



Request for Proposals

Star Power Rally 2008

***Proposals Due By 5:00 p.m. (EST) on
February 25, 2008***

Project Summary:

The Early Childhood Investment Corporation (ECIC) is a public, non-profit corporation designed to be Michigan's leading voice for investment and accountability in a comprehensive system of early childhood supports and resources for children birth to five and their families.

The ECIC was formed in February 2005 to lead the development and implementation of Michigan's comprehensive, early childhood system – The *Great Start* system. The vision for the Great Start is that young child in Michigan would arrive at the kindergarten door safe, healthy, eager and ready for success in school and in life.

To achieve this vision, the ECIC has four strategic areas:

- Developing Research-based Knowledge
- Advancing Public Education and Public Will
- Increasing Investment
- Building Local Early Childhood Systems

ECIC provides capacity-building assistance to local Great Start Collaboratives (GSCs) in the areas of program development, administration, organizational development, communication, fiscal management, technology, contract management and fundraising.

ECIC also works closely with GSC Directors and members in the education of public policy decision-makers on the link between investment in early childhood development and the economic development of the state of Michigan.

Statement of Problem:

ECIC, with its local Great Start Collaboratives, held the first Star Power Rally on May 29, 2007 with over 500 early childhood supporters gathering on the lawn of the Michigan State Capitol. Their message to legislators: "Support early childhood investments so that our youngest learners, ages birth to five years old, arrive in kindergarten safe, healthy and ready to succeed in school and life...and, make that our state's first priority." ECIC has set the date for the second annual Star Power Rally for Wednesday, May 21, 2008.

ECIC is seeking bidders with the ability to provide a turn-key operation to produce, coordinate and stage the upcoming Star Power Rally. A detailed list of activities is included in this document (see Attachment 1). Bidders will be expected to develop a relevant program for the event including appropriate speakers, trainings, and activities.

Associated with the Star Power Rally are public policy education and advocacy training sessions to increase the ability of Star Power attendees to participate in the public policy decision-making process at the local, state, and national level followed by Legislative Day visits to all 148 legislative offices. These visits allow local early childhood

supporters to meet with their legislative representatives to stress the importance of making investments in early childhood. The ECIC is seeking bidders with the ability to conduct the training sessions for participants, as well as facilitate the legislative visits.

Purpose of Star Power Rally and Legislative Day visits:

The purpose of the Star Power Rally and Legislative Day visits is two-fold:

- 1) To build the capacity of the Great Start Collaborative membership and early childhood community to participate in the public decision-making process at the local, state and federal level. The intended outcome of the public policy education and advocacy training sessions and subsequent legislative visits will be the increased participation of attendees in the education of decision-makers on the importance of early childhood development and the impact that investment decisions have on early childhood resources and the future success of children in the State of Michigan.

- 2) To organize, motivate and educate legislators, media representatives, participants, and other stakeholders regarding the importance of early childhood development and the impact that investment decisions have on early childhood resources and the future success of children in the State of Michigan.

Geographic Location:

The location for the Star Power Rally is the steps and lawn in front of the Michigan State Capitol. This space has already been reserved. Additional space for the training sessions must still be reserved.

Price:

All submissions must include the total cost to complete all of the Star Power Rally and Legislative Day visit activities identified in Attachment 1. The bidder's proposed price should be submitted with the bid packet and should include information indicating how the costs were determined. Pricing for ancillary items, e.g. food, should be estimated for at least 500 people. The pricing information should be included in a separate sealed envelope.

Timeframe:

The ECIC has scheduled the Star Power Rally and Legislative Day 2008 for Wednesday, May 21, 2008. Any work begun by the contractor prior to this notification, will NOT be reimbursed by the ECIC.

RFP Schedule:

- 1) The responses to the Request for Proposals (RFP) with financial proposals are due **February 25, 2008 by 5:00 p.m. EST.**
- 2) ECIC will establish a rating and review team and finish the process by **March 7, 2008.**
- 3) Selection of the contractor will occur by **March 7, 2008 by 5:00 p.m. EST.**

Payment Schedules:

The successful bidder will be responsible for deliverables based on timelines in a contract with ECIC for the project. A payment schedule will be developed that will link reimbursement to completion of, or indicators of substantiated progress on deliverables.

Selection Criteria:

Responses to this RFP will be judged, based on the following criteria:

1. The proposal presents a clear and concise description of the work to be undertaken with a credible presentation of how the efforts will achieve the deliverables, outcomes or goals as described in this RFP.
2. The bidder has experience and expertise necessary to conduct the work being proposed.
3. The proposed price is reasonable given the proposed scope of work.
4. The proposed consulting firm or consultant has successfully completed equally specialized trainings.

RFP Contents:

Submittal requirements should be organized in the following manner:

1. Summary response to the RFP (1-2 pages).
2. Proposed schedule and program for Star Power Rally activities and Legislative Day visits inclusive of items in Attachment 1 (1-2 pages).
3. Training approach and summary of training materials and proposed content for Public Policy Education and Advocacy training sessions (1-2 pages).

4. Statement of organizational capabilities including relevant efforts in the past 5 years indicating appropriate experience and expertise to successfully complete the work as described in this RFP (i.e. event coordination or facilitation of legislative days). The statement should include a list of proposed staff and/or contractors including their roles and experience and expertise related to the scope of work to be performed.
5. The financial proposal must reflect a budget including and limited to the tasks outlined in Attachment 1 and a total cost for services rendered.

General Information:

This Request for Proposal (RFP) provides interested bidders with sufficient information to prepare and submit proposals for consideration by the Early Childhood Investment Corporation.

1. Contract Award

Contract award negotiations will be undertaken with those bidders whose proposals, as to price and other factors, show them to be qualified, responsible, and capable of performing the work.

The contract entered into will be that contract most advantageous to ECIC, price and other factors considered. ECIC reserves the right to consider proposals or modifications thereof received at any time before the award is made, if such action is in the best interest of ECIC.

If a contract is awarded, the selected bidder will be required to comply with the General Provisions, which will be a part of the contract.

2. Rejection of Proposals

ECIC reserves the right to reject any and all proposals received as a result of this RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interest of ECIC. This RFP is made for information or planning purposes only. ECIC does not intend to award a contract solely on the basis of any response made to this request or otherwise pay for the information solicited or obtained.

3. Incurring Costs

The ECIC is not liable for any cost incurred by the Contractors prior to issuance of a contract.

4. Format

All submissions must be bound securely, in an 8 1/2" X 11" format.

5. Inquiries

Questions that arise as a result of this RFP must be submitted to Chris Kolb, Vice President for Public Affairs, at ckolb@ecic4kids.org. All questions must be submitted on or before February 25, 2008.

Deliver five copies no later than February 25, 2008 by 5:00 pm to the attention of:

**Chris Kolb
Vice President for Public Affairs
Early Childhood Investment Corporation
221 N. Pine
Lansing, Michigan 48933**

ECIC reserves the right to propose modifications to an applicant's proposal – including membership of the team, methodology, total cost or individual budget line items. ECIC also reserves the right to reject any and all proposals or call for additional submittals. ECIC may call previous clients of other projects completed by the bidder even if they are not on a reference list. ECIC reserves the right to negotiate a final project cost with any bidder the ECIC determines to have submitted a high quality proposal and has demonstrated the experience and expertise to successfully deliver the products described in this RFP. This RFP may be modified or canceled at any time prior to contracts being awarded.