



LOS ANGELES
EDUCATION
PARTNERSHIP

REQUEST FOR PROPOSAL (RFP)

For

ADVERTISING and GRAPHIC DESIGN

SERVICES

RELEASE DATE:

08/11/2023

DUE DATE:

08/20/2023

Table of Contents

INSTRUCTIONS	3
INTRODUCTION & BACKGROUND	4
PROJECT SCOPE OF WORK	4
SCHEDULES OF EVENTS	5
SUBMITTAL REQUIREMENTS.....	6
LAEP REQUIRED DOCUMENTATION.....	7
AWARD	8

A. INSTRUCTIONS

Through this Request for Proposal, **Los Angeles Education Partnership (LAEP)** is seeking the services of an Advertising firm with the best favorable competitive rates and to provide all qualified businesses, including those that are owned by minorities, women, persons with disabilities, and/or small business enterprises, to do business with LAEP.

Notice is hereby given that LAEP will receive proposals to drive job applications for our open Early Head Start (EHS) Teacher positions, complying with all terms and conditions described in this document for the PROJECT entitled: EHS Teacher Recruitment Campaign

Beginning August 11, 2023, Posting of the RFP and proposal documents will appear on the following web link location:

<https://www.laep.org/news-events-resources/>

- All file downloads are at the bidder's expense.
- All RFP must be on a lump-sum basis. SEGREGATED or LATE PROPOSALS WILL NOT BE ACCEPTED.

RFP DUE ON: August 20, 2023

RFP shall be e-mailed to the following email address: info@laep.org
Subject line: LAEP Advertising and Graphic Design Services for EHS Teacher Positions RFP

Request for Information (RFI) and Questions should be emailed to LAEP no later than **August 15, 2023.**

Jennifer Kennedy
E-mail: jkennedy@laep.org

Budget: \$20,000-30,000 – including all creative development, ad management, and ad buy costs

Timeline: September-October

The Proposal contract shall be awarded, if at all, to the most responsive and responsible Bidder (see Section E. Submittal Requirements) whose proposal conforms in all material aspects to the requirements of the proposal documents, including the Scope of Work. "Responsive Bidder" means the Bidder submits a proposal that conforms in all material respect to the Instructions and Scope of Work incorporated herein by this reference. "Responsible Bidder" means the Bidder who can perform the contract requirements and the integrity and reliability to assure complete and good faith performance and submits the proposal most advantageous to Los Angeles Education Partnership Early Head Start.

Los Angeles Education Partnership Early Head Start reserves the right to reject any or all Proposals, to withhold the award of a contract for any reason it may determine, and to hold any or all Proposal(s) for a period of ninety (90) days. Los Angeles Education Partnership Early Head Start also reserves the right to waive any irregularities in any proposal if such action is determined by Los Angeles Education Partnership Early Head Start, in its sole discretion, to be in the interest of Los Angeles Education Partnership Early Head Start.

B. INTRODUCTION AND BACKGROUND

LAEP envisions a world where empowered learning communities foster hope and opportunity for all.

Los Angeles Education Partnership (LAEP) is a 501(c)(3) nonprofit that advances educational equity. Together with families, schools, and the community, LAEP facilitates access to and opportunities for quality educational and wellness practices so that children thrive from diapers to diplomas.

LAEP recognizes that systemic barriers result in an uneven playing field for learning opportunities and achievement. Our commitment to equity ensures that our vision, mission, and strategies remove the barriers and promote agency, thereby creating equity. We celebrate and incorporate the diverse perspectives and histories of our staff and communities into our work. LAEP's intentional activities to achieve equity drive both the day-to-day operations and the long-term vision of the organization.

LAEP's Early Childhood & Family Engagement programs build school readiness in children ages 0 to 5, their families, and neighboring schools. LAEP fosters catalytic change by working with families and leading community initiatives that improve early childhood systems and access to resources.

LAEP's Early Head Start program enriches parental skills, starting with prenatal development, and empowers parents to be early childhood and educational advocates. LAEP offers home visits, social and health services, prenatal education and support, educational playgroups and activities, and assistance for families with children who have special needs. LAEP's holistic approach eliminates barriers to success and aids parents in becoming their child's first teachers and leaders in their communities. LAEP partners with elementary schools to involve parents early in the schools their children will attend. LAEP's Early Head Start program is currently open to pregnant individuals and parents of children under the age of 3 in Inglewood, Hawthorne, and South Los Angeles.

C. PROJECT SCOPE OF WORK

LAEP is soliciting an Advertising and Graphic Design Services proposal from a vendor to run advertising across a variety of platform types to drive job applications for our open Early Head Start Teacher positions.

Project Description:

LAEP needs to hire several new Early Head Start teachers immediately to build awareness of the openings and drive applications. The target audience is the following:

- Have a Child Development Associate AA and Credential
- Have experience teaching early childhood
- Live near Hawthorne, CA

LAEP is seeking a multimedia ad campaign that runs for 2-3 months and reaches several people enough times to result in our key action (applications submitted).

LAEP is looking for the vendor to:

- Recommend a course of action in terms of the media mix, audience targeting by channel, and potential reach.
- Develop Ad creative.
- Build out targeted audiences for digital ads.
- Manage media buying/placement.
- Report results of the campaign.

Channels: To be determined based on vendor recommendation. Open to social media, display, radio (traditional and streaming), and search.

Assets to work with: Photos, limited video b-roll, radio script/recording (recently run).

The vendor should be able to develop creative, buy and place targeted media, and report results. The ideal vendor has extensive experience producing and placing high-performing advertisements as well as a track record of using advertising to generate job applications. Complying with all terms and conditions described in this document.

Should a bidder find any discrepancy, error, or omission with the RFP or in the scope of work, do not hesitate to contact Jennifer Kennedy with LAEP at jkennedy@laep.org. The last day for Requests for Information and clarification is August 15, 2023. If a question submitted warrants a response, LAEP would issue a written addendum to all vendors to inform them of the clarification. Oral instructions or information shall not constitute an addendum to this RFP.

D. SCHEDULE OF EVENTS

LAEP intends to finalize the vendor selection process according to the following schedule. The dates set forth below are for informational purposes only. All dates are subject to change.

No.	Schedule of Events	Key Dates
1	Bid Release to Public	August 11, 2023
2	Contractor Questions Due (RFI)	August 15, 2023

3	LAEP Responses to Contractor Questions	August 16, 2023
4	Proposal Submission Due	August 20, 2023
5	LAEP reviews proposals and selects vendor; begins contract process	August 25, 2023
6	Project Starts	September 1, 2023
7	Project Ends	October 31, 2023

SUBMITTAL REQUIREMENTS

To facilitate a timely response and a comprehensive evaluation of submitted proposals, all candidates shall submit proposals adhering to the following response format:

1. **Company Information Page**
2. **Provide an Executive Summary of your company.** This section of your proposal should include a summary that describes your company culture, pricing, capabilities, and background. The purpose of this summary is to provide LAEP with a brief, clear understanding of your proposal, your pricing, and the way your company does business.
3. **Services/Scope of Work.** Provide a full and complete description of your company's proposed services and scope of work on the project. Be thorough.
4. **Pricing Structure.** Explain in detail the pricing structure you propose. Pricing quoted by a vendor shall include all fees, costs, and expenses, including, but not limited to labor costs, travel expenses, administrative costs, copies, collating costs, faxes, mileage charges, supplies, mailing charges, communications, furniture product, design fee, assembling and/or installation, payment and performance bond, and shipping.

Estimated proposal prices are not acceptable. All the proposal contents and fees must be guaranteed for ninety (90) days from the proposal date. The proposal price will be considered in determining the successful vendor. Explain how you keep costs competitive and **provide examples and pricing by your company.**

5. **Schedule.** Provide a schedule noting major milestone events as well as the various events to be completed during the production phase. Be detailed.

Selection Criteria

An Evaluation panel will review submitted proposals and make a recommendation for the award. This selection will be for award to the responsible vendor(s) whose proposal is determined to be most advantageous to LAEP, in LAEP's sole discretion.

Candidate's Acceptance of Selection Methodology

Submission of a proposal indicates the candidate's acceptance of the selection technique and the candidate's recognition that LAEP will select the candidate that is determined to be most advantageous in LAEP's sole discretion.

Award of Contract(s)

The award will be made to the responsible vendor whose proposal, conforming to the RFP, will be the most advantageous to LAEP, price, and other factors considered. A contract must be completed and signed by all parties concerned. In the event the parties are unable to enter into a contract, LAEP may elect to cancel the award and make the award to the next most responsible vendor.

Multiple Awards

The LAEP reserves the right to award this RFP in part, to multiple vendors, if it is determined to be in the best interest of the LAEP.

E. LAEP REQUIRED DOCUMENTATION

If selected for this contract, the following documents will be required from the Contractor before contract execution:

- W-9
- Certificate of General Liability Insurance indicating LAEP as an additional insured and Certificate Holder
- Certificate of Automobile Insurance
- Certificate of Worker's Compensation Insurance
- Waiver of Subrogation

F. AWARD

LAEP reserves the right to delay the selection process, withdraw and reissue the RFP, or cancel this procurement. This solicitation does not commit LAEP to pay any cost in the preparation or presentation of a submittal.

Thank you for your participation.

Sincerely,

Jennifer Kennedy
Director of Marketing and Communications