



## Request for Proposals for Printing Services

The Flatiron/23<sup>rd</sup> Street Partnership Business Improvement District (BID) produces a range of print materials for businesses, visitors, area residents, employees and organizations to promote the district. These materials are provided free to the public and are funded by the BID and through the support of area sponsors.

The BID is issuing this Request for Proposals (RFP) for Printing Services for a three-year contract for the triannual printing of the BID's signature piece - the Discover Flatiron Map – from April 2019 through 2021. The map and cover will be updated biannually in terms of content. It is the intent of the BID to enter into a contract with a single printer for the printing of this project.

### Print Project Descriptions & Requirements

#### Discover Flatiron Map

- Size: 18" x 24", double sided
- Stock: 80# Gloss coated text
- Colors: 4/4 in 4 color process with bleeds on all sides
- Finishing: accordion fold to 4" x 18" then in half to 4" x 9"
- Quantity 1: 225,000 copies total over three years (dates are approximate):
  - 37,500 copies of the April 2019 version
  - 32,500 copies of the October 2019
  - 5,000 copies of the Holiday/November 2019 version
  - 37,500 copies of the April 2020 version
  - 32,500 copies of the October 2020 version
  - 5,000 copies of the Holiday/November 2020 version
  - 37,500 copies of the April 2021
  - 32,500 copies of the October 2021 version
  - 5,000 copies of the Holiday/November 2021 version
- Quantity 2: 150,000 copies total over three years (dates are approximate):
  - 25,000 copies of the April 2019 version
  - 20,000 copies of the October 2019
  - 5,000 copies of the Holiday/November 2019 version
  - 25,000 copies of the April 2020 version
  - 20,000 copies of the October 2020 version
  - 5,000 copies of the Holiday/November 2020 version
  - 25,000 copies of the April 2021
  - 20,000 copies of the October 2021 version
  - 5,000 copies of the Holiday/November 2021 version

## Responses

Proposers must email responses in PDF format to [kcavanaugh@flatironbid.org](mailto:kcavanaugh@flatironbid.org) by Thursday, February 28 at 5PM EST. Proposers must include the information listed below in their responses. Proposers may wish to provide additional materials; they will be reviewed and taken into consideration as well.

1. Brief background of the firm.
2. Statement of qualifications indicating your ability as a printer to complete the projects as outlined in this RFP.
3. Any professional, government, or other types of certifications that the firm holds.
4. Location of production facility.
5. Awards or other recognition received for work or production practices.
6. Price Quotes – **NOTE: The prices quoted by the chosen printer as provided in this response are binding for the 18"x24" Discover Flatiron Map for the duration of the time period specified. Each proposer must quote using specs and quantities above; if the proposer chooses, they may additionally suggest an alternate paper type that offers a cost-savings to the BID.**
7. References – please provide the names, contact information, date of service, description and example of the printing project for (3) past or current, and to the extent possible, similar clients.

**Additional Materials:** Print samples and additional materials should be sent by mail to:

**Kurt Cavanaugh  
Flatiron/23<sup>rd</sup> Street Partnership  
27 West 24<sup>th</sup> Street, Suite 800B  
New York, NY 10010**

**Questions:** Questions about this RFP must be submitted via email to [kcavanaugh@flatironbid.org](mailto:kcavanaugh@flatironbid.org) by Friday, February 15, 2019. Responses to questions submitted will be distributed no later than Tuesday, February 19, 2019. Final proposals are due by 5 pm on Thursday, February 28, 2019. The winning proposer will be contacted before Friday, March 15, 2019.

**Cancellation:** The Flatiron/23rd Street Partnership BID reserves the right to postpone or cancel this RFP and to reject all proposals.

**Contract Termination and Cancellation:** The proposed three-year contract will be subject to cancellation by either party for cause, i.e., material failure to perform, upon 30 days written notice, and the BID may cancel without cause upon thirty (30) days written notice. The BID also reserves the right to cancel immediately for cause based on material failure to perform.