



FOUNDATION

**Request for
Campaign Consultant Proposals**

February 2023

Table of Contents

PART 1 REQUEST FOR PROPOSAL	3
1.1 About Vancouver Community College (VCC)	3
1.2 About VCC Foundation	3
1.3 Project Background	4
1.4 Invitation to Proponents.....	4
SECTION 2 GENERAL INFORMATION AND RFP INSTRUCTIONS	5
2.1 Proponents to Follow Instructions	5
2.2. Omissions and Discrepancies.....	5
2.3 Interpretation	5
2.4. RFP Contact, Communication and Questions.....	5
2.5 Closing Time and Location	5
2.6 Withdrawal of Proposal	5
2.7 Rectification Period	5
2.8 Other Information	6
SECTION 3 REQUEST FOR PROPOSAL DETAILS	7
3.1 Proposal I.....	7
Conduct a Campaign Planning Study (60-90 days)	7
Develop a Campaign Plan (60-120 days)	7
3.2 Proposal II	7
Execute/Manage the Campaign (12-18 months).....	7
3.3 Proposed Content and Scope of Work	7
3.4 Mandatory Proposal Requirements	7
a. Cover Letter	7
b. Company information.....	8
c. Approach and Methodology.....	8
d. References	8
e. Fee Schedule.....	8
PART 4 – REQUEST FOR PROPOSAL SUBMISSION REQUIREMENTS.....	9
PART 5 EVALUATION METRICS	9
PART 6 TERMS AND CONDITIONS.....	10
APPENDIX A – SUBMISSION FORM	13
APPENDIX B – CONFIDENTIALITY OF SUBMITTED INFORMATION.....	15
APPENDIX C – SERVICE AGREEMENT	16

We acknowledge that Vancouver Community College is located on the traditional and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔt̓ (Tsleil-Waututh) peoples who have been stewards of this land from time immemorial, and we recognize our privilege to work and learn here.

PART 1 REQUEST FOR PROPOSAL

1.1 About Vancouver Community College (VCC)

Vancouver Community College (“VCC”) has been in continuous operation since 1880, longer than any Post-Secondary Institution in the province. Since 1965, VCC has trained nearly one million British Columbians. It is estimated that one out of every 53 jobs in Greater Vancouver is supported by the activities of VCC and its students.

Today, with over 13,000 students, including a growing number of Indigenous and international learners, VCC continues to play a key role in the continuum of post-secondary education in BC. The college operates two campuses in Vancouver – the Downtown Campus at 250 West Pender and the Broadway Campus at 1155 East Broadway. Approximately 1,100 employees (faculty, administrators, and staff) bring academic rigor and real-world experience to the classroom to train students for success in trades and technology, health, hospitality, business, and design.

VCC’s over 140 programs are designed with industry input, ensuring a 90%+ post-college employment rate for its graduates. Delivering relevant, real-world training and experience, VCC fully prepares its students to enter a competitive workforce through industry-informed instruction. With respect to trades, VCC’s students are frequently top performers in provincial, national, and international skills competitions.

To make these programs as accessible as possible, and in alignment with the Provincial Government’s desire to make life affordable for British Columbians, VCC currently has the lowest per-credit tuition fees in the province. The college also prides itself in providing educational offerings for special populations, including profoundly deaf and blind students; upgrading programs for adults who have not graduated from high school; and programs catering to new arrivals to Canada.

VCC is unwavering in its vision to be the first choice for innovative, experiential learning for life and continues to be guided by our strategic values which include:

- **Student success:** We create an accessible environment where students build skills, develop attributes, and gain experience in the classroom, community, and employer for success.
- **Excellence:** We strive to deliver the highest educational quality, student support, and college operations that are responsive, relevant, and innovative.
- **Reconciliation and Diversity:** We respect and celebrate our differences and are committed to the work of decolonization and inclusivity for all.
- **Stewardship:** We are responsible for the resources entrusted to us and are focused on working in the best interests of the college and the community, as a whole.

1.2 About VCC Foundation

The VCC Foundation (“Foundation”) is a registered charity with CRA operating since 1983 to raise funding to support students at Vancouver Community College. Operated by a volunteer Board of Directors, the Foundation and its partner Vancouver Community College (VCC) enjoy an independent yet interrelated relationship. To ensure success, the College and the Foundation are committed to developing a strong collaborative relationship and building partnerships alongside donors with the end result of supporting students in their quest for an education.

Together with the support of our community of donors, the VCC Foundation has raised funds to support new buildings, classroom equipment, special projects; as well as for scholarships, bursaries and awards, and more to enrich each student's educational experience. As student needs are identified, the Foundation works to find funding support that provides financial relief for students.

1.3 Project Background

VCC completed its new vision and Campus plan for the next 25 years in 2020. To move this plan forward, new building construction is being considered. The Centre for Clean Energy and Automotive Innovation (CCEAI) would be the first building within this new plan and the first capital campaign to be undertaken by the College in over 16 years.

The new Centre for Clean Energy and Automotive Innovation (CCEAI) will act as a catalyst that will transform VCC into an innovative centre for learning. The CCEAI facility will house a broad spectrum of creative, technology based, and academic programs such as Automotive Innovation, Clean Energy and Creative Learning, as well as spaces and services for the Broadway Campus including Student Experience, Library and Learning Centre, Indigenous Gathering Space, and Administration. Experiential hands-on learning will allow students to safely practice within a controlled environment to prepare for ongoing education, direct entry into employment, career advancement, and greater participation in the community.

The CCEAI will uphold VCC's legacy of celebrating diversity, fostering growth, and serving the community. The CCEAI will also create opportunities for interprofessional collaboration with experts and learners from a range of industries; where they can immerse themselves in new realities and jointly engineer solutions that embody innovation and respond to a changing city. This approach provides links with the industry to provide a strong presence and visible provincial center of excellence in learning, teaching, research, and innovation. The plan for this new building is also providing a strong position for future campus plan activities related to community housing, and other community redevelopment initiatives.

The VCC Foundation has been tasked with raising funds to support the CCEAI project. A goal of \$10M is the Foundation's contribution to this project. However, the Foundation cannot refocus and dedicated all fundraising efforts to towards the CCEAI, at the expense of other program fundraising commitments. As a result, a comprehensive campaign strategy is being proposed with an overall goal of \$15M to incorporate existing fundraising priorities alongside the funding goals for the CCEAI building.

The project timeframe noted below is variable and based on positive financial commitment from the Provincial Government. Timelines may vary.

- Pending Funding approval Spring 2023
- Development Permit Submission Fall /Winter 2023
- Ground-breaking Spring 2024
- Completed Construction Summer 2026
- Building Opening Fall 2026

1.4 Invitation to Proponents

The VCC Foundation through this Request for Proposal ("RFP") invites qualified fundraising consultants to submit proposals to provide campaign counsel, working with College Leadership, our Board, Executive Director and staff to design, test and implement all necessary elements for a successful Comprehensive Fundraising Campaign of approximately \$15M, ideally over an 18-24 month timeline.

For more details please refer to Section 3 RFP Project Details and Section 4 RFP Submission Requirements.

SECTION 2 GENERAL INFORMATION AND RFP INSTRUCTIONS

2.1 Proponents to Follow Instructions

Proponents should structure their Proposals in accordance with the instructions in the RFP. Where information is requested in the RFP, any response should reference the applicable section numbers of the RFP where that request was made.

2.2. Omissions and Discrepancies

Should the Proponent be in doubt as to the meaning, intent or interpretation of any part of this document, find any discrepancies in, or find omissions from the document, it is their responsibility to inquire about and clarify any requirements of this RFP.

The Proponent shall be solely responsible for any errors, omissions, discrepancies, or misunderstandings resulting from the Proponent's failure to examine thoroughly the RFP documents and from the Proponent's failure to enquire further with the RFP Contact.

The Proponent shall not claim at any time after the submission of a Proposal or the subsequent execution of a contract that there was any misunderstanding with respect to anything contained in the RFP document.

2.3 Interpretation

No oral interpretation of any of the RFP document by anyone, whether or not employed by the College, shall be effective to alter or modify any of the provisions in the RFP document.

Every request for interpretation of the meaning of any of the requirements of the RFP document shall be made in writing as indicated in section 2.4 Communications and Questions.

2.4. RFP Contact, Communication and Questions

All communication and questions should be directed to Stephanie Trimble, Associate Director Advancement strimble@vcc.ca

2.5 Closing Time and Location

All proposals are to be submitted and emailed to the RFP contact on or before 4:30pm on March 10, 2023. Proponents may not make modifications to their Proposal after the Closing Time, except as may be allowed by the Foundation pursuant to 2.7 Rectification Period.

The Foundation may reproduce any of the Proposals and supporting documents for internal use or for any other purpose required by law.

2.6 Withdrawal of Proposal

Proposals may be withdrawn during the RFP process by a Proponent at any time upon written notice to the RFP Contact.

2.7 Rectification Period

Where a Proponent has submitted a Proposal but has a missing information on any part of Mandatory Requirements, the Foundation will notify the Proponent in writing and provide up to two (2) Business Days from the time of notification to rectify the Proposal.

The rectification period is not an opportunity to alter any other part of the submission other than to correct deficiencies in the Mandatory Requirements.

2.8 Other Information

In submitting a Proposal, the Proponent acknowledges the following:

2.8.1 Proponents Costs

All costs and expenses with respect to the preparation and submission of a Proposal pursuant to this RFP, and in attending interviews, if any, shall be the sole responsibility of the Proponent and the Foundation assumes no liability whatsoever for any Proponent costs and expenses.

2.8.2 Conflict of Interest.

In their Proposal, Proponents must disclose to the RFP Contact, any potential, actual or perceived conflict of interest. If such conflict of interest does exist, the Foundation may, in its sole discretion, refuse to consider the Proposal.

If a breach of this requirement is discovered at any time during or after the RFP process, the RFP Contact reserves the right, in its sole discretion, to disqualify the Proposal without prejudice, and with the right to seek damages.

2.8.3 Changes in a Proponent If there is an addition, deletion, or change in the members comprising a Proponent, in the key personnel positions, or a change of effective control, or a change that may affect its ability to provide the requirements set out in this RFP after a Proposal has been submitted, the Proponent must notify the Contact Person, in writing, within three (3) working days of any such change. If, in its opinion, the Foundation determines that the change materially negatively affects the ability of the Proponent to carry out the scope of work, the Foundation reserves the right to terminate any candidacy of a Proponent. Additionally, the Foundation reserves the right to terminate any candidacy of a Proponent if the Foundation learns of any of the above changes without such notification.

SECTION 3 REQUEST FOR PROPOSAL DETAILS

The Foundation is seeking proposals that will provide the following services as two separate components.

Proposal I: Campaign Planning Study and Develop Campaign Plan

Proposal II: Implementation of Campaign Plan

3.1 Proposal 1

Conduct a Campaign Planning Study (60-90 days)

- Lead, conduct and report on a planning/feasibility study
- Determine realistic fundraising goals and validate the value of asset naming opportunities
- Work with Foundation Board and staff and College Leadership to identify key prospects and communications groups
- Develop Case for Support and test key messaging for the Case
- Test asset naming valuations for the project
- Conduct interviews with key prospects and community leaders
- Submit a full report with findings and recommendations

Develop a Campaign Plan (60-120 days)

- Develop a comprehensive campaign plan and calendar maximizing public relations opportunities
- Assist in developing collateral materials and use of social networking opportunities
- Train administration, volunteers and staff
- Assist in development of a volunteer Campaign Cabinet and /or Ambassador Team
- Develop a framework for prospect research

3.2 Proposal 2

Execute/Manage the Campaign (12-18 months)

- Manage campaign prospect identification and evaluation; assist in the identification and securing of “lead gifts”
- Assist in the development of the campaign cabinet
- Assist in development of campaign materials
- Oversee prospect calls and follow-ups assisted by volunteers
- Develop donor tracking and assist with donor recognition
- Work with the College on the management of public information and public relations plan

3.3 Proposed Content and Scope of Work

The following should be addressed in your proposal specific to VCC and the VCC Foundation

- Your vision and objectives for the project, as well as your understanding of the work to be undertaken;
- Your approach to the project;
- The proposed schedule of milestones, activities and duration;
- Presentation of formal reporting and other reporting metrics on proposal deliverables;
- Your expectations of board, staff and volunteers during each phase of the campaign process;
- Your firm’s and consultant’s personal experience with similar projects, and his or her relevant qualifications and experience;
- Identify the project lead, i.e the individual who will have day-to-day responsibility.

3.4 Mandatory Proposal Requirements

Proposal submission closing date is **March 10, 4:30 p.m.** Submissions should be delivered electronically by email to strimble@vcc.ca. Please include the following information in your submission package, with a maximum of 12 pages:

- a. Cover Letter** - Please include a cover letter indicating your interest in this project

- b. Company information** - Please provide general information about your company, as well as what makes your company uniquely positioned to make this project a success.
- **Project Team** - Please provide short bios for proposed member(s) of the project team, including the Principal Consultant and other key members that you propose for this project. Resume or CV preferred.
 - **Sub- Consultants** - Please list and provide experience information for any anticipated sub-consultants or specialists that will be a part of your consultant team.
 - **Project Experience** - Please provide at least three (3) examples of your firm's experience with projects of similar size, scope and purpose. As much as possible, examples should be relevant to key team members identified. Please provide examples that also incorporate cultural considerations, in particular the Indigenization of campaigns.
- c. Approach and Methodology** - Please describe how the scope of work, outlined above, might be completed and how challenges might be overcome.
- **Project Deliverables**– Please outline your approach in each Proposal.
 - **Project Schedule** - Please outline your proposed process and provide an estimated schedule within the time frame outlined. Please identify any critical milestones.
 - **Collaboration** - A clear outline of expected roles and responsibilities of the College Leadership, VCC Foundation Board, Executive Director, staff, capital campaign team and the Fundraising Consultant.
- d. References** – Please provide a minimum of three references, from previous clients for whom the consultant has performed similar work.
- e. Fee Schedule** - Please provide an itemized fee schedule of the Scope of Work, including estimated sub-consultant fees, for the duration of the project, to be broken down by phase. Please also outline any observed potential for deviations or additional fees.

PART 4 – REQUEST FOR PROPOSAL SUBMISSION REQUIREMENTS

To be considered, Proponents must submit their Proposals electronically prior to the closing date of March 10, 2023 as noted in Section 2.5 Key Dates & Deadlines.

Proponents should submit their Proposals in a format that addresses the requirements of the RFP.

Submissions will not be considered if they fail to submit a section identified as a mandatory compliance item and/or they fail to follow the format of the submission.

Additionally, the Proposal should be specific to the needs of the VCC Foundation, show differentiation, and allow the Foundation to make a data-based decision on why the Proponent should be the winning Proposal for the negotiated RFP process. Proponents are discouraged to submit information (I.E. marketing information, newsletter) that is not related to the requirements of this RFP.

The following are required for all submissions:

1. Cover Letter
2. Appendix A Submission Form (Proponents *must* complete and sign Appendix A).
3. Proposal
Proponents must complete and submit all required information outlined in Section 3
4. Proponents must Sign Appendix B. Confidentiality of Submitted Information
5. Appendix C Service Agreement - It is strongly advised that the Proponents review the attached sample Service Agreement, and include any Provisions that may of concern when submitting their Proposal.

Submissions will not be considered if they fail to submit a section identified as a mandatory compliance item and/or they fail to follow the format of the submission.

Additionally, the Proposal should be specific to the needs of the VCC Foundation, show differentiation, and allow the Foundation to make a data-based decision on why the Proponent should be the winning Proposal for the negotiated RFP process. Proponents are discouraged to submit information (I.E. marketing information, newsletter) that is not related to the requirements of this RFP.

PART 5 EVALUATION METRICS

All Proposals will be evaluated for their completeness and suitability with respect to the requirements of the Foundation by a committee composed of VCC Foundation staff or designates, and may include 3rd party consultants.

Proposals will be evaluated against the Submission Requirements. It is important to note that details provided in the submitted Proposal will become part of the evaluation and the final contract. The Committee will evaluate the Proposals in a formalized, systematic and consistent manner against criteria listed below.

Submission of ALL requirements	YES/NO
Demonstrated experience of the individual(s) assigned to the project	15
Firm's or individual(s) Proposal including the understanding of socio-economic communities similar to VCC	35
Campaign strategy and fit with VCC's values and operations	35

Project Costs	15
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Financial formula+ (lowest value/proposed value being evaluated @ 15%)

The Proponent with the highest compiled value will be invited to negotiate a Service Agreement with the Foundation.

The Foundation reserves the right, in its sole discretion to clarify any Proposal without becoming obligated to offer the same opportunity to any other Proponent(s).

The Foundation, as a result of this RFP process reserves the right to reject any and all submissions.

PART 6 TERMS AND CONDITIONS

6.1 Negotiations, Notification and Debriefing

6.1.1 Selection of Top - Ranked

The top-ranked Proponent, as established under Part 5 – Evaluation of Proposals, will receive a written invitation to enter into direct contract negotiations with the Foundation. The VCC Foundation may invite “expert” stakeholders to the negotiations. The negotiation team member list will be provided to the Proponent prior to negotiations. The Proponent will be required to provide a list of their negotiating members prior to negotiations. Objections to any one on either list should be made in writing. The lists must have mutual agreement.

6.1.2 Timeframe for Negotiations

The VCC Foundation intends to conclude negotiations with the top-ranked Proponent within ten (10) Business Days commencing from the date the Foundation invites the top-ranked Proponent to enter negotiations. A Proponent invited to enter into direct contract negotiations should therefore be prepared to provide requested information in a timely fashion and to conduct its negotiations expeditiously.

6.1.3 Process Rules for Negotiations

Any negotiations will be subject to the process rules contained in this Part 6 – Terms and Conditions of the RFP Process and the Submission Form (Appendix A) and will not constitute a legally binding offer to enter into a contract on the part of the Foundation. Negotiations may include requests by the Foundation for supplementary information from the to verify, clarify or supplement the information provided in its Proposal or to confirm the conclusions reached in the evaluation, and may include requests by the Foundation for improved pricing or revisions to the proposed scope from the proposal.

6.1.4 Terms and Conditions

The terms and conditions found in the Service Agreement (Appendix C) are to form the starting point for negotiations between the Foundation and the selected Proponent.

6.1.5 Failure to Enter Into Master Agreement

Proponents should note that if the parties cannot execute a contract within the allotted ten (10) days, the Foundation may invite the next-best-ranked Proponent to enter into negotiations. In accordance with the process rules in this Part 6 – Terms and Conditions of the RFP Process and the Submission Form (Appendix A), there will be no legally binding relationship created with any Proponent prior to the execution of a written agreement. With a view to expediting contract formalization, at the midway point of the above-noted timeframe, the Foundation may elect to initiate concurrent negotiations with the next-best-ranked Proponent. Once the above-noted timeframe lapses, the Foundation may discontinue further negotiations with the top-ranked Proponent. This process shall continue until a contract is formalized, until there are no more Proponents remaining that are eligible for negotiations or until the Foundation elects to cancel the RFP process.

6.1.6 Notification to Other Proponents

Other Proponents that may become eligible for contract negotiations will be so notified at the commencement of the negotiation process. Once a contract is executed between the Foundation and a Proponent, the other Proponents shall be notified of the outcome of the procurement process and the award of the contract.

6.1.7 Debriefing

Proponents may request a debriefing after receipt of a notification of award. All requests must be in writing to the Foundation Contact and must be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the Proponent in presenting a better Proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

6.2.1 No Contract A and No Claims

The procurement process is not intended to create and shall not create a formal legally binding bidding process and shall instead be governed by the law applicable to direct commercial negotiations. For greater certainty and without limitation: (a) the RFP shall not give rise to any Contract A-based tendering law duties or any other legal obligations arising out of any process contract or collateral contract; and (b) neither the Proponent nor the Foundation shall have the right to make any claims (in contract, tort, or otherwise) against the other with respect to the award of a contract, failure to award a contract or failure to honour a Proposal to the RFP.

6.2.2 No Contract until Execution of Written Service Agreement

The RFP process is intended to identify prospective vendors for the purposes of negotiating potential agreement. No legal relationship or obligation regarding the procurement of any good or service shall be created between the Proponent and the Foundation by the RFP process until the successful negotiation and execution of a written agreement for the acquisition of such services.

6.2.3 Non-binding Price Estimates

While the pricing information provided in Proposals will be non-binding prior to the execution of a written agreement, such information will be assessed during the evaluation of the Proposals and the ranking of the Proponents. Any inaccurate, misleading or incomplete information, including withdrawn or altered pricing, could adversely impact any such evaluation, ranking or contract award.

6.2.4 Disqualification for Misrepresentation

The Foundation may disqualify the Proponent or rescind a contract subsequently entered into if the Proponent's Proposal contains misrepresentations or any other inaccurate, misleading or incomplete information.

6.2.5 Cancellation

The Foundation may cancel or amend the RFP process without liability at any time.

6.3 Governing Law and Interpretation

The terms and conditions in this Part 6 – Terms and Conditions of the RFP Process

- (a) are included for greater certainty and are intended to be interpreted broadly and separately (with no particular provision intended to limit the scope of any other provision);

(b) are non-exhaustive (and shall not be construed as intending to limit the pre-existing rights of the parties to engage in pre-contractual discussions in accordance with the common law governing direct commercial negotiations); and

(c) are to be governed by and construed in accordance with the laws of the Province of British Columbia and the federal laws of Canada applicable therein.

APPENDIX A – SUBMISSION FORM

1. Information

Please fill out the following form, and name one person to be the contact for the RFP Proposal and for any clarifications or amendments that might be necessary.	
Full Legal Name of Proponent	
Street Address	
City, Province	
Postal Code	
Phone Number	
Email Address	
RFP Contact Person and Title	
RFP Contact Phone	
RFP Contact E-mail	

2. Acknowledgment of Non-binding Procurement Process

The Proponent acknowledges that the RFP process will be governed by the terms and conditions of the RFP, and that, among other things, such terms and conditions confirm that this procurement process does not constitute a formal legally binding bidding process, and that there will be no legal relationship or obligations created until the Foundation and the selected Proponent have executed a written agreement.

3. Ability to Provide Deliverables

The Proponent has carefully examined the RFP documents and has a clear and comprehensive knowledge of the Deliverables required under the RFP. The represents and warrants its ability to provide the Deliverables required under the RFP in accordance with the requirements of the RFP for the rates set out in the Pricing Schedule and has provided a list of any subcontractors to be used to complete the proposed contract. The Proponent encloses herewith as part of the Proposal the mandatory forms set out below:

FORM	INITIAL TO ACKNOWLEDGE
Appendix A. Submission Form	
Appendix B. Confidentiality of the Submitted Information	
Appendix C. Service Agreement has been read and reviewed	
Proposal 1 Submission	
Proposal 2 Submission	

Notice to Proponents: There may be forms required in the RFP other than those set out above. See the Proposal Submission Requirements section of the RFP for a complete listing of mandatory forms.

4. Non-binding Price Estimates

The Proponent has submitted its rates in accordance with the instructions in the RFP and in the Financial Proposal set out in Schedule B. The Proponent confirms that the pricing information provided is accurate. The Proponent acknowledges that any inaccurate, misleading or incomplete information, including withdrawn or altered pricing, could adversely impact the acceptance of its quotation or its eligibility for future work.

5. Addenda/Amendment

The Proponent is deemed to have read and accepted all addenda issued by the Foundation prior to the Deadline for Issuing Addenda/Amendment. The onus remains on Proponents to make any necessary amendments to their Proposal based on the addenda/amendment.

6. Disclosure of Information

The Proponent hereby agrees that any information provided in this Proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or if required by order of a court or tribunal. The Proponent hereby consents to the disclosure, on a confidential basis, of this Proposal by the VCC Foundation to the Evaluation Team, and other Member representatives from the College or any Members' advisers retained for the purpose of evaluating or participating in the evaluation of this Proposal.

Signature of Representative
with authority to bind the Proponent

Signature of the Witness

Name of Representative

Name of Witness

Title of Representative

Title

Date

Date

APPENDIX B – CONFIDENTIALITY OF SUBMITTED INFORMATION

The VCC Foundation is subject to the BC Freedom of Information and Protection of Privacy Act, RSBC 1996, c. 165 (FOIPPA) and may be required to disclose supplier information in its custody or control.

For information on FOIPPA see http://www.cio.gov.bc.ca/cio/priv_leg/foippa/index.page

Do you wish to have the information in this Proposal considered as being supplied explicitly in confidence?

Check one:

Yes, I wish the information to be considered as supplied explicitly in confidence.

No, I do not wish the information to be considered as supplied explicitly in confidence.

Please sign and date where indicated and include this document with your Proposal package.

_____ (Company / Contractor Name)

_____ (Authorized Representative's Signature)

_____ (Authorized Representative's Name and Title)

_____ Date

APPENDIX C – SERVICE AGREEMENT

Attached as a separate PDF.