page 1

Company/Provider Name: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Website (if applicable): _____

Does your bid include all published addenda related to the purchase specifications? YES / NO

Healthcare Marketing-Graphic Design:

1. BASE BID #1—Cost per specifications (except as noted):

Total*: _____

_____ and _____/100 Dollars (\$_____.

Exceptions to Specifications _____

*If quoting as an hourly rate in supplementary materials, please include an estimate of total hour and enter the total estimated cost for the project here. More detailed information including estimate explanations can be provided in the supplementary materials.