



UNIVERSITY
OF MANITOBA

Financial Services

Purchasing Services
Rm. 403 Administration Bldg.
Winnipeg, Manitoba
Canada R3T 2N2
Tel. (204) 474-8348
Fax (204) 474-7509

APPLICATION FOR PRE-QUALIFICATION

OF

GRAPHIC DESIGNERS

FOR

THE UNIVERSITY OF MANITOBA

Issue: May 2016

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1. Purpose

The pre-qualification application process is the method by which Graphic Design firms can be pre-qualified to bid on University of Manitoba (hereinafter referred to as "University"), Graphic Design supply requirements.

Upon receipt of a complete and accurate application form, the University shall undertake a process of due diligence to confirm the accuracy of the information submitted, and evaluate each applicants past performance, to determine if the applicant should be added to the University's preferred Graphic Design supplier program.

For the duration of the pre-qualification term, only Graphic Design Firms that have successfully completed the pre-qualification process shall be eligible to submit tenders and quotations for University's Graphic Design projects.

A pre-qualified supplier shortlist resulting from this pre-qualification shall cover the University's normal requirements for Graphic Design services for a period of three (3) years. Issuance of this pre-qualification and resulting application in no way constitutes a commitment by the University to award contracts to any firm or to pay any costs incurred by the firm in preparing an application. However, University staff requiring the services of a Graphic Design firms will be required to solicit quotations from pre-qualified Graphic Design firms.

The successful selected pre-qualified Graphic Design firms will be expected to enter into a separate contract/purchase for each Graphic Design service requested by departments or faculties.

2. Clarification and Enquiries

Administration Questions on the Application please contact:

Purchasing Services

E-mail: Purchasing@umanitoba.ca

(204) 474-8348

Please copy administration email to Catherine.Famega@umanitoba.ca

Technical Questions on the Application please contact:

Catherine Famega

Marketing Communications Office

E-mail: Catherine.Famega@umanitoba.ca

(204) 474-9727

Please copy technical email to Purchasing@umanitoba.ca

3. Submission Instructions

A completed response is required from each respondent who desires to be pre-qualified for the current three (3) year term.

- Attachments A to G require submission.
- In addition, the applicant needs to submit relevant samples that show the applicants creative capabilities across print and digital media.

- Completed response forms must be **mailed** to the following address, and clearly labelled *Graphic Design Pre-qualification Application*:

University of Manitoba
Purchasing Services
Room 403 Administration Building
Winnipeg, Manitoba
Canada R3T 2N2

NOTE: *Any response that is incomplete may be rejected at the University's discretion.*

4. Evaluation Process

Upon receipt of a complete response, the University shall undertake a process of due diligence to confirm the accuracy of the information submitted in accordance with section 3. It is the responsibility of each respondent to ensure that their response is accurately completed in full.

The University will consider each response individually, and will evaluate each on the following:

- Completeness of Response
- Company Information
- Qualifications and Capabilities
- Subcontracting (If Applicable)
- References
- Fees and Financial Stability of Firm
- Relevant Samples

Once the application is reviewed and if the University would like to pursue the application an orientation session with the University's Marketing and Communications Office will be arranged. Additional documentation may be requested anytime in the application process.

5. Confidentiality

The University is subject to the rules and regulations of the Freedom of Information and Protection of Privacy Act. Any information provided by the respondent pursuant to this application is collected solely for the purpose of pre-qualifying Graphic Design firms who wish to do business with the University.

Personal information supplied within a response is protected by the Freedom of Information and Protection of Privacy Act.

Respondents are encouraged to identify any non-personal information that is confidential and specify what harm could reasonably be expected from its possible disclosure.

Any questions regarding this should be submitted to the University's FIPPA Coordinator's Office:

6. Terms and Conditions of Pre-Qualification

1. Receipt by the University of a response to this application for pre-qualification in no way constitutes a commitment by the University to award contracts to any respondent, or to pay any costs incurred by any respondent in preparing a response, or otherwise in relation to this application.
2. The University reserves the right to refuse any response that includes errors, omissions, and/or deviations from the information requested, deviations from the format of the information requested and/or the terms and conditions in the application
3. A response, including any accompanying documentation, once submitted by a respondent, becomes the property of the University and will not be returned.
4. The respondent is obligated to inform the University, in a reasonably timely manner, of any changes to key personnel, ownership, and, financial position, or any other information, which may affect its pre-qualification status. The University considers this an on-going requirement for the entire term of the pre-qualification.
5. The University reserves the right to contact owners, owner's representatives, and/or consultants, on projects that have been identified by the respondent, as well as the references provided by the respondent.
6. The University, at its discretion, may require a respondent to provide additional information in addition to information requested in the application.
7. The University may request that the respondent provide clarification where their response is unclear.
8. The University may waive or request amendment where, in the opinion of the University, there is a minor irregularity or omission in the information that is submitted.
9. The University reserves the right to conduct project-specific competitive tender process, if it is deemed to be in the University's best interest to do so.
10. All firms that achieve pre-qualified status as a result of this application shall retain that status for a three (3) year term or the remainder thereof, unless revoked by the University in its sole discretion or otherwise altered during the term. The University reserves the right to retain the pre-qualified list until renewal.
11. Firms may apply for pre-qualification throughout the year, but not with the intent to be qualified before closing of projects tendered at the time or tendered shortly after an application is submitted. Contact the University for details.

REQUIREMENT OVERVIEW

Responses to this Request for pre-qualification will be used by the University to establish a shortlisting of firms for Graphic Design services.

1.0 BACKGROUND

The University of Manitoba has used a wide variety of graphic designer firms for different services. This application for pre-qualification is being used to identify qualified companies to form a roster of approved providers supplying creative Graphic Design services. For the duration of the pre-qualification term, only Graphic Design Firms that have successfully completed the pre-qualification process shall be eligible to submit tenders and quotations for University's Graphic Design projects.

Maintaining excellent standards in how we visually represent the University of Manitoba reflects our overall commitment to excellence in every facet of what we do. The Marketing Communications Office (MCO) at the U of M would like to identify Graphic Design firms to work with faculties and units, as well as MCO on an as required basis that are able to understand and work within our brand and identity, to professionally and consistently reflect the University.

3.0 SCOPE OF WORK/SPECIFICATIONS

- 3.1 Successful pre-qualified firms will be expected to:
 - 3.1.1 Demonstrate familiarity with the U of M's visual identity (VI) and brand
 - 3.1.2 Work with MCO contacts to design projects that appropriately reflect the University's brand, and align with other materials being produced by the University
 - 3.1.3 Show a proven track record in providing high-level graphic design. Experience within the post-secondary education sector would be an asset
 - 3.1.4 Proven design and production capabilities
 - 3.1.5 Solid account management and project coordination skills; and
 - 3.1.6 Ability to work in a multi-agency team for the benefit of the project (the vendor, Marketing Communications Office and client area)

4.0 WORK REQUIRED

- 4.1 Design and production of:
 - 4.1.1 Brochures and print collateral
 - 4.1.2 Reports/magazines
 - 4.1.3 Print Advertising
- 4.2 Design and development of web and new media materials
 - 4.2.1 Websites
 - 4.2.2 Social media graphics
 - 4.2.3 Online advertising

Please note that prospective applicants are not required to have expertise in all areas. Your application will be considered in your area of strength.

Attachment A – Authorization

The signature below confirms the following.

1. The respondent certifies that all statements and information presented in this application form are current, complete, and accurate; and
2. The respondent certifies that the individual signing this document, and any other document provided in conjunction with this application, is authorized to sign such documents on behalf of the respondent.

Company _____

Signature _____

Name _____

Title _____

Date _____

Attachment B – General Information

B.1 Corporate Information

Full Legal Company Name	
Operating Name <i>(if different from above)</i>	
Street Address	
Mailing Address <i>(including postal code)</i>	
Website	
GST Registration Number	
Number of Years in Business	
Type of Business	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other (specify): _____
The applicant is in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba. <input type="checkbox"/> No <input type="checkbox"/> Yes	

B.2 Primary Contact Person

Name	
Title	
Phone Number	
E-Mail Address	

B.3 Company Background

1. Identify if the respondent has operated under another name in the past 10 years.

- No
 Yes

If 'Yes', provide any and all past names, as well as time periods when each name was used.

2. Describe the ownership structure of the respondent with respect to any parent and/or subsidiary companies.

3. Identify if the respondent is party to any pending litigation, or was party to any litigation within the past five years.

- No

Yes

If the response is 'Yes', respondent must provide detail of all such litigation below.

B.4 Company Owners / Officers / Partners / Principals

Owner / Officer / Partner / Principal 1	Name: Title:
Owner / Officer / Partner / Principal 2	Name: Title:
Owner / Officer / Partner / Principal 3	Name: Title:
Owner / Officer / Partner / Principal 4	Name: Title:
Owner / Officer / Partner / Principal 5	Name: Title:
Owner / Officer / Partner / Principal 6	Name: Title:
Owner / Officer / Partner / Principal 7	Name: Title:
Owner / Officer / Partner / Principal 8	Name: Title:
Owner / Officer / Partner / Principal 9	Name: Title:
Owner / Officer / Partner / Principal 10	Name: Title:
Owner / Officer / Partner / Principal 11	Name: Title:
Owner / Officer / Partner / Principal 12	Name: Title:
Owner / Officer / Partner / Principal 13	Name: Title:
Owner / Officer / Partner / Principal 14	Name: Title:
Owner / Officer / Partner / Principal 15	Name: Title:

Attach additional sheets if necessary.

The University reserves the right to request curriculum vitae on any or all of the individuals listed.

B.5 Declaration of Potential Conflict of Interest

Respondents must declare a conflict of interest as set out in the University Conflict of Interest Policy¹. See below website.

Where conflicts of interests exist respondents must identify if any owners, officers, partners, or principals of the company are related to or associated with a University employee. This information is collected to identify potential conflict of interest situations within the University, but **will not** preclude the respondent’s participation in a University bidding process.

NOTE: Failure to declare any potential conflict of interest may result in the respondent being removed from the list of pre-qualified short list.

Declaration 1	Name of Owner / Officer / Partner / Principal: Name of related/associated University employee: Relationship:
Declaration 2	Name of Owner / Officer / Partner / Principal: Name of related/associated University employee: Relationship:
Declaration 3	Name of Owner / Officer / Partner / Principal: Name of related/associated University employee: Relationship:
Declaration 4	Name of Owner / Officer / Partner / Principal: Name of related/associated University employee: Relationship:
Declaration 5	Name of Owner / Officer / Partner / Principal: Name of related/associated University employee: Relationship:

Attach additional sheets if necessary.

¹ Conflict of Interest Policy available at http://umanitoba.ca/admin/governance/governing_documents/community/248.html

B.6 Declaration of Dispute or Pending Dispute

Respondents must make the following Declaration.

The University reserves the right to disqualify any respondent where the University determines in its sole discretion that the respondent or any other entity with principals in common with the respondent has a dispute or any pending dispute with the University or entities associated with the University.

Does the respondent or any other entity with principals in common with the respondent, have any dispute or pending dispute involving the University or entities associated with the University?

No

Yes

If the response is 'Yes', respondent must provide detail of all such litigation below (append details of the matter if additional space is required).

ATTACHMENT C – QUALIFICATIONS AND CAPABILITIES

Firm Qualifications

No	Criteria	Response (when answering “No” to Yes/No questions, please explain)
1	How many years has your firm been continuously active in the Graphic Design field?	
2	What are your annual sales? Provide data for the last two years.	
3	How many employees in your company?	
4	What services, from the list of our requirements in 4.0 will be outsourced?	
5	Is your firm able to demonstrate familiarity with the type of services we have asked you to provide a proposal for?	<input type="checkbox"/> Yes If No; Please Explain Further <input type="checkbox"/> No
6	Confirm that you will adhere to the University of Manitoba’s Sustainability Plan throughout the duration of the contract? http://umanitoba.ca/campus/sustainability/about/937.html	<input type="checkbox"/> Yes <input type="checkbox"/> No
7	Confirm that you are in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba. A current (within two years) Certificate of Status will be required as part of this qualification.	<input type="checkbox"/> Yes <input type="checkbox"/> No

Team Qualifications

No	Criteria	Key Account Manager Name	Graphic Designer(s) Name(s)	Other Key Personnel (if applicable)
1	Total years of experience in the Graphic Design service area?			
2	Total years of experience in the current position?			
3	How long has the individual been employed at your organization?			
4	How many similar clients has the individual provided services for?			

The University reserves the right to request curriculum vitae on any or all individuals listed.

Attachment D – Subcontracting

Identify and describe all categories of work for which the respondent usually retains the services of a major subcontractor.

<u>Type of Work</u>	<u>Description/Notes</u>

Attach additional sheets if necessary.

ATTACHMENT E – REFERENCES

I - REFERENCE LIST

Past Project List

No	Point of Contact ¹	Phone ²	Email ³	Client Name ⁴	Date Awarded ⁵	Length of Contract ⁶	Type of Project ⁷	Total Value of Project ⁸

1=Name of the person who will answer customer satisfaction questions

2=Current phone number for the reference

3=Current email address for the reference point of contact

4=Name of the company/institution that the service was performed for (i.e Tempe College, etc.)

5=Date that the contract was awarded (MM/DD/YY)

6= Total length or the duration of the base contract (in years)

7=Type of services

8=Total Value of Project

ATTACHMENT F – FEES

Fees quoted will be held for the duration of the three (3) year pre-qualification period.

Part 1: Hourly Rate (CAD\$)

Services	Year 1	Year 2	Year 3
Graphic Design			
Photography (Art Direction)			
Web Design			

Part 2: Hourly Rate for Rush Orders (CAD\$)

Services	Year 1	Year 2	Year 3
Graphic Design			
Photography (Art Direction)			
Web Design			

Part 3: Cost (CAD\$)

Services	Year 1	Year 2	Year 3
Proofs			
Colour Correction / Retouching / Scanning			
File Transfer			
Reimbursable Expenses (i.e. Courier charges, etc.)			
Other			

Note: If any of the above costs are applicable the supplier must separate the above applicable costs on quotations and invoices.

Confirm your agreement to the above:

- Yes
 No

Provide a hypothetical example of invoice pricing in accordance with the above rates.

Attachment G – Financial Information

Provide the following information for financial institutions that can furnish the University with credit information about the respondent.

Name of Financial Institution	
Contact Person	Name: Phone Number:

Name of Financial Institution	
Contact Person	Name: Phone Number:

Name of Financial Institution	
Contact Person	Name: Phone Number:

Name of Financial Institution	
Contact Person	Name: Phone Number:

Indicate if the University may contact any of the above financial institutions to obtain relevant credit information.

- Yes
- No

If the response is 'No', respondent must provide an explanation as to why the University cannot make such contact.