

FREMONT UNION HIGH SCHOOL DISTRICT

REQUEST FOR PROPOSAL RFP 24/25-01

FOR

YEARBOOK PRINTING



Submittal Deadline: M a r c h 1 2 , 2 0 2 5

Response Deadline:

To be postmarked *on or before* March 12, 2025 by mail delivery to the following address:

Fremont Union High School District
Attention: Jason Crutchfield
589 West Fremont Avenue
Sunnyvale, CA 94087

Instructions to Proposers

Read Carefully

Instructions

The instructions apply to all proposals and become a part of the terms and conditions of the resulting contract, unless proposer takes exception in writing when submitting.

The School District or FUHSD shall mean Fremont Union High School District.

Late Proposals

Proposals must be in the FUHSD main office prior to the closing date and time. NO LATE PROPOSALS WILL BE ACCEPTED for any reason. It is the sole responsibility of the proposer to ensure timely delivery of the proposal. FUHSD will not be responsible for failure of service on the part of the U.S. Postal Office, courier companies, or any other form of delivery chosen by the proposer.

Facsimile

The School District WILL NOT accept faxed proposals.

Acceptance

The right is reserved to accept or reject any or all of the proposals, waive minor technicalities, and to accept the proposal most advantageous to the School District.

Authorized Signature

By signing and *submitting a proposal*, the proposer certifies and represents to the District that the proposer has not proposed, conferred, or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantage, information, recipient's decision, opinion, recommendation, vote or any other exercise or discretion concerning this proposal. Proposals must show vendor name and address and be manually signed. Failure to do so will disqualify the proposal. Person signing proposal must show title or AUTHORITY TO BIND HIS/HER FIRM IN A CONTRACT.

Invoices

Invoices must be prepared by the successful proposer and submitted to:

Fremont Union High School District
Accounts Payable
589 West Fremont Avenue
Sunnyvale, CA 94087

Cash Discounts

Normal payment terms are approximately 30 calendar days, given that the goods and/or services received are in satisfactory condition. Any discounts available to the School District or early payment discounts should be noted.

Taxes

The Fremont Union High School District is NOT TAX EXEMPT from California State Sales tax. TAX MUST BE INCLUDED IN PROPOSAL.

Insurance

If insurance and/or worker's compensation is required by the school for said proposal item(s), proof of insurance and/or worker's compensation should be submitted. The School District reserves the right to review all insurance policies pertaining to item(s) to guarantee that the proof of coverage is obtained by the proposer.

Specifications/Samples

Any catalog, brand name or manufacturer's reference in the specifications are descriptive NOT restrictive, and are used to indicate type and quality level desired. Proposals on brands of like nature and quality may be considered unless specifically excluded. If proposing on other than reference or specifications, proposal must show manufacturer, brand, trade name, catalog and/or lot number, etc. on article proposed and certify that article proposed is equivalent to specifications. If other than specified brand of items are proposed, specifications, illustrations, and complete descriptive literature must be submitted with RFP unless previously filed with the Student and Special Services Department. Samples, if required shall be furnished prior to opening, free of expense to the School District, and if not used or destroyed in examinations and testing, will be returned to the proposer, if requested, at the proposer's expense. Each sample must be marked with the proposer's name, address, item number and RFP number reference. SAMPLES SHOULD NOT BE ENCLOSED WITH THE RFP.

Presentations

There will not be presentation for this RFP, other than materials submitted by deadline.

Warranty/Maintenance Agreement

Any information regarding warranties and/or maintenance agreements pertaining to said item(s) are to be included in the RFP.

Proprietary Information

All material submitted to the School District becomes public property. Specific proposal information is not shared with others until after the approval and the issuance of a contract by the Board of Education.

Addenda

Receipt of an Addendum must be acknowledged by signing and returning the Addendum with the proposal, if requested, or under separate cover prior to the due date. The Addenda containing pricing should be returned in a sealed envelope marked on the outside with the proposer's name, address, RFP number, and due date and time.

Evaluation

All proposals are evaluated for compliance with specifications before the price is considered. Proposers may furnish pricing for all or any portion of the proposal (unless otherwise specified). However, the School District may evaluate and award the contract for any item or group of items shown on the proposal, or any combination deemed most advantageous to the FUHSD. Proposals that specify "all or none" award may be considered, if a single award is advantageous.

Factors that may be considered are the contents of the response, the implementation of the project after award, personnel assigned to a project, the availability of the items or time required to complete a project, and previous job performance of vendors. Failure to comply with the listed General Conditions may result in disqualification.

Reservations

The School District expressly reserves the right to:

1. Specify approximate quantities;
2. Extend the opening date and time;
3. Consider and accept alternate proposals, if specified in the documents, when most advantageous to the School District;
4. Waive any informality, minor deviations from specifications;
5. Waive any minor informality in any proposal or procedure;
6. Add additional terms or modify existing terms;
7. Reject any proposal because of unbalance unit prices;
8. Reject or cancel any or all proposals;
9. Reissue any proposal; and/or
10. Procure any item by other means.

Proposals

Submitted proposals should be organized in the following order and at a minimum include the following information:

1. Proposal cover sheet – provided in the RFP
2. Introduction of company, history, qualifications for this project
3. Description of curriculum program (if applicable)
4. Proposers form – provided in the RFP
5. Proposers questionnaire – provided in the RFP
6. References – provided in the RFP
7. Sample contract for such proposal
8. Discrepancies – identify by item number any terms, conditions, or specifications that your proposal may differ from the RFP.
9. Additional information, offers, alternatives, additional items for consideration as a part of the final contract.

Additional Materials

Each proposer shall provide to FUHSD under separate cover prior to the deadline:

1. Sample yearbooks per the RFP Section 7.0 Samples
2. Marketing materials per the RFP Section 12.11 Marketing

1.0 Purpose

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified printers for the production of High School Yearbooks. As a result of this RFP, Fremont Union High School District expects to receive proposals, evaluate responses, select a vendor, and enter into a contract. Fremont Union High School District makes no express or implied warranties whatsoever that any particular quantity or dollar amount of products and/or services will be received through any contract resulting from this RFP.

2.0 Background/Demographic Information

The Fremont Union High School District includes of (5) high schools, grades 9 through 12, Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School. **This RFP is specifically for the five (5) High Schools in the Fremont Union High School District for a period of one year but may be reviewed and renewed up to an additional three (3) years by the District.**

3.0 Scope of Work

Proposer shall provide software for creation, development, training, print, bind, and deliver yearbooks as specified by Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School.

4.0 Performance Period

Rates and services submitted in this proposal shall be firm for a period of three (3) years total, beginning upon signing of contract by the District and ending three (3) years from that date.

5.0 General Information

5.1 Point of Contact

The following individual shall provide clarification of the specifications for this RFP. All questions regarding this RFP shall be submitted via email to Jason Crutchfield, Jason_crutchfield@fuhds.org. The email shall be clearly labeled with the appropriate title, Yearbook Proposal Question. Questions must be received no later than MAR 5, 2025 at 3:00 PM. All written inquiries will be answered at the sole discretion of FUHSD. All questions should, to the degree possible, cite the specific RFP section and paragraph number(s) to which the question refers.

5.2 Right to Amend or Withdraw – Fremont Union High School District reserves the right to alter, amend or modify any provision of this RFP, or to withdraw this RFP at any time prior to the award of a contract, if to do so is in the best interest of the District.

5.3 Ownership of Responses - All responses become the property of Fremont Union High School District. Responses may be reviewed by any person after selected vendor or vendors and FUHSD have signed contracts. Fremont Union School District reserves the right to use any and all information and materials presented in reply to this RFP. Disqualification of a vendor does not eliminate this right.

5.4 Pre-agreement Costs – Fremont Union High School District is not liable for any cost incurred by any responding vendor prior to signing an agreement.

5.5 Submission Requirements - To achieve a uniform review process and obtain the maximum degree of comparability, it is required that proposals be organized in the manner specified. Each volume shall be submitted no later than 3:00 p.m. on Mar 12, 2025. Vendors shall submit four (4) copies of a complete response. One copy should be labeled "ORIGINAL" and contain original signatures. The RFP shall be submitted to:

Fremont Union High School District
Yearbook RFP 24/25-01
Attn: Jason Crutchfield
589 West Fremont Avenue
Sunnyvale, CA 94087

5.6 Timeline - All RFPs will be reviewed following the opening with the desire to make a recommendation to the Fremont Union High School District Board of Education at a Board Meeting in April of 2025.

5.7 Notice of Award - The award of this RFP shall be sent out upon execution of a contract in a form accepted to the District. All responses and working papers pursuant to this RFP are considered confidential information until all contracts have been executed.

6.0 Yearbook Pricing

The proposer shall provide pricing based on the specifications of the yearbook as listed in Sections 11 and 12. Prices submitted shall include all the services and equipment needed to complete the scope of work with no additional charges. Pricing must include best estimate for shipping costs included.

7.0 Samples

Each proposer shall submit, with the proposal, literature on the proposed items desired. **Samples of at least three (3) comparable four-color yearbooks (one copy each) are required to be submitted with this proposal.** Books submitted must have been produced using state-of-the-art publishing with digital images. Books from the Bay Area with schools of similar size are expected, and the school must have been serviced by the representative submitting this proposal and should include the name and phone number of the School District's contact person.

Samples must be picked up, at proposer's expense, no later than ten (10) days after award announcement. After that time, they will become the property of FUHSD.

Failure to submit samples with proposal submission may result in vendor's disqualification from the proposal process.

8.0 Basis of Award

- 8.1** The proposal evaluation committee shall choose the proposer who is deemed to be in the best interest of the District based on, but not limited to, the following factors:
- 8.1.1** Responsiveness and completeness of the vendor's proposal, including whether or not the vendor has provided all information requested in the RFP.
 - 8.1.2** Proposer's understanding of and ability to address the RFP requirements, *including whether the proposal meets the specifications of the RFP.*
 - 8.1.3** Experience of the vendor as provided by the references. References from current customers regarding past performance, quality of printing, and expertise of the representative will be considered.
 - 8.1.4** Quality of the samples submitted.
 - 8.1.5** Quality of the services provided.
 - 8.1.6** Number of services available to students.
 - 8.1.7** Cost.
 - 8.1.8** Proposed delivery schedule.
- 8.2** Fremont Union High School District will review all responses submitted and select one or more proposers for further negotiations.
- 8.3** Proposers are advised that, in the event of receipt of an adequate number of proposals which, in the opinion of Fremont Union High School District, require no clarification and/or supplementary information, such proposals may be evaluated without further discussion. Thus, the initial proposal from each vendor should represent the vendor's most complete and favorable terms from a technical standpoint. Should the proposals submitted require clarification and/or supplementary information, vendors should be prepared to submit such additional information in a timely manner, when requested to do so.

9.0 Other General Terms and Conditions

- 9.1** All proposals will include inside delivery of yearbooks to Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School and to one (1) designated location within each building.
- 9.2** The use of specific manufacturer's names and models are for brevity only and do not necessarily mean the items are required; indicate the equivalent.
- 9.3** Any item that does not perform or meet tests as specified or as claimed by the proposer will be replaced at no cost to the District.
- 9.4** Transfer or assignment of the contract by the proposer is prohibited.

- 9.5** The staff at Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School will retain exclusive right and control over the design of the yearbook. The proposer will strictly adhere to layouts and accompanying printing instructions.
- 9.6** Books misprinted, poorly bound or damaged by the proposer or in shipping will be credited at full price by the proposer on the final invoice, and after the certification of the damage by the representative, the books will be retained by the District, if desired, for contest use and/or instructional purposes.
- 9.7** If serious problems in printing exist because errors have not been corrected by the proposer from instructions on proofs, or if the general quality of the printing is not acceptable, the proposer will be expected to reprint the book without duly delaying the scheduled delivery and at no additional charge. If requested, the District will be taken to the plant at the proposer's expense to approve the reprinting. The proposer will also submit a written explanation of any delay and items not corrected to the school administration.

10.0 Cancellation/Default of Contract

In the event the successful proposer, through any cause, should fail to fulfill the agreed upon obligations in an effective and timely manner, the District shall have the right to terminate its contract by specifying the date of termination in written notice to the selected vendor at least thirty (30) days prior to termination date. The FUHSD also reserves the right to procure the articles or services from other sources and hold the defaulting vendor responsible for any excess cost incurred. No contract assignment will be allowed. The District also has the right to terminate the contract for no reason upon thirty (30) days' written notice.

11.0 Yearbook Production Specific Requirements

Detailed yearbook specifications will be given by yearbook staff at Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School at the time of the order. For purposes of evaluation the following specifications will be used to set a base price. These specifications may be changed at the discretion of the school prior to ordering, but shall be used for proposal pricing. The cost of the books shall remain the same if within the specifications below at the time of ordering:

- 11.1** Trim Size: #9 with an option for #8 as sites differ
- 11.2** Delivery Date: Delivery shall be during the month of May (as determined by school)
- 11.3** Number of copies: Approximate quantity will be 600-1400 copies per site (950 Avg.).
- 11.4** Number of pages: Approximately 275-350 pages (average) all color
- 11.5** Binder's board: hardcover
- 11.6** Paper: 100-pound and 80-pound matte, standard gloss and legend matte mix
- 11.7** Software: online design software supplied by proposer.
- 11.8** Fonts: Unlimited use of fonts at no additional charge

12.0 Additional Yearbook Production Requirements

12.1 Cover/End Sheets - The proposal shall reflect a hard case cover, using heavyweight 150 and 160 pt. tempered Binder's Board (not chipboard) and first quality materials. Covers are to be:

12.1.1 A wide selection of professionally designed covers to choose from, with four-color. Alternatively, the school can have students design their own cover, or work with a cover artist provided by the yearbook company

12.1.2 Proposer will include one cover upgrade free of charge per school per year, which could include cover material, cutouts, UV gloss, embossing or debossing, etc.

12.2 Binding - Books will be tightly Smyth (section) sewn with a pre-stretched nylon binder's thread. Each book will be back lined with heavy book cloth, rounded and backed and cased into the cover.

12.3 Paper Stock - All inside pages will be printed on 80-100# paper stock, using one of three paper surfaces (standard gloss, matte, legend matte).

12.4 Ink -The proposal pricing shall include printing in first-quality four-color ink throughout the book.

12.5 Online Design Program - All computer software must be available in an online format. If the school requests, the proposer will also provide student access to the Adobe Creative Suite at no additional cost.

12.5.1 Templates containing at least 200 pre-designed layouts, which may be customized, as well as blank yearbook templates for a variety of column designs, as well as custom columnar plans.

12.5.2 Ladder diagrams will be provided online.

12.6 Layout Submission - Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School require online submission.

12.7 Digital Images - Proposer must accept digital images; the sales representative must be skilled and experienced in this area.

12.8 Color -Proposer is to supply the school with updated color charts, including choice of screens, on an annual basis. This will be used for some of the pages of the yearbook.

12.9 Art Work - Two hours of creative/mechanical artwork time by proposer's artists will be included in the proposal. The time is used at the discretion of the yearbook advisor.

- 12.10 Portrait Pages** - Proposer must be able to accept digital files from approved photographers and be able to flow the photo images onto the yearbook page without requiring that the yearbook staff type names or sticker the individual pictures. Proposer must provide Cupertino High School, Fremont High School District, Homestead High School, Lynbrook High School and Monta Vista High School with editing options online so that the school's staff may edit spelling of names and correct grade levels as needed before flowing names onto pages. In addition, the proposer must be able to provide the staff with completely customizable templates to flow the images onto.
- 12.11 Marketing-** The proposer must have a full line of merchandising materials that are available for Cupertino High School, Fremont High School, Homestead High School, Lynbrook High School and Monta Vista High School to utilize. **Samples or a list of such marketing tools must be sent with the RFP response or under separate cover prior to the opening of the RFP.**
- 12.12 Proof Correction** - All files will be sent back to the school along with the proofs so the yearbook staff can make corrections directly to the files. Schools can request paper proofs for the yearbook cover, end sheets, and spreads. Paper proofs for these items will be provided by the publisher at no cost to the individual schools. Any corrections made on the proofs must be corrected by the proposer, following the school's instructions. Alternatively, schools can provide updated files to the publisher that reflect corrections made on the original proofs. Proofs will not be chargeable and will not affect the delivery date of the book, as long as they are returned within a reasonable time frame. Schools can request second proofs if they deem it necessary. Second proofs will not be chargeable and will not affect the delivery date if they are returned to the proposer within (10) working days of receipt by the school. This time must take into account the district schedule and school vacations or release times.
- 12.13 Schedules** - Submission deadlines and delivery date will be established and must be mutually agreed upon by the yearbook advisor and the proposer. If the school meets the mutually agreed upon deadlines and returns paper proofs in a reasonable time, the proposer cannot charge any additional fees related to deadlines. Delivery date will be no more than six weeks after receipt of the final, mutually agreed upon deadline.
- 12.14 Service** - A trained qualified local representative dealing exclusively in yearbooks will be available at all times for consultation with the school's yearbook staff and will meet with school's yearbook staff on a regular basis, at least once every four (4) weeks; such meetings are to be scheduled at the school's convenience. Evening or weekend meetings may be scheduled, if deemed necessary by a school's yearbook staff. The representative will respond to questions and concerns within two working days. The representative will assist the yearbook staff in the areas of design, photography, copywriting, typography, production techniques and computer use. The representative must have a portable computer and have access to online information from the proposer's mainframe 24 hours a day, in order to gain specific knowledge about the production stage of the yearbook. This online service must provide the sales representative with immediate specification information such as proof status, deadline status, as well as the exact production location of each page at any given time. The proposer must also make this information available to the yearbook staff at Cupertino

High School, Fremont High School, Homestead High School, Lynbrook High School and Monta Vista High School via Internet access. The representative will make available varied media instructional materials developed by the proposer covering all aspects of yearbook production. The proposer will provide a toll-free telephone number, fax number and email address to the plant and to the representative for the yearbook staff's use.

The local representative will be available to host or help with student workshops during the summer or throughout the year (at the request of each school). This assistance will be provided at no cost to the individual schools.

An in-plant customer service representative will be assigned to work with the school's yearbook staff to troubleshoot problems, answer production-related questions and follow materials throughout production.

An in-plant computer specialist will also be available to the yearbook staff at Cupertino High School, Fremont High School, Homestead High School, Lynbrook High School and Monta Vista High School.

**FREMONT UNION HIGH SCHOOL DISTRICT
YEARBOOK PROPOSAL COVER SHEET**

I {We} are proposing in accordance with the general conditions and established specifications.

COMPANY: _____

ADDRESS: _____

TELEPHONE 1: _____ TELEPHONE 2: _____

EMAIL ADDRESS: _____

FEDERAL TAX ID#: _____ WEBSITE: _____

NUMBER OF CALENDAR DAYS REQUIRED TO PLACE MATERIALS
IN THE SCHOOL'S RECEIVING POINT AFTER RECEIPT OF ORDER, UNDER
NORMAL CONDITIONS: _____

ADDITIONAL INFORMATION:

AUTHORIZED SIGNATURE: _____

NAME OF AUTHORIZED SIGNER: _____

DATE OF SIGNATURE: _____

PROPOSER'S QUESTIONNAIRE
(Attach additional sheet if necessary)

Proposer's Name: _____

Proposer's Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ email: _____

Cell: _____ Fax: _____

Toll Free Numbers: _____

Name of Representative living within 50 miles of school. Must list representative, **years of experience**, address, phone number, fax number, email address, and other contact information:

How many years has the sales representative been with the company? _____

Name of in-plant customer service representative and any other technical support personnel that will be available and their contact information:

List any workshops hosted by the proposer featuring nationally recognized journalism speakers. Please list all workshops, their locations and dates:

Is yearbook curriculum provided at no charge by the proposer? Yes _____ No _____

Please provide publishing plant address and phone number.

What tools (software) do you support? Please describe

How many years has your company been in this type of business? _____

Do you currently hold any school District contracts? Yes _____ No _____ If so, please indicate below:

Minimum Order Requirements: _____

1. For evaluation purposes, list pricing per Fremont Union High School District specifications \$ _____ per book \$ _____ total (based on 700-800 books)

What would be the price change, if any, for each additional 50 books ordered?
Per book \$ _____ Total \$ _____

What would be the price change, if any, for each 50 books deleted from the order?
Per book \$ _____ Total \$ _____

Please provide pricing for these additional options, clarify if price is per page or per book.

2. Four-color end sheets \$ _____ page/book

3. Additional signature pages \$ _____ page/book

4. Additional pages in sets of four \$ _____ page/book

5. Additional pages in sets of eight \$ _____ page/book

6. Name-stamping, one line, choice of foil color \$ _____ page/book

7. Name-stamping, two lines, choice of foil color \$ _____ page/book

Please provide credit amounts for the following (if available)

Black and white page credit \$ _____ page/book

The undersigned swears to the truth and accuracy of all statements/answers contained herein:

AUTHORIZED SIGNATURE: _____ DATE: _____

REFERENCES

Provide references with similar scope of work per specifications.

(References must be provided for each company involved in the completion of the work.)

SCHOOL NAME: _____
CONTACT NAME: _____
ADDRESS: _____

PHONE: _____ **EMAIL:** _____
TIME WORKED: _____
TASKS PERFORMED: _____

SCHOOL NAME: _____
CONTACT NAME: _____
ADDRESS: _____

PHONE: _____ **EMAIL:** _____
TIME WORKED: _____
TASKS PERFORMED: _____

SCHOOL NAME: _____
CONTACT NAME: _____
ADDRESS: _____

PHONE: _____ **EMAIL:** _____
TIME WORKED: _____
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