Embassy of the United States of America

GSO/Procurement Office

Antiguo Cuscatlán, December 22, 2014.

To: Prospective Quoters

Subject: Request for Proposal No. S- ES60015Q0010

The Embassy of the United States of America has a requirement for a contractor to present a quotation to provide placement services for the **2014 UNACCOMPANIED CHILDREN CAMPAIGN**, as per described in Attachment A.
The Request for Proposal (RFP) consists of the following sections:

1. Standard Form SF-18
2. Attachment A - Specifications
3. Late quotation rules and evaluation method

The Embassy plans to award a Purchase Order. You are encouraged to make your quotation competitive. You are also cautioned against any collusion with other potential offerors with regard to price quotations to be submitted. The RFP does not commit the American Embassy to make any award. The Embassy may cancel this RFP or any part of it.

Please read the RFP carefully and if you are interested, submit your quotation via e-mail to RengifoJM@state.gov including the completed SF-18 by Wednesday, January 7, 2015.
No oral quotations will be accepted.

Sincerely,

Scott McDow
Contracting Officer

Enclosure:
As Stated

Solicitation Number S-ES60015Q0010

The American Embassy in San Salvador invites you to submit a quotation to provide placement service of the 2014 UNACCOMPANIED CHILDREN CAMPAIGN, as per described in Attachment A.

Submit your proposal via e-mail to Janina de Rengifo, RengifoJM@state.gov on or before 16:00 on Wednesday, January 7, 2015. No proposal will be accepted after this time.

In order for a proposal to be considered, you must complete and submit the attached SF-18.

Please address any questions to:
Janina M de Rengifo
Email: RengifoJM@state.gov

REQUEST FOR QUOTATIONS *(THIS IS NOT AN ORDER)*	THIS RFQ [ ] IS [x] IS NOT A SMALL BUSINESS-SMALL PURCHASE SET-ASIDE (52.219-4)	PAGE 1	OF	PAGES 10

1. REQUEST NO.	2. DATE ISSUED	3. REQUISITION/PURCHASE REQUEST NO.	4. CERT. FOR NAT. DEF. UNDER BDSA REG. 2 AND/OR DMS REG. 1	RATING
S- ES60015Q0009	12/22/2014			

5A. ISSUED BY **General Services Office, American Embassy San Salvador**

6. DELIVER BY *(Date)*

5B. FOR INFORMATION CALL: *(Name and telephone no.) (No collect calls)*

NAME	TELEPHONE NUMBER	
	AREA CODE	NUMBER
Janina M. de Rengifo		**2501-2462**

7. DELIVERY

X FOB DESTINATION OTHER *(See Schedule)*

8. TO:

a. NAME	b. COMPANY

c. STREET ADDRESS

d. CITY	e. STATE	f. ZIP CODE

9. DESTINATION

a. NAME OF CONSIGNE
American Embassy San Salvador

b. STREET ADDRESS
Final Blvd. Santa Elena, Antiguo Cuscatlan

c. CITY
La Libertad

d. STATE	e. ZIP CODE

10. PLEASE FURNISH QUOTATIONS TO THE ISSUING OFFICE IN BLOCK 5A ON OR BEFORE CLOSE OF BUSINESS *(Date)*
Wednesday, January 7, 2015

IMPORTANT: This is a request for information, and quotations furnished are not offers. If you are unable to quote, please so indicate on this form and return it to the address in Block 5A. This request does not commit the Government to pay any costs incurred in the preparation of the submission of this quotation or to contract for supplies or services. Supplies are of domestic origin unless otherwise indicated by quoter. Any representations and/or certifications attached to this Request for Quotations must be completed by the quoter

11. SCHEDULE *(Include applicable Federal, State and local taxes)*

ITEM NO. (a)	SUPPLIES/SERVICES (b)	QTY (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)
1	PLACEMENT OF THE 2014 UNACCOMPANIED CHILDREN CAMPAIGN **ALL AS PER ATTACHMENT A**	1	LUMP SUM		

12 DISCOUNT FOR PROMPT PAYMENT	a. 10 CALENDAR DAYS %	b. 20 CALENDAR DAYS %	c. 30 CALENDAR DAYS %	d. CALENDAR DAYS NUMBER	%

NOTE: Additional provisions and representations [ ] are [ ] are not attached.

13 NAME AND ADDRESS OF QUOTER	14 SIGNATURE OF PERSON AUTHORIZED TO SIGN QUOTATION	15 DATE OF QUOTATION
a. NAME OF QUOTER		
b. STREET ADDRESS	16. SIGNER	
c. COUNTY	a. NAME (Type or print)	b. TELEPHONE
d. CITY / e. STATE / f. ZIP CODE	c. TITLE (Type or print)	AREA CODE / NUMBER

Standard Form SF-18

ATTACHMENT A

STATEMENT OF WORK- December 2014 Unaccompanied Children Campaign

Overview: The Embassy seeks to place a radio ad produced by the Salvadoran Ministry of Foreign Affairs in the media. We hope to educate people about President Obama's executive Action and tell people to avoid scam artists, coyotes, fake document dealers, and others who prey on individuals wanting to travel illegally to the U.S.

The ad could be found at the following site:

http://ninezmigrante.rree.gob.sv/index.php/documentacion/descargar?path=Multimedia/CUA%20N0%20ARRIESGUES%20TU%20VIDA%20ACCION%20EJECUTIVA.mp3

The placement of the campaign, designed in coordination between the US and Salvadoran government needs to take advantage of the reach of radios. For this reason, the media components should be relevant to the recipients rather than a generic message. We need them to buy the air time at the different radio stations in their placement plan. They do not need to produce the radio spot. The selected firm should be prepared to recommend and carry out strategies to meet this goal.

The campaign already highlights the following messages:

- Do not send your children illegally to the U.S.
- Coyotes and smuggler do no care for welfare of children
- President Barack Obama's latest executive does not benefit children who travel illegally.
- The executive order does not apply to any individuals who don't currently live in the U.S.

Specific details include:

- The campaign emphasizes outreach to rural regions and areas in El Salvador where people are most susceptible be fooled by fraud and scams (under-educated populations).

- The contractor will be required to do a reached report after the campaign if over.

- The contractor should negotiate the placement of the ad with all radio broadcast companies to broadcast additional spots for the price of the contract.

- The campaign will begin in mid-December. The duration will depend on how many spots are negotiated with radio outlets.

The preliminary budget for this campaign amounts to $48,000. There is a possibility to increase $70,000.00 to the original budget (approval still pending).

Quotations should clearly delineate between placement costs and commission costs for each type of ad.

EVALUATION CRITERIA

Each proposal will be evaluated based on:

1. Creativity on the best use of funds.
2. The best media placement campaign according to an evaluation panel

An evaluation panel will select the proposals that best suit the needs and will set a date and time for a media placement plan presentation. Award will be made to the Company that has the best proposal according to the evaluation panel.

The Government reserves the right to reject quotations.

The Government will determine acceptability by assessing the offeror's compliance with the terms of the RFQ. The Government will determine responsibility by analyzing whether the apparent successful quater complies with the requirements of FAR 9.1, including:

• ability to comply with the required performance period, taking into consideration all existing commercial and governmental business commitments;

• satisfactory record of integrity and business ethics;

• necessary organization, experience, and skills or the ability to obtain them;

• necessary equipment and facilities or the ability to obtain them; and

• otherwise qualified and eligible to receive an award under applicable laws

FAR 52.252-2 Clauses Incorporated By Reference (FEB 1998)

CLAUSES FOR PURCHASE ORDERS AND BLANKET PURCHASE AGREEMENTS AWARDED BY OVERSEAS CONTRACTING ACTIVITIES (Current thru FAC 2005-25)

COMMERCIAL ITEMS

FAR 52.252-2 Clauses Incorporated By Reference (FEB 1998)

This purchase order or BPA incorporates the following clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this address: http://www.acqnet.gov/far

DOSAR clauses may be accessed at: http://www.statebuy.state.gov/dosar/dosartoc.htm

FEDERAL ACQUISITION REGULATION (48 CFR Chapter 1) CLAUSES

NUMBER	TITLE	DATE
52.204-9	Personal Identity Verification of Contractor Personnel (if contractor requires physical access to a federally-controlled facility or access to a Federal information system)	SEPT 2007
52.212-4	Contract Terms and Conditions – Commercial Items (Alternate I (FEB 2007) of 52.212-4 applies if the order is time-and-materials or labor-hour)	FEB 2007
52.225-19	Contractor Personnel in a Diplomatic or Consular Mission Outside the United States (applies to services at danger pay posts only)	MAR 2008
52.227-19	Commercial Computer Software License (if order is for software)	DEC 2007
52.228-3	Workers' Compensation Insurance (Defense Base Act) (if order is for services and contractor employees are covered by Defense Base Act insurance)	APR 1984
52.228-4	Workers' Compensation and War-Hazard Insurance (if order is for services and contractor employees are not covered by Defense Base Act insurance)	APR 1984

The following clause is provided in full text:

52.212-5 Contract Terms and Conditions Required to Implement Statutes or Executive Orders - Commercial Items (MAY 2008)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

(1) 52.233-3, Protest after Award (AUG 1996) (31 U.S.C. 3553);

(2) 52.233-4, Applicable Law for Breach of Contract Claim (OCT 2004) (Pub. L. 108-77, 108-78).

(b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the contracting officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

[Contracting Officer check as appropriate]

	Clause Number and Title
	(1) 52.203-6, Restrictions on Subcontractor Sales to the Government (SEPT 2006), with Alternate I (OCT 1995) (41 U.S.C. 253g and 10 U.S.C. 2402). *[Check if order exceeds $100,000]*
	(2) – (16) [Reserved].
x	(17) 52.222-19, Child Labor – Cooperation with Authorities and Remedies (AUG

	2007) (E.O. 13126). *[Check if order is for supplies and exceeds the micro-purchase threshold]*
	(18) 52.222-21, Prohibition of Segregated Facilities (FEB 1999). *[Check if the following apply: for supplies, the order exceeds $10,000 and is awarded to a U.S. firm. For services, the order exceeds $10,000 and is awarded to a U.S. firm whose employees who will be performing the work were recruited within the U.S.]*
	(19) 52.222-26, Equal Opportunity (FEB 2008) (E.O. 11246). *[Check if the following apply: for supplies, the order exceeds $10,000 and is awarded to a U.S. firm. For services, the order exceeds $10,000 and is awarded to a U.S. firm whose employees who will be performing the work were recruited within the U.S.]*
	(20) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (SEPT 2006) (38 U.S.C. 4212). *[Check if the following apply: for supplies, the order exceeds $100,000 and is awarded to a U.S. firm. For services, the order exceeds $100,000 and is awarded to a U.S. firm whose employees who will be performing the work were recruited within the U.S.]*
	(21) 52.222-36, Affirmative Action for Workers with Disabilities (JUN 1998) (29 U.S.C. 793). *[Check if the following apply: for supplies, the order exceeds $10,000 and is awarded to a U.S. firm. For services, the order exceeds $10,000 and is awarded to a U.S. firm whose employees who will be performing the work were recruited within the U.S.]*
	(22) 52.222-37, Employment Reports on Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (SEPT 2006) (38 U.S.C. 4212). *[Check if you have included the clause 52.222-35]*
	(23) 52.222-39, Notification of Employee Rights Concerning Payment of Union Dues or Fees (DEC 2004) (E.O. 13201) *[Check if the order is for services and the amount exceeds $100,000]*
√	(24)(i) 52.222-50, Combating Trafficking in Persons (AUG 2007) *[Check for all orders]*
	(24(i) Alternate I of 52.222-50 *[Check if the contracting officer has been notified of specific U.S. directives or notices regarding combating trafficking in persons that apply to contractor employees]*
	(25) – (29) [Reserved].
	(30) 52.225-5, Trade Agreements (NOV 2007) (19 U.S.C. 2501, et seq., 19 U.S.C. 3301 note). *[Check if the order is for supplies or services that involve the acquisition of supplies and the amount exceeds $194,000]*
	(31) 52.225-13, Restrictions on Certain Foreign Purchases (FEB 2006) (E.O.s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury). *[Check if the order is for either supplies or services and the amount exceeds the micro-purchase threshold, unless authorized by OFAC]*
	(32) – (35) [Reserved].
	(36) 52.232-33, Payment by Electronic Funds Transfer – Central Contractor Registration (OCT 2003) (31 U.S.C. 3332). *[Check if payment will be made by EFT and the contractor has registered in the CCR]*
	(37) 52.232-34, Payment by Electronic Funds Transfer – Other than Central Contractor Registration (MAY 1999) (31 U.S.C. 3332). *[Check if payment will be*

	made by either EFT or other means, e.g., check, and the contractor has not registered in the CCR]
	(38) 52.232-36, Payment by Third Party (MAY 1999) (31 U.S.C. 3332). *[Check if payment will be made by a third party, e.g., purchase card]*
	(39) 52.239-1, Privacy or Security Safeguards (AUG 1996) (5 U.S.C. 552a). *[Check if the order is for information technology which requires security of information technology, and/or is for the design, development, or operation of a system of records using commercial information technology services or support services]*
	(40)(i) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (FEB 2006) (46 U.S.C. Appx. 1241(b) and 10 U.S.C. 2631). *[Check if the order is for supplies that may involve ocean transportation: at least 50% of the gross tonnage must be transported on privately owned U.S.-flag commercial vessels to the extent that such vessels are available at rates that are fair and reasonable for U.S.-flag commercial vessels]*
	(ii) Alternate I (APR 2003) of 52.247-64. *[Check if 100% of the supplies will be transported on privately owned U.S.-flag commercial vessels]*

(c) The Contractor shall comply with the FAR clauses in this paragraph (c), applicable to commercial items, that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial Items:

[Contracting officer check as appropriate.]

	Clause Number and Title
	(1) – (6) [Reserved].
	(5) 52.237-11, Accepting and Dispensing of $1 Coin (AUG 2007) (31 U.S.C. 5112(p)(1)). *[Check if order is for services that involve business operations conducted in U.S. coin and currency, including vending machines]*

(d) *Comptroller General Examination of Record.* The Contractor shall comply with the provisions of this paragraph (d) if this contract was awarded using other than sealed bid, is in excess of the simplified acquisition threshold, and does not contain the clause at 52.215-2, Audit and Records -- Negotiation.

(1) The Comptroller General of the United States, or an authorized representative of the Comptroller General, shall have access to and right to examine any of the Contractor's directly pertinent records involving transactions related to this contract.

(2) The Contractor shall make available at its offices at all reasonable times the records, materials, and other evidence for examination, audit, or reproduction, until 3 years after final payment under this contract or for any shorter period specified in FAR Subpart 4.7, Contractor Records Retention, of the other clauses of this contract. If this contract is completely or partially terminated, the records relating to the work terminated shall be made available for 3 years after any resulting final termination settlement. Records relating to appeals under the disputes clause or to litigation or the settlement of claims arising under or relating to this contract shall be made available until such appeals, litigation, or claims are finally resolved.

(3) As used in this clause, records include books, documents, accounting procedures and practices, and other data, regardless of type and regardless of form. This does not require the Contractor to create or maintain any record that the Contractor does not maintain in the ordinary course of business or pursuant to a provision of law.

(e)(1) *[This paragraph applies only if award is made to a U.S. firm, <u>except</u> for item (vii) which applies to all orders.]* Notwithstanding the requirements of the clauses in paragraphs (a), (b), (c) and (d) of this clause, the Contractor is not required to flow down any FAR clause, other than those in paragraphs (i) through (vii) of this paragraph in a subcontract for commercial items. Unless otherwise indicated below, the extent of the flow down shall be as required by the clause –

(i) 52.219-8, Utilization of Small Business Concerns (MAY 2004) (15 U.S.C. 637(d)(2) and (3)), in all subcontracts that offer subcontracting opportunities. If the subcontract (except subcontracts to small business concerns) exceeds $550,000 ($1,000,000 for construction of any public facility), the subcontractor must include 52.219-8 in lower tier subcontracts that offer subcontracting opportunities.

(ii) 52.222-26, Equal Opportunity (MAR 2007) (E.O. 11246).

(iii) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (SEPT 2006) (38 U.S.C. 4212).

(iv) 52.222-36, Affirmative Action for Workers with Disabilities (JUN 1998) (29 U.S.C. 793).

(v) 52.222-39, Notification of Employee Rights Concerning Payment of Union Dues or Fees (DEC 2004) (E.O. 13201).

(vi) [Reserved].

(vii) Combating Trafficking in Persons (AUG 2007) (22 U.S.C. 7104(g)). Flow down required in accordance with paragraph (f) of FAR clause 52.222-50.

(viii) – (ix) [Reserved].

(x) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (FEB 2006) (46 U.S.C. Appx. 1241(b) and 10 U.S.C. 2631). Flow down required in accordance with paragraph (d) of FAR clause 52.247-64).

(End of clause)

DEPARTMENT OF STATE ACQUISITION REGULATION (48 CFR Chapter 6) CLAUSES

NUMBER	TITLE	DATE
652.225-71	Section 8(a) of the Export Administration Act of 1979, As Amended (if order exceeds $100,000)	AUG 1999
652.228-71	Workers Compensation Insurance (Defense Base Act) – Services (for services to be performed overseas when the contract includes covered contractor employees as defined in paragraph (a) of the clause) Fill-in for paragraph (c): "(c) The current rate under the Department of State contract is *[contracting officer insert rate]* of compensation for services."	JUNE 2006
652.229-70	Excise Tax Exemption Statement for Contractors Within the United States (for supplies to be delivered to an overseas post)	JUL 1988
652.229-71	Personal Property Disposition at Posts Abroad	AUG 1999
652.237-72	Observance of Legal Holidays and Administrative Leave (for services where performance will be on-site in a	APR 2004

	Department of State facility)	
652.239-71	Security Requirements for Unclassified Information Technology Resources (for orders that include information technology resources or services in which the contractor will have physical or electronic access to Department information that directly supports the mission of the Department)	SEP 2007
652.242-70	Contracting Officer's Representative (if a COR will be named for the order) Fill-in for paragraph b: "The COR is _____"	AUG 1999
652.242-71	Notice of Shipments (for overseas shipment of supplies)	JUL 1988
652.242-73	Authorization and Performance	AUG 1999
652.243-70	Notices	AUG 1999

The following clause is provided in full text, and is applicable for orders for services that will require contractor employees to perform on-site at a DOS location and/or that require contractor employees to have access to DOS information systems:

Department of State Personal Identification Card Issuance Procedures

(a) The Contractor shall comply with the Department of State (DOS) Personal Identification Card Issuance Procedures for all employees performing under this contract who require frequent and continuing access to DOS facilities, or information systems. The Contractor shall insert this clause in all subcontracts when the subcontractor's employees will require frequent and continuing access to DOS facilities, or information systems.

(b) The DOS Personal Identification Card Issuance Procedures may be accessed at http://www.state.gov/m/ds/rls/rpt/c21664.htm .

(End of clause)