

**REQUEST FOR PROPOSALS
For Design and Production Services for Finisher Race Medals and Awards Delivered
to the 2024 Philadelphia Marathon Weekend**

Issued:	May 21, 2024
Issued by:	The Philadelphia City Fund on behalf of the City of Philadelphia, Managing Director’s Office, and the Philadelphia Marathon.
Deadline for questions related to the RFP:	June 5, 2024
Responses to questions will be posted by:	June 12, 2024
Deadline for Proposal Submission:	June 19, 2024

All questions concerning this RFP must be submitted in writing via email with “PM 2024 RFP Medals and Awards – Questions” in the subject line to marathon.contracts@phila.gov, with a cc: to cityfund@phila.gov by June 5, 2024 and may not be considered if not received by then. The Marathon will provide written responses to the submitted questions no later than **June 12, 2024**. These responses will be posted at <https://philacityfund.org/rfp-2024-marathon-medals/> with original questions noted. Oral responses by any employee or agent of the Fund or the Marathon are not binding and shall not in any way be considered a commitment by the Marathon.

Proposals must be received no later than 5:00 PM E.S.T. on June 19, 2024. Proposals must be submitted with all required components and documentation to marathon.contracts@phila.gov with a cc: to cityfund@phila.gov

PART I: INTRODUCTION

A. Background

The Philadelphia Marathon Weekend is composed of three days of events (November 22–24, 2024) featuring the Health & Fitness Expo, the Nemours Kids Run, the Rothman Institute 8K, the 13.1 mile Dietz & Watson Philadelphia Half Marathon and the 26.2 mile AACR Philadelphia Marathon (the “Philadelphia Marathon Weekend”). The event will bring more than 30,000 participants and their families to Philadelphia to participate in one of the top 10 marathons in the United States. Participants come from all 50 States, the District of Columbia and over 40 countries around the world. On race day thousands of enthusiastic onlookers will line the 26.2 mile course to cheer on friends and family members.

B. Organizational Overview

The race is produced by the City of Philadelphia (“City”) Managing Director’s Office (MDO) with support from the Philadelphia City Fund (“Fund” or “PCF”), a non-profit fiscal sponsor that provides services to projects that promote Philadelphia. The Fund serves as the fiscal and administrative agent for the Philadelphia Marathon Weekend (“PMW”). The race is supported by a team of administrative, operational, marketing, public relations, and community outreach professionals both internal and external to city government.

If any contract is awarded pursuant to this Request for Proposal, the Fund will award that contract and the contract will be held between the Fund and the selected vendor.

PART II: SERVICES

A. Scope of Work

Scope

The Philadelphia City Fund and the City of Philadelphia seek proposals from a qualified Contractor to provide the design and production services for Finisher Race Medals and Awards for the 2024 Philadelphia Marathon.

Required services include the following:

1. Custom design and fabrication of finisher medals and age group/category awards. A proof of the medal and template/sample will need to be provided before the order is confirmed. The specifications of the medals include the following:

The surface of all medals should be textured with raised linework with painted recesses. We are open to various material types.

For reference, please see the 2023 medals here:
<http://philadelphiamarathon.com/pdf/medals.pdf>

Finisher medals include:

Half Marathon, Full Marathon, and Challenge medals

- 4 inch medals for Half and Full Marathon
- 5 inch medals for all Challenges
- should have bells that ring
- Unique designs for Half, Full, and 4 individual Challenges
- Designs must match the Marathon branding and incorporate sponsorship logos as designated
- Raised/recessed medal
- 4 color imprint on the front
- Race distance embossed on back
- Indent for ITAB sticker on back
- 2 inch ribbon that is sublimated 4 color to Marathon's brand and design – same ribbon for all races including "Philadelphia Marathon Weekend" and year of race

8K and Kids Run

- 3 inch medals
- Unique designs for the 8k and Kids Run
- Designs must match the Marathon branding and incorporate sponsorship logos as designated
- Raised/recessed medal
- 4 color imprint on the front
- Indent for ITAB sticker on back (8K, but not Kids Run)
- 1 inch ribbon that is sublimated 4 color to Marathon's brand and design – same ribbon for all races including "Philadelphia Marathon Weekend" and year of race
- We welcome the option for the vendor to provide a sustainable or renewable option for the medal material for the 8K and Kids run medals

Quantity – the final number of medals will be issued at time of order. There may be a need for two waves of ordering to take place to ensure that the race has enough medals to accommodate last-minute registrations.

Estimated medal quantities:

- Full Marathon : 15,000
- Half Marathon: 15,000
- 8K: 5,000
- Kids Run: 500
- Freedom Challenge (Full Marathon, Half Marathon, and 8K): 400
- Liberty Bell Challenge (Full Marathon and Half Marathon): 200
- Independence Challenge (Full Marathon and 8k): 700
- Patriot Challenge (Half Marathon and 8K) 1,200

Awards:

This proposal also calls for age group participatory awards. These awards are presented to 1st -5th place finishers in 15 age group categories across men's, women's, and nonbinary divisions for the three main races (Full Marathon, Half Marathon, and 8K). Further, beyond the age group category, we are seeking awards for 1st-5th place in the Masters category for the three main races along with 1st Philadelphian in the men's, women's and non-binary divisions for the Full Marathon. The PMW team is open to exploring various recommended options from the vendor in terms of award types for the 2024 race.

Event Date(s): Friday, November 22, 2024 through Sunday, November 24, 2024

PART III: GENERAL Terms, Proposal format, and Submission Requirements

A. Proposal Format

All Proposals must include the following, unless otherwise identified as optional:

1. Introduction / Executive Summary / Company or Agency Profile, including organizational structure
2. Related Experience
3. Listing of Industry-Specific Licenses, Awards, and Professional Affiliations
4. References or summary of current Clients and Partners
5. Proposed Scope of Work – How will you meet the stated objectives? Please ensure that the proposed scope of work addresses the following topics:
 - Proposed timeline for approvals and deliverables including:
 - a. First round of artwork
 - b. Mock samples for approval
 - c. Final edits for approval
 - d. Final mockup in hand for runner reveal by August ideally open to negotiation
 - e. Medals in hand 30 days before the Race (October 25, 2024)
 - Applicants must provide a detailed cost proposal, which must include a line-item breakdown of the costs for specific services and work products proposed. The proposed price must include all costs that will be charged to the Fund for the services and tangible work products the Applicant proposes to perform and deliver to complete the project. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract.
7. Disclosure of Litigation and City Contracts statements (see below, sections D and E)
8. Completed Diversity Disclosure Report for RFP Applicants (Appendix A)

A. Submission Requirements

For a proposal to be considered a qualified submission, the following criteria must be met:

- Proposals must be received no later than 5:00 PM E.S.T. on **June 19, 2024**.
- The respondent must send their proposal electronically to be eligible for award of the posted opportunity. Proposals or any other response to a Notice of Contracting Opportunity will not be considered unless you have electronically submitted your proposals as follows:

1. An electronic version of the proposal must be submitted to marathon.contracts@phila.gov with "PM 2024 RFP Medals" in the subject line. All submissions must cc: cityfund@phila.gov. All required documents including the proposal and any additional documents should be included as part of the entire proposal and submitted electronically to the above email addresses.

B. Diversity Disclosure Report

See *Appendix A* for the Diversity Disclosure Report Form for RFP Applicants.

C. Disclosure of Litigation

The respondent shall describe any pending, contemplated or ongoing administrative or judicial proceedings material to the Respondent's business or finances. This includes, but is not limited to, any litigation, consent orders or agreements with any state or federal regulatory agency issued to the Respondent or to any subcontractor the Respondent plans to use for the services described in this RFP.

D. Disclosure of City Contracts

Each Respondent must include a statement in its Proposal that discloses any current on-going City of Philadelphia contracts held by the Respondent and any City of Philadelphia contracts obtained by the Respondent within the past three years. This statement shall also explain the nature, the dollar amount and the duration of each contract.

E. Employee Conflict Provision

No Proposal shall be from, or contract awarded to, any Fund or Philadelphia Marathon employee or official who submits a Proposal or solicits any contract in which he or she may have any direct or indirect interest.

F. General Disclaimer

This RFP does not commit the Fund or the City of Philadelphia to award a contract. This RFP and the process it describes are proprietary to the Fund and the City and are for the sole and exclusive benefit of the Fund/City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the Fund/City and may be subject to public disclosure by the Fund/City, or any authorized agent of the Fund/City.

G. Proposal Binding

By signing and submitting its bid, each respondent agrees that the contents of its bid are available for establishment of final contractual obligations for a minimum of 180 calendar days from the application deadline for this bid. Order specifications may be changed after bids are awarded. A respondent’s refusal to enter into a contract which reflects the complete terms and conditions of this notice of contract opportunity, the Marathon contract or respondent’s Proposal may, in the Fund’s sole discretion, result in rejection of respondent’s Proposal or termination of any negotiations with the respondent.

PART IV: PROPOSAL ADMINISTRATION

A. Procurement Schedule

RFP Posted	May 21, 2024
Applicant Questions Due	June 5, 2024
Answers Posted on https://philacityfund.org/rfp-2024-marathon-medals/ by	June 12, 2024
Proposals Due	June 19, 2024

B. Questions Relating to the RFP

All questions concerning this RFP must be submitted in writing via email with “PM 2024 RFP Medals – Questions” in the subject line to marathon.contracts@phila.gov, with a cc: to cityfund@phila.gov by **June 5, 2024 at 5:00pm E.S.T.** and may not be considered if not received by then. The Marathon will provide written responses to the submitted questions no later than **June 12, 2024**. These responses will be posted at <https://philacityfund.org/rfp-2024-marathon-medals/> with original questions noted. Oral responses by any employee or agent of the Fund or the Marathon are not binding and shall not in any way be considered a commitment by the marathon.

C. Evaluation Criteria

Proposals will be evaluated by a small team of operations and event professionals organized by the Philadelphia Marathon. Proposals will be analyzed based on the following:

- Cost
 - Cost-effectiveness, cost-efficiency, proposed savings, expense reduction
 - Price, fee caps and other cost control measures

- Experience/Vendor Profile
 - Specialized experience
 - Documented prior years of experience in handling project(s) of similar size and scope -Demonstrated ability to meet deadlines.
 - Technical, administrative, financial capacity
 - Specific licensure requirements for organizations/businesses
 - Shared commitment, with PMW, to achieving the objectives of Executive Order 03-12 which strives for the inclusion of Minority, Women and Disabled Businesses in all phases of the City contracting
- Proposed plan of action/strategy/solution for project(s)
 - Utilization of most efficient methodology
 - Innovativeness of technical solution
 - Utilization of best practices
 - Ability to meet project deadlines under proposed solution/project plan
- Expressed willingness to comply with the Philadelphia City Fund and/or PMW standards for contracting (e.g., indemnification, nondiscrimination)
- Superior prior experience, as confirmed by references;
- Superior skill and reputation, including timeliness and demonstrable results, as confirmed by references;
- Meets qualification requirements as set forth in the RFP.

D. Revisions to Bid Specifications

The Fund and the staff of the Marathon reserve the right to change, modify or revise the RFP at any time. Any revisions prior to award will be posted on the City Fund website, <https://philacityfund.org/rfp-2024-marathon-medals/>, with the original opportunity details. It is the respondent's responsibility to check the website frequently to determine whether additional information has been released.

PART V: CONTRACT REQUIREMENTS

A. Contract Term

The anticipated term of the base contract will be approximately July 2024 through December 2024, pending selection timeline. The Fund may, at its sole option, amend and/or renew any Contract to add up to three (3) additional successive terms ("Additional Terms"). Each term may be up to one year in length and will be determined

based on the needs of the Marathon at the time of the contract renewal. Except as may be stated otherwise in such amendment, the terms and conditions of this Contract shall apply throughout each Additional Term.

B. Compensation

The Fund will pay the consultant/vendor based on experience and the arrangement agreed upon. The consultant/vendor will invoice the Fund/Philadelphia Marathon, terms to be agreed upon at time of contract execution.

C. Contract Requirements

Respondent agrees and acknowledges that, in addition to the terms and conditions of any Contract shall include the following provisions:

- 1. Insurance.** The selected Contractor will be expected to hold sufficient insurance to appropriately cover its activities. Specific types and minimum limits to be determined during the contracting process. Contractor should expect a contract provision requiring the Fund to be named as an additional insured on the appropriate policies. Contractor. Vendor may be required to provide proof of insurance at the Fund's discretion.

- 2. Indemnification.** The successful Respondent shall indemnify, defend and hold harmless the Fund and the City of Philadelphia and any and all of its officers, employees and agents, from and against any and all losses, costs (including, but not limited to, litigation and settlement costs and counsel fees and expenses), claims, suits, actions, damages, liability and expenses, occasioned wholly or in part by Respondent's act or omission or negligence or fault or the act or omission or negligence or fault of Respondent's agents, subcontractors, independent Contractors, suppliers, employees or servants in connection with the Contract that may result from this Bid request. This includes, but is not limited to, those in connection with loss of life, bodily injury, personal injury, damage to property, contamination or adverse effects on the environment, intentional acts, failure to pay any Subcontractors and suppliers, any breach of the Contract, and any infringement or violation of any proprietary right (including, but not limited to, patent, copyright, trademark, service mark and trade secret).

PART VI: RESERVATION OF RIGHTS AND CONFIDENTIALITY

By submitting a proposal pursuant to this RFP or any related Notice of Contract Opportunity, Respondent understands and agrees to the following reservation of rights:

- A. The Fund and the Philadelphia Marathon's Reservation of Rights in Connection with the RFP and/or Notice of Contract Opportunity.** The Fund and/or the Philadelphia Marathon reserves and may exercise any one or more of the following rights

and options with respect to its RFP and/or Notice of Contract Opportunity process:

1. To reject any and all proposals and to reissue a revised RFP and/or Notice of Contract Opportunity at any time prior to execution of a final Contract;
2. To issue a new RFP and/or Notice of Contract Opportunity with terms and conditions substantially different from those set forth in a previous RFP and/or Notice of Contract Opportunity;
3. To issue a new RFP and/or Notice of Contract Opportunity with terms and conditions that are the same or similar as those set forth in a previous RFP and/or Notice of Contract Opportunity in order to obtain additional proposals;
4. To extend an RFP and/or Notice of Contract Opportunity in order to allow for time to obtain additional proposals prior to such RFP and/or Notice of Contract Opportunity application deadline; or,
5. To cancel any RFP and/or Notice of Contract Opportunity with or without issuing another RFP and/or Notice of Contract Opportunity.

B. Proposal Selection Process and the Fund and the Philadelphia Marathon's Reservation of Rights in Connection with Selection of Proposal(s) for Review.

The Fund and the Philadelphia Marathon reserves and may exercise any one or more of the following rights and options with respect to its selection process:

1. To reject any proposal if, in the Fund and the Philadelphia Marathon's sole discretion, the proposal is incomplete, the proposal is not responsive to the requirements of the RFP and/or Notice of Contract Opportunity or it is otherwise in the best interest of the Fund and the Philadelphia Marathon to reject the proposal.
2. To supplement, amend, substitute or otherwise modify any RFP and/or Notice of Contract Opportunity at any time prior to award of one or more Respondents for negotiation.
3. To reject the proposal of any Respondent that, in the Fund and the Philadelphia Marathon's sole judgment, has been delinquent or unfaithful in the performance of any contract with the Marathon, is financially, or technically incapable or is otherwise not a responsible Respondent.
4. To reject as informal or non-responsive, any proposal which, in the Fund and the Marathon's sole judgment, is incomplete, is not in conformity with applicable law, is conditioned in any way, deviates from the RFP and/or Notice of Contract Opportunity or contains erasures, ambiguities, alterations or items of work not called for by the

RFP and/or Notice of Contract Opportunity.

5. To waive any informality, defect, non-responsiveness and/or deviation from the RFP and/or Notice of Contract Opportunity that is not, in the Fund and the Philadelphia Marathon's sole judgment, material to the proposal.
6. To permit or reject, at the Fund and the Philadelphia Marathon's sole discretion, amendments (including information inadvertently omitted), modifications, clarifying information, alterations and/or corrections to proposals by some or all of the Respondents following proposal submission and before contract award and/or contract execution.
7. The Fund and the Philadelphia Marathon further reserve the right to conduct on-site investigations of the Respondents' facilities or of those facilities where the Respondent performs its services. Proposals will be evaluated, in part, according to whether the Respondent meets the minimum qualifications and submits a proposal complying with all the requirements of the RFP and/or the Notice of Contract Opportunity.
8. The Fund and the Philadelphia Marathon reserves the right to enter into negotiations with any or all Respondents regarding price, Scope of Services, or any other term of their proposals, and such other contractual terms as the Philadelphia Marathon may require, at any time prior to execution of a final Contract.
9. The Fund and the Philadelphia Marathon may, at its sole election, enter into simultaneous, competitive negotiations with multiple Respondents or negotiate with individual Respondents either together or in a sequence. Negotiations with Respondent(s) may result in the expansion or reduction of the Scope of Services, or changes in other terms and the submitted proposals. In such event, the Fund and the Philadelphia Marathon shall not be obligated to inform other Respondents of the changes, or to permit them to revise their proposals in light thereof unless the Fund and the Marathon, in their sole discretion, determine that doing so is in the Fund and the Philadelphia Marathon's best interest. The Fund and the Philadelphia Marathon may accept or reject any or all of the items in any proposal and award the Contract in whole or in part if it is deemed in the Fund and the Philadelphia Marathon's best interest.
10. In the event negotiations with any Respondent(s) are not satisfactory to the Fund and the Philadelphia Marathon, the Fund and the Philadelphia Marathon reserves the right to discontinue such negotiations at any time; to enter into or continue negotiations with other Respondents; to reissue the RFP and/or Notice of Contract Opportunity in order to solicit new Respondents. The Fund and the Philadelphia Marathon reserve the right not to enter into any contract with any Respondent, with

or without the re-issuance of a RFP and/or Notice of Contract Opportunity, if the Fund and the Philadelphia Marathon determine that such is in the Fund and the Philadelphia Marathon's best interest.

C. Confidentiality and Public Disclosure

1. The successful Respondent shall treat all information obtained from the Fund and the Philadelphia Marathon, which is not generally available to the public as confidential and/or proprietary to the Fund and the Philadelphia Marathon. The successful Respondent shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The successful Respondent agrees to indemnify and hold harmless the Philadelphia City Fund, the City of Philadelphia, the Philadelphia Marathon, and its respective officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful Respondent or any person acquiring such information, directly or indirectly, from the successful Respondent.
2. By submission of a proposal, Respondents acknowledge and agree that as a municipal marathon of the City of Philadelphia, the Philadelphia Marathon and the City of Philadelphia, each may be subject to state and local public disclosure laws and, as such, are legally obligated to disclose to the public documents, including proposals, to the extent required thereunder. Without limiting the foregoing sentence, the Fund and the Philadelphia Marathon's legal obligations shall not be limited or expanded in any way by a Respondent's assertion of confidentiality and/or proprietary data.

[Attachments Follow]

Appendix A
Diversity Disclosure Report Form for RFP Applicants

Please see attached, or download an editable Microsoft Word version by clicking this link:
<https://philacityfund.org/wp-content/uploads/2023/03/PCF-Diversity-Disclosure-Form.docx>