



**RFP 21-21390**

## **GRAPHIC DESIGN SERVICES**

Matanuska Electric Association, Inc. (MEA) is soliciting proposals from qualified contractors to provide graphic design services on an annual contract basis.

### **Background Information**

MEA is a not-for-profit, member-owned electric cooperative that serves over 54,000 members in Eagle River, Chugiak, and the Mat-Su region. Throughout the year, MEA produces a variety of member materials for both print and digital publication. MEA also serves a wide demographic of members with needs for print and digital consumption. The Graphic Designer will work directly with the Public Relations Manager each month to design and produce materials for needed projects, events, and informational campaigns.

### **Scope of Work**

Regular graphic design material production shall include but is not limited to:

- Power Lines Newsletter layout and finalization (quarterly)
- Advertisements (print and digital)
- Brochures, pamphlets, and rack cards
- Event collateral (signage and displays)
- Logo and brand development
- Annual Report
- MEA Election and Board materials
- Member forms, letters, and bill stuffer materials
- Marketing campaigns
- Report and booklet design (print and digital)
- Presentation templates
- Social media ad designs
- Infographics
- Digital animation

Any additional marketing needs outside of the scope of work will be discussed and agreed upon by MEA and contractor.

### **Estimated Monthly Graphic Design Hours**

January – 25 hours  
February - 40 hours  
March – 45 hours  
April – 40 hours  
May – 20 hours  
June – 15 hours  
July – 20 hours  
August – 15 hours  
September – 15 hours  
October – 25 hours  
November – 15 hours  
December – 25 hours

### **Required Qualifications**

Selected contractor must possess the following qualifications:

- 1) Minimum of 7 years' experience providing the graphic design services described in this RFP.
- 2) Able to work effectively, meet deadlines, and deliver a quality product in a professional manner.
- 3) Demonstration of understanding the scope and nature of the work, as well as outstanding technical expertise and contractor experience.
- 4) Ability to work with different file formats and sharing of files through shared drives.
- 5) Graphic Designer must possess their own equipment to complete the services including all computer, programs/software, and any additional materials/software to provide design services.
- 6) Ability to provide time tracking and monthly invoicing.

### **Performance of Work**

All services associated with the described scope of work are expected to be performed remotely by the contractor, with MEA coordination and communications to be performed mostly via virtual meetings and file sharing.

### **Authorization and Supervision**

All services associated with this RFP will be coordinated through and subject to the approval of MEA's Public Relations Manager (or other designee).

### **Independence**

It is understood and agreed that the contractor is an independent company, and shall not act as an agent or employee of MEA.

### **Contract**

The contractor selected for this project will be required to execute a contract for services incorporating the requirements outlined above.

### **Unauthorized Contact Prohibited**

Interested proposers are prohibited from contacting any employee, board member, agent, or other associate of MEA regarding this request except as permitted in the "Request for Additional Information" section below.

### **Proposal Elements**

Proposals submitted must include, at a minimum, the following:

- 1) **Examples of Quality of Work** -Provide examples of relevant past projects and a portfolio of prior work and materials pertinent to providing the Services.
- 2) **Assigned Personnel** – Provide general background and work history for individual(s) assigned to perform requested services.
- 3) **Proposed Fees/Expenses** - Contractor to provide current rate sheet as part of their proposal.
- 4) **Availability** - Contractor shall indicate their availability for the estimated monthly hours previously stated, including the ability to provide graphic design services for 12 months upon contract approval.
- 5) **Reference List** – a list of three (3) work-related references, including client name, organization, email, and telephone contact information.

### **Proposal Evaluation**

Our evaluation process will weigh heavily on the cost of the project, but may also take experience and other qualifications into consideration in awarding the bid.

MEA, at its discretion, may conduct additional interviews, reference checks, or conduct personal interviews with the proposed project manager to obtain further information or clarification.

As a result of these interviews and/or negotiations, if any, MEA may modify the scope of the proposal or enter into an agreement under terms different from those set forth in this RFP.

MEA reserves the right to reject any or all proposals.

### **Requests for Additional Information**

Any requests for additional information or clarifications concerning this RFP are to be emailed to Michelle Denney, Contract Program Manager, at [michelle.denney@mea.coop](mailto:michelle.denney@mea.coop).

### **Due Date for Responses**

Electronic proposals are required to be submitted to [michelle.denney@mea.coop](mailto:michelle.denney@mea.coop) **by 4:00 p.m. AKDT, Friday, November 19, 2021** referencing the RFP number and title in the email subject line; after which a private opening will be held. Proposers are responsible for the verification and confirmation of successful bid delivery to the above email address. Any questions or difficulties relating to the electronic bid submittal process should be directed to Michelle Denney (907) 761-9330, or to [michelle.denney@mea.coop](mailto:michelle.denney@mea.coop).

Thank you for your interest in assisting MEA with these services. We look forward to the opportunity to review your proposal.