



May 21, 2024

Region One Education Service Center
Purchasing Department
1900 W Schunior
Edinburg, TX 78541

Subject: RFP 24-0154 Promotional Merchandise

Dear Mr. Daniel King, Ph.D:

We are pleased to present our proposal and qualifications for the above-referenced project for Region One Education Service Center. Our proposal highlights the features which we feel differentiate 4imprint:

Overview

4imprint, Inc. began in 1984 and has grown to become the leading provider of promotional products in North America. We feel the following areas differentiate 4imprint from our competitors:

- **Product Offering** – Our website continues to be the #1 searched site in the US for promotional items. We now have more sustainable products with our Better Choices™ offer being showcased on our website!
- **Service** – We continue to attract and retain customer service personnel who understand your brand and have industry experience, second to none. You will be serviced by our most experienced reps.
- **Pricing** – see Proposal Section, which addresses the pricing specifics and all the different ways you can save with 4imprint!

Our written guarantees to you consist of:

- **Certain Value** – If you find within 30 days of purchase that your order would've cost less elsewhere, let us know and we'll refund double the difference.
- **Certain Delivery** – It's on time or it's on us. If your event is missed because we didn't ship on time, your order is free.
- **Certain Happiness** – If you're not 100% satisfied with your order, we'll pay to pick it up and rerun it or refund your money—your choice.

In 2023, 4imprint exceeded \$1.3 Billion in sales for promotional items. We have a strong balance sheet and virtually no debt. Our audited financial statements for the current and preceding years can be found at <https://investors.4imprint.com/>

Qualifications

We have a team of over 1,500 associates to assist you with all your promotional product needs. From 2012 to 2023, we had an average annual organic growth rate of 18%. This growth reflects our ability to consistently deliver high quality promotional products with great customer service in a very efficient and timely manner while guaranteeing the lowest price. We are confident that no one does it better year in and year out.

Proposal

4imprint would like to offer a 10% discount off our current published prices on 4imprint.com. Code ESC124 will be activated upon award notification to be used when ordering to receive the contracted discount. This includes items on sale and any other related product charges. It would not apply to freight charges. We regularly offer items on sale, closeout, and weekly deals for our customers. This offer is valid through August 31, 2025 and is renewable in writing when signed by both parties and is not to be combined with any other offers.

Please note that the items at 4imprint.com are already priced below MSRP. On average, we conservatively estimate our website to be priced 15-25% below MSRP. Thus, with this offer, buyers **would average 25-35% below MSRP.** Freight shall be FOB destination pre-paid and added. Our freight costs are quoted upfront.

You will also receive these additional savings should we be selected:

- Set-up fees would only apply for the first time of an order with the same artwork on the same item. You would not pay a set-up fee for exact repeat orders.
- For most embroidered apparel, you do not pay a set-up charge over 24 pieces on clothing and 72 pieces on headwear.
- We will not charge you for PMS color matches...**FREE!**
- You would not pay extra for extended sizes on our apparel items, it is the same price if you are a size medium or 3XL, **unique** to 4imprint.
- We do not charge for any art prep services for your orders.
- We have areas where you can save even more with our 4imprint Outlet site and our unique "steal a deal™" program where you negotiate the price!
- You will have a dedicated team who go above and beyond to fulfill this contract. The direct line for the government team is 888-234-5797 or reached via email at govrequests@4imprint.com. Each member of the team is specially trained and only works with Government accounts just like yours. They are accessible Monday through Friday from 7:00am to 7:00pm CST.

We appreciate the opportunity and look forward to continuing our relationship with you.

Sincerely:



Kristin Engh
Bid Representative



4imprint Inc.
101 Commerce Street
Oshkosh
WI 54901

May 22, 2024

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Deviations and Clarifications

Please note our following deviations/clarifications:

Freight shall be FOB destination pre-paid and added. We will always quote freight costs up front.

While most of our items do ship within 3-7 business days, this cannot always be guaranteed due to varying production times and factors including: item chosen, quantity, imprint method, number of imprint colors and number of imprint locations.

A copy of our insurance certificate is included in our response. We will not be adding any additional policies or waivers as a result of any award, we will not have any employees on site and we do carry above the required insurance for our industry. Upon award we can add Region One ESC as additionally insured.

All items priced in the bid table are given as a “snapshot” of the proposed discount at either the quantities noted or minimum quantity. Please see our attached proposal for details.

Members must use the code ESC124 on all purchases for us to be able to track the spending for reports.