



July 26, 2022

## Request for Proposal

### Newsletter Graphic Design, Printing, and Mailing Services

#### C-2022-0283

The Woodlands Convention and Visitors Bureau (CVB), the official destination marketing organization responsible for promoting The Woodlands Township, is seeking proposals for printing and mailing services for a new publication.

The Woodlands CVB (which promotes Visit The Woodlands) has issued this Request for Proposal (RFP) outlining the needs and requirements for participation in this bid process.

Evaluation of the submitted proposals will be based on the following criteria:

- Design Capabilities
- Printing Capabilities
- Fulfillment Capabilities
- Competitive Service Fees / Costs

Proposals should be submitted to:

Ashley White, Marketing Director  
The Woodlands Convention & Visitors Bureau  
2801 Technology Forest Blvd.  
The Woodlands, Texas 77381  
[ashley.white@visitthewoodlands.com](mailto:ashley.white@visitthewoodlands.com)

**Proposals must be received no later than 4:00 p.m. (CST) on Monday, August 15, 2022.**

Should you have any questions, please feel free to contact Mary Murphy at [mary.murphy@visitthewoodlands.com](mailto:mary.murphy@visitthewoodlands.com).

Thank you,

A handwritten signature in black ink that reads "Ashley White".

Ashley White  
Marketing Director, The Woodlands Convention & Visitors Bureau

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**NEWSLETTER PRINTING AND MAILING SERVICES REQUEST FOR PROPOSAL**

**I. BACKGROUND**

The Woodlands CVB (which promotes Visit The Woodlands) is the official destination marketing organization of The Woodlands Township and is responsible for promoting The Woodlands for both hotel and retail tax collections. Its mission is to establish The Woodlands, Texas as a beautiful, lively and welcoming destination recognized regionally, nationally and internationally for first-class business, convention and leisure travel. Visit The Woodlands is a 501 (c) (6) organization, funded by The Woodlands Township Hotel Occupancy Tax and managed by a Board of Directors who oversee the mission, vision and budget of The Woodlands CVB.

The Woodlands CVB is developing a new publication highlighting business activity in The Woodlands Township. This publication will highlight businesses and services positively affecting the economic impact of tourism, conventions, and corporate travel into The Woodlands Township.

The physical size of this publication, along with how frequently it is mailed, is yet to be determined. These variables will depend on the cost effectiveness of services and suggestions submitted in response to this RFP.

[Learn more about Visit The Woodlands on our website.](#)

**II. RFP OVERVIEW**

The Woodlands CVB (Visit The Woodlands) is soliciting proposals for the services listed below.

1. **Design:** Work with The Woodlands CVB to develop a layout design for publication. This includes editing and proofing each publication before sending out to print. The Woodlands CVB will provide photos and written content.
2. **Printing:** Please provide proposals for the following options:
  - Option A
    - Pages: 8 pages + 4 Cover
    - Size: 8.75 x 11.5 (Folded Size: 5.75 x 8.75)
    - Paper: 100 lb cover
    - Paper: 100 lb inside
    - Ink: 4/4
    - Finishing: Cut, Fold, Stitch
    - Shipping: Included
    - Quantity: 2,000
  - Option B
    - Pages: 8 pages + 4 Cover
    - Size: 11 x 17 (Folded Size: 8.5 x 11)
    - Paper: 100 lb cover
    - Paper: 100 lb inside

- Ink: 4/4
- Finishing: Cut, Fold, Stitch
- Shipping: Included
- Quantity: 2,000

- Option C

- Pages: 8 pages + 4 Cover
- Size: 9.25 x 14 (Folded Size: 7 x 9.25)
- Paper: 100 lb cover
- Paper: 100 lb inside
- Ink: 4/4
- Finishing: Cut, Fold, Stitch
- Shipping: Included
- Quantity: 2,000

- Option D

- Pages: 8 pages + 4 Cover
- Size: 8.75 x 17 (Folded Size: 8.5 x 8.5)
- Paper: 100 lb cover
- Paper: 100 lb inside
- Ink: 4/4
- Finishing: Cut, Fold, Stitch
- Shipping: Included
- Quantity: 2,000

3. **Fulfillment:** Services shall include mailing the publication

- **Please provide quotes for the following mail-out frequency:**

- Quarterly (four times per year)
- Bi-monthly (every other month, six times per year)

The contract for services will be with The Woodlands CVB. The contract will be for work to be performed beginning immediately upon being awarded the bid and the negotiated contract being signed by both The Woodlands CVB and the awarded vendor.

### III. PROPOSAL INSTRUCTIONS

Proposals must be received via email no later than 4:00 p.m. (CST) on Monday, August 15, 2022. Send proposals to:

**Ashley White, Marketing Director**  
**The Woodlands Convention and Visitors Bureau**  
**2801 Technology Forest Blvd.**  
**The Woodlands, Texas 77381**  
[ashley.white@visitthewoodlands.com](mailto:ashley.white@visitthewoodlands.com)

It is the responsibility of the respondent to ensure that the proposal is received by The Woodlands CVB by the date and time specified above. Late proposals will not be considered. All costs incurred in the preparation of the proposal to this RFP will be the sole responsibility of the respondent and will not be reimbursed by The Woodlands CVB. Additionally, The Woodlands CVB shall incur no liability for the preparation and/or submission of any letter of interest incurred by a respondent. Any conditional submission may be cause for rejection. The Woodlands CVB, being funded by tax dollars and staffed by employees of The Woodlands Township, operates in compliance with the Texas Open Meeting Act/Texas Open Records Act, and therefore, all submissions and resulting analysis may be subject to disclosure to the public.

Respondents to this RFP may withdraw or modify their proposal prior to the deadline established for the submittal of proposals, provided the request for withdrawal is made in writing to the same address.

**QUESTIONS:** Any questions about the meaning, the intent or the specifications must be inquired by the proposer in writing by 5:00 p.m. on August 8, 2022. E-mail all questions to: Mary Murphy, Public Relations Coordinator, [mary.murphy@visitthewoodlands.com](mailto:mary.murphy@visitthewoodlands.com).

#### **IV. RIGHT TO REJECT**

The Woodlands CVB expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the The Woodlands CVB's goals, objectives, and standards, regardless of whether or not said bid/proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or any part of the proposals as determined to be in The Woodlands CVB's best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

#### **V. NOTIFICATION OF AWARD**

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate(s).

#### **VI. DISCLAIMER**

The proposal will become the property of The Woodlands CVB. This RFP in no manner obligates The Woodlands CVB to pursue any contractual relationship with an entity that responds to this RFP. The Woodlands CVB further reserves the right to cancel this RFP at any time if deemed to be in the best interest of Visit The Woodlands. Negotiations will be conducted with the selected company. In the event a mutually acceptable contract cannot be negotiated with the selected company, The Woodlands CVB reserves the right to negotiate with other responding companies. The Woodlands CVB reserves the right to amend or revise this RFP, in whole or in part, as it deems necessary and without further notice to the public.