

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>			1. REQUISITION NUMBER SDR860-14-R-0012	PAGE 1 OF 4
2. CONTRACT NO. SDR860-14-R-0012	3. AWARD/EFFECTIVE DATE (mm-dd-yyyy)	4. ORDER NUMBER	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE (mm-dd-yyyy) 05-20-2014
7. FOR SOLICITATION INFORMATION CALL:	a. NAME Silje M. Grimstad, Contracting Officer		b. TELEPHONE NUMBER (No collect calls) 809-731-4237	8. OFFER DUE DATE/ LOCAL TIME 06-05-2014/16:00

9. ISSUED BY AMERICAN EMBASSY SANTO DOMINGO General Services Office 12 Pedro A. Lluberes; Gazcue Santo Domingo, DN; Dominican Republic	CODE	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A)
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11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS	<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING	14. METHOD OF SOLICITATION <input checked="" type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
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15. DELIVERY TO AMERICAN EMBASSY SANTO DOMINGO General Services Office 12 Pedro A. Lluberes; Gazcue Santo Domingo, DN; Dominican Republic	CODE	16. ADMINISTERED BY AMERICAN EMBASSY SANTO DOMINGO 85A César Nicolas Penson, esq. Leopoldo Navarro; Gazcue Santo Domingo, DN 10205; Dominican Republic	CODE
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17a. CONTRACTOR/OFFEROR CODE	FACILITY CODE	18a. PAYMENT WILL BE MADE BY FINANCIAL MANAGEMENT OFFICE AMEMBASSY SANTO DOMINGO 68 República de Colombia Ave.; Arroyo Hondo Santo Domingo, DN; Dominican Republic	CODE
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TELEPHONE NO. 809-258-0096, 809330-1333

<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER	18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM
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19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	Provide quotation for 2014 Anti-Fraud Campaign.				0.00
					0.00
					0.00
					0.00
					0.00

(Use Reverse and/or Attach Additional Sheets as Necessary)

25. ACCOUNTING AND APPROPRIATION DATA	26. TOTAL AWARD AMOUNT (For Govt. Use Only) 0.00
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27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA ARE ARE NOT ATTACHED

<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN _____ COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.	<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. _____ OFFER DATED _____ (mm-dd-yyyy). YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, AS ACCEPTED AS TO ITEMS:
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30a. SIGNATURE OF OFFEROR/CONTRACTOR	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 
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30b. NAME AND TITLE OF SIGNER (Type or print)	30c. DATE SIGNED (mm-dd-yyyy)	31b. NAME OF CONTRACTING OFFICER (Type or Print) Silje M. Grimstad, A/GSO	31c. DATE SIGNED (mm-dd-yyyy) 5/19/14
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Request for Quotation

Each year the Consular Section of the U.S. Embassy in Santo Domingo runs an anti-fraud campaign to warn visa applicants of the perils of using fraudulent means to attempt to obtain visas. The campaign theme is based on the word “maco” which can mean toad in Spanish and also refers to fraud or fraudsters in local vernacular.

The US Embassy Santo Domingo invites you to submit a quotation for a comprehensive three week anti-fraud campaign to be launched in early September 2014. If you would like to submit a quotation, follow the instructions in Section 2 and submit the proposal to the address shown on the Standard Form 1449 that follows this letter. Quotations are due June 5, 2014 at 16:00.

The U.S. Government intends to award a purchase order to the responsible company submitting an acceptable quotation at the lowest price. We intend to award a purchase order based on initial quotations, without holding discussions, although we may hold discussions with companies in the competitive range if there is a need to do so. Value Added Tax (VAT) is not applicable to this contract because the U.S. Embassy has a tax exemption status with the host government.

Section 1:

Performance Work Statement.

We request that each vendor addresses the following:

1. **Print Materials:** The Contractor shall provide innovative ideas for print materials. Examples of print materials would be large posters to display outside the Consular Section, posters that could be displayed at bus stops and other urban advertising venues, or other print campaign materials to be displayed. The logo and the slogan design will be provided by the Embassy.
2. **Maco Campaign Advertisements.** The Contractor shall:
 - I. Create new radio, video and print advertisements utilizing the same Maco theme: “¡Ten cuida’o con ese maco!” providing guidance on the benefits of seeking a legitimate path to a visa to the U.S. The ads will feature the slogan ‘¡Vete a lo seguro, vete a lo legal!’
 - II. Run ¼ page black and white ads in the local newspaper Diario Libre for two weeks.
 - III. Target at least two radio stations in the northern part of the country with daily radio advertisements to run at 10 times per day during peak hours that provide anti-fraud messages as well as the telephone and e-mail address to report fraud for three weeks. Monitor that the ads run.
 - IV. Air the thirty second commercials on television once per day in the evening during popular telenovelas and comedy shows for two weeks. Monitor that the commercials run.
 - V. Provide Maco information to post on facebook, twitter, embassy website and other social media.

Section 2:

Each offer must consist of the following:

1. Information demonstrating the offeror's/quoter's ability to perform, including:

- (1) Name and resume of a Project Manager/Supervisor who understands written and spoken English;
- (2) Evidence that the offeror/quoter operates an established business with a permanent address, telephone listing, and RNC (Dominican tax identification number);
- (3) List of clients over the past five years, demonstrating prior experience with relevant past performance information and references (provide dates of contracts, places of performance, value of contracts, contact names, telephone numbers and email addresses). If the offeror has not performed comparable services in the Dominican Republic, then the offeror shall provide its international experience. Offerors are advised that the past performance information requested above may be discussed with the client's contact person. In addition, the client's contact person may be asked to comment on the offeror's:
 - Quality of services provided under the contract;
 - Compliance with contract terms and conditions;
 - Effectiveness of management;
 - Willingness to cooperate with and assist the customer in routine matters, and when confronted by unexpected difficulties; and
 - Business integrity / business conduct.

The Government will use past performance information primarily to assess an offeror's capability to meet the solicitation performance requirements, including the relevance and successful performance of the offeror's work experience. The Government may also use this data to evaluate the credibility of the offeror's proposal. In addition, the Contracting Officer may use past performance information in making a determination of responsibility.

- (4) Evidence that the offeror/quoter can provide the necessary personnel, equipment, and financial resources needed to perform the work;

To include:

- a. Two annual income statements
- b. Evidence of a credit line(s) with banks, financial institutions, supplies, et cetera
- c. List of personnel
- d. List of company-owned equipment, including information on type, quantity and condition.

(5) The offeror's strategic plan for services to include but not be limited to:

- a. A draft anti-fraud campaign that addresses the offeror's plan for completing all work elements in the Performance Work Statement, including:
 - i. How the offeror intends to meet each requirement.
 - ii. Identify types and quantities of equipment, supplies and materials required for performance of services under this contract. Identify if the offeror already possesses the listed items and their condition for suitability and if not already possessed or inadequate for use how and when the items will be obtained;
- b. Plan for ensuring quality of services including but not limited to contract administration and oversight.