

# REQUEST FOR PROPOSAL

PROMO MATERIALS PRODUCTION FOR THE  
AMERICAN UNIVERSITY IN BULGARIA

NOVEMBER 2023

## PROJECT:

The American University in Bulgaria (“AUBG”) is issuing a Request for Proposal (RFP) for promotional materials production.

AUBG is soliciting responses from companies and individuals with experience in producing tangible promotional and informational materials for the purposes of the university.

## BACKGROUND:

The American University in Bulgaria (AUBG) offers excellent U.S. education at a very competitive price. AUBG is accredited both in the United States and in Europe and upon successful completion of their studies, AUBG students obtain both an American and European diploma.

AUBG currently offers 14 bachelor programs and one executive masters. The university is home to over 1,000 students from 40+ countries, and more than 80 international professors. AUBG provides the best student facilities in the region: from comfortable dorms to the award-winning building of the America for Bulgaria Student Center and the largest English-language library in Southeast Europe, students enjoy a safe, world-class residential campus.

Close to 6,000 alumni have graduated from AUBG, with 99.8% employed or enrolled in grad school within a few months of graduation. AUBG alumni score remarkable compensation results and many hold leadership positions in the corporate, NGO and government sectors.

AUBG is an undisputed education leader according to the 2022 Bulgarian University Rankings, with Business Administration, European Studies, Journalism and Mass Communication, and Political Science and International Relations rated best in the country and all evaluated programs earning top spots.

## MATERIAL PRODUCTION REQUIREMENTS

The University is seeking a company to assist with the production of additional materials that represent the university brand to a variety of audience. These materials may require minor design work or may use visuals provided by the University. The specific types of materials are subject to change based on the communication strategy, needs of the institution, and other factors. The proposal will be based on a sample list of materials usually produced by the University.

Print and digital samples of previously produced promotional materials are available upon request.

### Expected Deliverables:

1. **Financial proposal** (in BGN, VAT inclusive; including a break-down of the offer in terms of preparation and production costs respectively) **for the production of:**

MATERIAL	COPIES		SPECS
Tri-fold brochure	2,000	10,000	4+4 colors; A4; two folds; 130 gsm paper laminate matte;
Bi-fold brochure	1,000	10,000	4+4 colors; A4; two folds; 130 gsm paper matte laminate;
Book	200	1,000	16x23.5 cm + 1 cm spine, glued. <b>Cover</b> - 300 gsm, matte, 4+0 <b>Body</b> - 80 gsm, offset, black & white, 160 pages
Poster	100	1,000	A3; 150 gsm
L-stand banner	10		100x200 cm; vinyl
Postcards	500	2,000	10x15 cm; 300 gsm, matte, 4+1
Banner	34		180x60 cm; vinyl mesh; full color print; folded in two; pockets on top and bottom
Banner	10		330x86 cm; vinyl mesh; full color; pockets on top and bottom

## APPLICATION PACKAGE

Deadline for Bid Submissions: 5:00 pm EET on December 1, 2023

Late submissions will not be considered. Proposals shall be submitted electronically to [purchasing@aubg.edu](mailto:purchasing@aubg.edu)

The bidder's proposal documentation and any exhibits must be prepared in the English language in their entirety

Proposals must include:

- Statement warranting the validity of the proposals for a minimum of 30 days from the Deadline for Bid
- Submissions, explicitly stating that throughout the validity period Bidder unreservedly and unconditionally waives his right to withdraw or amend the bid
- A proposal outlining an overall cost estimate as well as itemized cost estimates per the quantities specified above
- Conflict of Interest statement
- Customer references for at least two customers working on a similar scale as compared to AUBG
- CVs of proposed engagement team members
- Company overview, including key financial and ownership information
- Expected levels of availability and support from AUBG staff. Example of monthly process flow and coordination.

## TIMELINE

**Announcement of RFP**

**November 10, 2023**

**Question submissions deadline**

Please send to [marketing@aubg.edu](mailto:marketing@aubg.edu).

**November 20, 2023**

**Responses to questions**

**November 24, 2023**

**Application package submission deadline**

Submit all documents electronically to [purchasing@aubg.edu](mailto:purchasing@aubg.edu).

**December 8, 2023**

**Announcement of winner**

**December 15, 2023**

**Contract execution**

**January 15, 2024**

## PROPOSAL EVALUATION

### Committee:

Proposals will be evaluated by an Evaluation Committee composed of members of respective departments.

### Evaluation criteria:

#### FINANCIAL PROPOSAL

The key selection criteria will be the lowest price proposed for the materials requested above.

#### BACKGROUND & QUALIFICATIONS

If the prices offered by more than one proponent are the same or with negligible difference, the proponents' experience and client reference might be taken into account.

## SELECTION

The submissions of all bidders will be compared and evaluated pursuant to the evaluation criteria set forth in this RFP. The American University in Bulgaria reserves the right to accept or reject one or all offers, partially or as a whole. This RFP does not commit AUBG to select any organization, award any work order, pay any cost incurred in preparing a response, or procure any services or supplies. AUBG reserves the right to accept or reject any or all

proposals received, cancel or modify the RFP in part or in its entirety, or change the RFP guidelines, when it is in the best interest of AUBG to do so and entirely at its sole discretion.

A three-year work agreement will be signed with the winner.

## TERMS

All documents that are submitted will remain property of the American University in Bulgaria. They will be deemed confidential and will not be under any circumstances disclosed to third parties unless required by law.

Bidders must specify if they intend to use subcontractors for any part of the services and/or deliverables under this potential engagement. AUBG reserves the right, at its sole discretion, to approve any subcontractor, which bidders propose prior to the project kick-off.

## CONTACTS

### For questions:

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