WESTBURY UNION FREE SCHOOL DISTRICT
REQUEST FOR PROPOSAL FOR WEBSITE/SOCIAL MEDIA CONSULTING SERVICES

To all Providers:

Please submit a sealed proposal for Website/Social Media Consulting Services to the Westbury Union Free School District. The district will receive sealed proposals on or prior to ***10:00 am on Friday, November 13, 2026***. Whether sent by mail or by means of personal delivery, the proposer assumes responsibility for having his proposal deposited on time at the place specified. Proposals must be submitted in a sealed envelope plainly marked on the outside: **Request For Proposal #2026/27-04 Website/Social Media Consulting Services.**

Proposals will be opened on the date stated. An interested party who wishes to attend must notify the District in advance. There will be no discussion at the time of the opening of the proposals. The names of the proposing firms shall be available following the proposal opening.

Proposals shall be irrevocable for a minimum period of One Hundred Twenty (120) days from the date of proposal opening. Alterations to said proposals must be submitted in writing. Consideration shall be given only to those alterations, which may be caused by unforeseen circumstances beyond the control of the firm submitting said proposal. The Deputy Purchasing Agent shall make such determination.

The Westbury Union Free School District reserves the right to reject any or all proposals that it considers not to be in the best interest of the school district.

Please read the attached material carefully before submitting your proposal.

WESTBURY UNION FREE SCHOOL DISTRICT
REQUEST FOR PROPOSAL FOR WEBSITE/SOCIAL MEDIA CONSULTING SERVICES

I. PURPOSE

The Westbury Union Free School District, hereinafter referred to as "the District," invites quotations from providers of Website/Social Media Consulting Services for the District for the period July 1, 2027 – June 30, 2028, extendable up to a maximum of five (5) years.

II. RECEIPT OF PROPOSALS

An original and one (1) copy of the proposal must be submitted to the Business Office. Envelopes must be clearly marked **Website/Social Media Consulting Services RFP #2026/27-04** and the name and address of the proposer. Proposals must be received no later than **10:00 AM on November 13, 2026,** at the following address:

Mr. Robert Stein
Deputy Purchasing Agent
Westbury Union Free School District
2 Hitchcock Lane
Old Westbury, NY 11568

Please note that, in the unforeseen event that the School District is closed for instruction, the District will accept proposals the next business day at the same specified time. Whether sent by mail or by means of personal delivery, the proposer assumes responsibility for having his proposal deposited on time at the place specified.

There is no expressed or implied obligation for the District to reimburse responding firms for any expenses incurred in preparing proposals, attending pre-proposal conferences, or interview(s) in responding to this request. Proposals submitted after the stated time and date may not be considered and may be returned to the firm unopened.

During the evaluation process, the School District reserves the right, where it may serve the District's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. At the discretion of the School District, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

III. PROPOSAL SUBMISSIONS

All proposals must be submitted in two parts. Part 1 must address the qualification items. Part 2 must consist of complete cost and pricing information. Incomplete submissions will not be considered for award. Proposals should not be excessively long and should be submitted in a format that permits copying for review.

In addition, all proposals must include a completed Vendor Information Acknowledgment Form, References, Vendor Disclosure, Non-Collusive Certification, and Certification of Compliance with the Iran Divestment Act of 2012. All materials submitted in response to this request for proposal shall become the property of the District.

IV. BACKGROUND

The following is a brief description of the School District:

1. Student Enrollment at Westbury School District – approx. 4,000
2. Number of Schools – 6
3. Management
    a. Board of Education – 7 Members
    b. Superintendent
    c. Assistant Superintendent for Curriculum and Instruction - 2
    d. Assistant Superintendent for Personnel
    e. Assistant Superintendent for Finance & Operations

V. SCOPE OF SERVICES

The Proposer will provide Website/Social Media Consultant Services to the District and Board, including, but not limited to the following:

a. Frequent on-call on/off-site photography (day/evening), to support the District's website and social media.

b. Out of State/Domestic, International Travel may be required, to support the District's website and social media.

c. Maintenance of the District's website.

d. Expand the use of the District's social media.

e. Provide on-call District messaging (24/7).

f. Development of District Communicative App with Community.

g. Coordinate and Support Technology Department Initiatives.

h. Previous School District experience is required.

i. Handling sensitive public relations matters and communications.

j. Face-to-face interactions/interviews with students.

PART 1 – MANAGEMENT AND QUALIFICATIONS

In setting forth its qualifications, each individual or firm submitting a proposal shall:

a. Provide the name and or name of the firm as well as a brief description of its

business activities and history.

b. Provide information on how long the firm or individual has been in business and length of its experience in providing its services to school districts.

c. Identify the firm's professional staff members, who specifically will be involved in this Website/Social Media Consulting Services engagement, the experiences of each as the services relate to public school, and the location of the office from which they work. Provide a detailed biography and/or resume outlining the experience and credentials of all staff members who will provide Website/Social Media Consulting Services to the District.

d. Provide a listing and description of similar Website/Social Media Consulting Services contracts and/or projects awarded with other organizations giving dates of service.

e. Provide the name and title of person(s) submitting the proposal, the firm's main office address, and primary and secondary points of contact and their telephone numbers.

f. Previous School District experience is required. Detail the experience your firm and its staff have in working with public school clients. Describe how needs specific to the public school clients were met. Highlight any experience specific to Pre K - 12 public school districts.

g. Provide at least *three* (3) client references from similar projects. Include contact names, addresses and telephone numbers. Provide a list of current and former educational clients and describe the nature of the work experience with these clients. Identify the nature of any potential conflict of interest (in fact or appearance) the individual or agency might have in providing these services to the District.

h. State which principals and/or staff are expected to perform the services.

i. Detail previous experience in providing on-call on/off-site photography (day/evening), to support a school District's website and social media.

j. Detail previous experience in providing out-of-state/domestic, international travel to support the District's website and social media.

k. Detail previous experience in providing on-call District messaging (24/7).

l. Detail previous experiences in handling sensitive public relations matters.

m. Detail previous experience with face-to-face interactions/interviews with students.

n. Complete the attached Non-Collusion statement.

PART 2 – COST

Each firm submitting a proposal shall state the daily rates at which the services would be provided to the School District for the period July 1, 2027 – June 30, 2028, with an extendable period of a maximum of five (5) years**.** Please include:

- The cost proposal must be submitted using the Cost Proposal Form. An all-inclusive amount must be indicated for the full range of services required for one year under the contract. No additional billing will be allowed for travel expenses, parking, participant materials, or other incidentals.
- Proposer may include in its proposal items not specified in this RFP, which it would consider pertinent. All such alternatives must be listed separately from the proposal, and the cost thereof must be separate and itemized.
- Provide any other relevant information that will assist the School District in evaluating your Proposal.

Scoring and Evaluation of RFP Responses

Responses to the RFP will be evaluated based on:

- Completeness of the submission.
  - All elements of the RFP as provided in Part 1 must be addressed.
- Consideration of the content of each respondent's responses to the elements provided in Part 1.
- Oral presentations
  - The District may, at its discretion, request any one or all responders to make oral presentations to the District's Administration and/or Board of Education.
- Professional qualifications and prior experience, proposer's demonstrated capabilities and references.
- Total proposed price.

DESCRIPTION	PERCENT
Professional Qualifications / Experience / Capabilities / References	60%
Cost / Fee	40%

VI. INSURANCE REQUIREMENTS

Notwithstanding any terms, conditions or provisions, in any other writing between the parties, the proposer hereby agrees to effectuate the naming of the District as an additional insured on the proposer's insurance policies, with the exception of workers' compensation, N.Y. State Disability and professional liability. If the policy is written on a claims-made basis, the retroactive date must precede the date of the contract.

1. The policy naming the District as an additional insured shall:

   a. Be an insurance policy from an A.M. Best rated "Secured" insurer, licensed in New York State.
   b. State that the Proposer's coverage shall be primary and non-contributory coverage for the

District, its Board, employees and volunteers.

c. The District shall be listed as an additional insured by using endorsement CG 2026 or equivalent. The decision to accept an alternative endorsement rests solely with the District. A completed copy of the endorsement must be attached to the certificate of insurance.

d. The certificate of insurance must describe the specific services provided by the Proposer that are covered by the liability policies.

e. At the District's request, the Proposer shall provide a copy of the declaration page of the liability and umbrella policies with a list of endorsements and forms. If so requested, the Proposer will provide a copy of the policy endorsements and forms.

f. Contain a 30-day notice of cancellation.

2. The Proposer agrees to indemnify the District for any applicable deductibles and self-insured retentions.

3. Required Insurance:

a. **Commercial General Liability Insurance**
$1,000,000 per occurrence/ $2,000,000 aggregate, with coverage for sexual misconduct.

b. **Workers' Compensation and N.Y.S. Disability**
Statutory Workers' Compensation, Employers' Liability and N.Y.S. Disability Benefits Insurance for all employees. Proof of coverage must be on the approved specific form, as required by the New York State Workers' Compensation Board. Certificates are not acceptable.
A self-employed person and certain partners and corporate officers are excluded from the definition of "employee" pursuant to Workers' Compensation Law Section 2 (4). As such, individuals of such capacity are excluded from Workers' Compensation Law coverage requirements. A person seeking an exemption must file a CE-200 form with the state. The form can be completed and submitted directly online to the Workers Compensation Board.

c. **Professional Errors and Omissions Insurance**
$2,000,000 per occurrence/ $2,000,000 aggregate for the professional acts of the Proposer performed under the contract for the District. If written on a "claims-made" basis, the retroactive date must pre-date the inception of the contract or agreement. Coverage shall remain in effect for two years following the completion of work.

d. **Excess Insurance**
$1,000,000 each occurrence and aggregate. Excess coverage shall be on a follow-form basis.

Proposer acknowledges that failure to obtain such insurance on behalf of the District constitutes a material breach of contract. The Proposer is to provide the District's with a certificate of insurance, evidencing the above requirements have been met, prior to the commencement of work or use of facilities. The failure of the District to object to the contents of the certificate or the absence of same shall not be deemed a waiver of any and all rights held by the District.

The District is a member/owner of the NY Districts Insurance Reciprocal (NYSIR). The Proposer further acknowledges that the procurement of such insurance as required herein is intended to benefit not only the District but also NYSIR, as the District's insurer.

VII. INTERVIEW

The award process may include an interview with Central Office Administrative Staff. Date of interview to be determined.

VIII. FREEDOM OF INFORMATION LAW

The New York State Freedom of Information Law as set forth in Public Officers Law, Article 6, Sections 84-90, mandates public access to government records. However, proposals submitted in response to this RFP may contain technical, financial background or other data, public disclosure of which could cause substantial injury to the Proposer's competitive position or constitute a trade secret. Proposers who have a good faith belief that the information submitted in their proposals is protected from disclosure under the New York Freedom of Information Law must clearly identify the pages of the proposals containing such information by typing in bold face on the top of each page, "THE PROPOSER BELIEVES THAT THIS INFORMATION IS PROTECTED FROM DISCLOSURE UNDER THE STATE FREEDOM OF INFORMATION LAW." The District assumes no liability for disclosure of information so identified, provided that the District has made a good faith legal determination that the information is not protected under applicable law or where disclosure is required to comply with an order or judgment of a court of competent jurisdiction.

IX. TERMINATION OF CONTRACT

Any contract agreed to under this Request for Proposal is subject to termination by either party with thirty (30) days' written notice. In the event of termination of the contract, the District's responsibility shall be to pay for unpaid services performed and authorized costs incurred by the Website/Social Media Consulting Services provider.

X. RIGHT TO REJECT A REQUEST FOR PROPOSAL

The District reserves the right to reject without prejudice any and all quotations received under this Request for Proposal, to request additional information and clarifications from proposers, to allow corrections of errors or omissions, and to negotiate with one or more of the finalists regarding the terms of the engagement. Any information given, either orally or in writing, is not given in confidence and may be used, or disclosed to others, for any purpose at any time without obligation or compensation and without any liability of any kind whatsoever. The District intends to select the Website/Social Media Consulting Services provider that, in its opinion, best meets the District's needs, and not necessarily the provider whose fees are the lowest.

XI. REQUESTS FOR CLARIFICATION/INFORMATION

All requests for clarification or additional information as related to this Bid/Proposal shall be submitted in writing via e-mail to:

Robert Stein
Deputy Purchasing Agent
Email: rstein@westburyschools.org

Please include the firm's name, a contact person's name, a fax number and an email address.

XII. ACKNOWLEDGMENT FORM

Included within this Request for Proposal is the acknowledgment form to be used in connection with the services to be provided. Proposers should review the contents of the acknowledgment form and base his/her/its proposal on the provisions therein. The terms and conditions set forth in the Request for Proposal are incorporated into the acknowledgment form by reference and shall form a part of the Agreement executed by the Board of Education and the successful proposer.

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COST PROPOSAL FORM

Company Name _____
(as shown on your W-9)

Street Address _____

City _____ State _____ Zip Code _____

Telephone (___) _____ Fax (___) _____ E-mail _____

	7/1/27-6/30/28	7/1/28-6/30/29	7/1/29-6/30/30	7/1/30-6/31/31	7/1/31-6/30/32
Daily Rate					

PRINT NAME: _____

PRINT TITLE: _____

SIGNATURE: _____

DATE: _____

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VENDOR INFORMATION & ACKNOWLEDGMENT FORM

The undersigned, as a duly authorized representative of the Vendor, hereby proposes to furnish such services, materials, supplies, and equipment as required by the General Terms and Conditions and Specifications contained within the Request for Proposal Documents at the prices indicated on the Rate Sheet Form.

Company Name _____
(as shown on your W-9)

Street Address _____

City _____ State _____ Zip Code _____

Telephone (___) _____ Fax (___) _____ E-mail _____

Signature _____ Date _____

Print Name _____ Title _____

Please indicate the representative from your company who should receive all correspondence relating to this bid:

Name: _____ Title: _____

Address: (if different from above) _____

Telephone: _____ Fax: _____ Email: _____

Vendor Acknowledgement

Vendor, by checking and signing below, confirms that he/she has read and understands and will comply with the terms, conditions and specifications/scope of this Request for Proposal and any addenda, if issued.

Yes ☐ No ☐

Bidders Authorized Signature: _____

REFERENCES

Company Name: _____

Address: _____

Contact Person: _____

Telephone: _____

Dates of Contract(s) _____

Company Name: _____

Address: _____

Contact Person: _____

Telephone: _____

Dates of Contract(s) _____

Company Name: _____

Address: _____

Contact Person: _____

Telephone: _____

Dates of Contract(s) _____

Proposer's Name: _____

VENDOR DISCLOSURE CERTIFICATION

Vendor must complete either Section A or B below and return with your proposal

A. This is to certify that the principal members of the company listed below are not related to any Board members, officers or employees of the Westbury Union Free School District (WUFSD) and no Board member, officer or employee of the WUFSD is directly or indirectly interested in this bid or the supplies, materials, equipment, work or services which are related to it, or in any portion of the profits thereof.

_____ _____
SIGNATURE COMPANY NAME

_____
PRINT NAME

B. This is to certify that the following Westbury Union Free School District Board members, officers or employees are related to principal members of the company listed below or have a direct or indirect interest in this bid or the supplies, materials, equipment, work or services which are related to it, or in any portion of the profits thereof.

NAME	RELATIONSHIP	NAME OF WUFSD RELATION

_____ _____
SIGNATURE COMPANY NAME

_____
PRINT NAME

PROPOSER'S CERTIFICATION OF COMPLIANCE WITH IRAN DIVESTMENT ACT OF 2012

In accordance with General Municipal Law §103-g, which generally prohibits the School District from entering into contracts with persons engaged in investment activities in the energy sector of Iran, the bidder/proposer submits the following certification:

[Please Check One]

Proposer's Certification

☐ By submission of this bid or proposal, each bidder/proposer and each person signing on behalf of any bidder/proposer certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief, that each bidder/proposer is not on the list created by the Office of General Services (OGS) pursuant to paragraph (b) of subdivision 3 of Section 165-a of the State Finance Law.

☐ I am unable to certify that my name and the name of the bidder/proposer do not appear on the list created pursuant to paragraph (b) of subdivision 3 of Section 165-a of the State Finance Law. I have attached a signed statement setting forth in detail why I cannot so certify it.

Dated:_____, New York
_____, 20__

_____
Name of Bidder/Proposer

_____
Signature of Authorized Official

_____
Printed or Typed Name of Official and Title

Sworn to before me this
____day of_____, 20__

_____
Notary Public
Dated:

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BID PROPOSAL NON-COLLUSIVE CERTIFICATION

Firm Name _____

Business Address _____

Telephone Number_____Date of Bid _____

1. General Bid Certification
   The bidder certifies that he will furnish, at the prices herein quoted, the materials, equipment, and/or services as proposed in this bid.

2. Non-Collusive Bidding Certification
   By submission of this bid proposal, the bidder certifies that he is complying with Section 103-d of the General Municipal Law as follows:

   Statement of non-collusion in bids and proposals to political subdivision of the state. Every bid or proposal hereafter made to a political subdivision of the state or any public department, agency or official thereof where competitive bidding is required by statute, rule, regulation, or local law, for work or services performed or to be performed or goods sold or to be sold, shall contain the following statement subscribed by the bidder and affirmed by such bidder as true under the penalties of perjury: Non-collusive bidding certification.

   A. By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief:

      (1) The prices in this bid have been arrived at independently without collusion, consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor.

      (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and

      (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not submit a bid for the purpose of restricting competition.

   B. A bid shall not be considered for award no shall any award be made where A. (1) (2) and (3) above have not been complied with; provided, however, that if in any case the bidder shall so state and shall furnish with the bid a signed statement which set forth in detail the reasons therefore. Where A. (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award by made unless the head of the purchasing unit of the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

      (1) The fact that a bidder (a) has published price lists, rates, or tariffs covering items being procured, (b) has informed prospective customers of proposed or pending publication of new or revised price lists for such items, or (c) has sold the same items to other customers at the same prices being bid, does not constitute, without more, a disclosure within the meaning subparagraph one (a).

      (2) Any bid hereafter made to any subdivision of the state or any public department, agency or official thereof by a corporate bidder for work or services performed or to be performed or goods sold or to be sold, where competitive bidding is required by stature, rule, regulation, or local law, and where such bid contains the certification referred to in subdivision one of the section, shall be deemed to have been authorized by the board of directors of the bidder, and such authorization shall be deemed to include the signing and submission of the bid and the inclusion therein of the certificate as to non-collusion as the act and deed of the corporation.

Authorized Signature_____Title _____