



Embroiderers' Guild of America

Our Mission:

To inspire passion for the needle arts through education
and the celebration of its heritage.

**Request for Proposal
Management of Editorial Content, Production, and Advertising
for *Needle Arts Magazine*, including *Inside EGA* (educational supplement)**

November 17, 2021

Deadline for responses:

December 10, 2021

Questions should be submitted via email to president@egausa.org.

www.EGAUSA.org

Overview

The Embroiderers' Guild of America (EGA) is a national 501(c)(3) organization dedicated to the preservation and promotion of the techniques of hand embroidery. Membership in EGA is open to anyone with an interest in needlework regardless of skill or experience. Our 8000+ members engage with the organization through local chapter meetings, regional and national seminars, a quarterly print publication, and online via our website and social media. EGA is headquartered in Louisville, Kentucky and employs a staff of four. A 20 member Board of Directors governs the organization. EGA maintains a permanent collection of 1200+ textiles and a needle arts library of 2000+ titles. We offer an extensive selection of classes per year to stitchers at all skill levels in person, through the mail, and online.

Our Audience

Currently, our primary audience is women ages 55-75 with an interest in needle arts. They are involved with EGA through their region and local chapters (~85%), or as Members-at-Large (not affiliated with a local chapter or region) (~15%). Primarily, they are active on Facebook, YouTube, Pinterest, and Instagram. They use our website to be informed about general EGA information and events, to participate in online education, order products and make donations. Our audience members are passionate about needlework (many view it as their primary means for relaxation and meditation) and have joined EGA to learn, increase their skills, and socialize.

In 2017, we rebranded the organization and developed the current EGA logo and branding parameters. Since then, the magazine has been rebranded to incorporate this fresher look and palette.

Looking to the future, we are planning to develop a major initiative to broaden the appeal of EGA to a more diverse audience. We are seeking ways to engage with younger individuals as well as people from different cultures. Our magazine should continue to play an important part of this effort, and we are open to creative ideas to enhance its appeal across a wider target market.

Scope of Services Required

The Embroiderers' Guild of America (EGA) seeks an editorial Contractor to edit and produce the organization's publications, *Needle Arts* and *Inside EGA*. The following services are required:

1. Manage editorial content of four (4) issues of *Needle Arts* magazine (includes soliciting manuscripts, performing photo research, and writing/editing copy) (approx. 56-64 pages per issue) beginning with issue for first quarter of 2022 and running through the last quarter of 2022.
2. Manage editorial content of four (4) issues of *Inside EGA* insert (approx. 8 pages per issue) beginning with issue for first quarter of 2022 and running through the last quarter of 2022.
3. Coordinate production and print vendors.
4. Solicit advertising for *Needle Arts* and the EGA website.
5. Manage Contractor/EGA communications and budget controls.
6. The initial contract will be for a period of one year (4 issues/2022), with potential for contract extension beyond the initial year.

Contractor Requirements

- 1. Manage editorial content for four (4) issues of *Needle Arts* magazine and four (4) issues of *Inside EGA* insert.**

Responsible for overall management of editorial content for magazine issues, including: development of story ideas; recruitment of designers for projects; procurement of appropriate photography and illustrations; coordination of advertising insertions; writing copy as required; editing copy; proofreading; and arranging final layout approvals with EGA headquarters for timely publication on a quarterly basis beginning with issue to be distributed first quarter of 2022.

- 2. Coordinate production and print vendors.**

Work closely with the designated production firm to produce the publication, including editing copy, proofreading, providing photography and graphics, and consulting on layout. Coordinate printing with designated print vendor, including reviewing proofs and providing final approvals for printing to insure timely publication and distribution.

- 3. Solicit advertising for *Needle Arts* magazine and the EGA website.**

Solicit advertising for the magazine, including approaching potential advertisers, answering inquiries, renewing current advertisers, providing production assistance as

needed, coordinating placement of ads within the magazine, and coordinating billing for advertisements. Develop an advertising program for the EGA website and solicit advertisers that fit well with the organization's mission and focus. Coordinate website ad placement with the electronic media coordinator at EGA headquarters and manage billing for these placements. Work with EGA administrator and president to set appropriate ad rates.

4. Manage Contractor/EGA communications and budget control.

Provide regular status updates to EGA headquarters on both the magazine and the insert. Manage the production and printing budgets for the publications. Monitor all expenses and advertising revenues and provide monthly activity reports. Work closely with the EGA president on editorial content and magazine layout for each issue. Consult with and advise president on budget and circulation.

5. Proposal Structure

Included with this document is a list of requested information. Please include this information in your response.

6. Sample Publications

The following links will take you to recent copies of the two publications. Please note that these are private links and are not to be shared except where necessary for this RFP process.

Needle Arts issue September 2021 - <https://egausa.org/sept2021needlearts>

Inside EGA September 2021- <https://egausa.org/sept2021insideega>

RFP Evaluation Criteria/Administration

Evaluation Criteria

- Please provide resume(s) of experience in publications, including fiber arts background/expertise, for Contractor principal(s) who will work on the project.
- Please provide details on all costs associated with the duties outlined, including compensation structure.
- Contractor shall also provide details on the invoicing schedule as well as any fees that can be assessed for late payments.
- EGA will evaluate each Contractor's cost, fairness, reasonableness, the payment arrangements for products/services, and termination schedules if provided.
- EGA reserves the right to negotiate a contract with the selected Contractor offering the greatest benefit to EGA, not just the lowest price. Contractor responses may be referred to in total or by part in the final contract.
- EGA reserves the right to select any solution proposed and may award the contract to any qualified Contractor who meets all the terms and conditions contained within the RFP.
- EGA may decide that portions of individual solutions are attractive and reserves the right to request a modified proposal that includes only those portions that EGA deems appropriate.
- All Contractors should specifically respond to all items in this RFP. Any declines to respond in whole or part must be fully explained.
- EGA will retain copyright to all printed materials. In addition, Contractor will be required to not have any other clients in direct competition with EGA.

Due Date and Proposal Submission

- Timetable

○ RFP issue date	November 15, 2021
○ Proposal due date	December 10, 2021
○ Finalist(s) interview(s)	December 20-31, 2021
○ Selection made	January 7, 2022
- Proposal Submission

All responses must be submitted to EGA no later than 5 p.m. CST on Friday, December 10, 2021. Please submit responses to:
Karen Hamilton
President
Embroiderers' Guild of America
president@egausa.org

Submission of Hard Copy Samples

Hard copy samples of materials may be sent to Karen Hamilton, 2318 Evergreen St., Carrollton, TX 75006-1629. The samples must be received by the deadline of 5 p.m. on Friday, December 10, 2021.

Other Requirements

Contractor MUST:

- Notify EGA, via email and to the attention of Karen Hamilton (president@egausa.org), in regard to its intention to respond to this RFP by 5 p.m., CST, on November 30, 2021.
- Identify for EGA a single point of contact to communicate all issues surrounding the RFP and any subsequent negotiations, including without limitation, negotiation of a written contract, if any.

Contractor MAY be requested to:

- Present its proposal to the EGA Search Committee and/or the EGA Executive Committee via Zoom.
- Provide additional information or clarification of information supplied in the RFP response at the request of EGA.

Note:

- This RFP will be adopted and incorporated by reference in any contract.
- Contractual agreement will be governed by the laws of the Commonwealth of Kentucky.

**Embroiderers' Guild of America
Request for Proposal
Appendices**

Appendix A

Additional Information

Request for Proposal Document

- This RFP does not constitute an offer by EGA, and no response hereto shall create any agreement binding on EGA. Such an agreement shall arise only if a definitive written agreement is fully negotiated, duly authorized, and executed by EGA and the selected Contractor, if any. EGA reserves the right to reject any or all proposals received in response to this RFP, and to issue one or more contracts or elect not to issue any contracts to cover the products/services described herein.
- All information or data contained in any response to this RFP will be treated as material that EGA may use or distribute with restriction. This RFP contains information that EGA considers strictly confidential.
- Issue of this RFP to your company does not commit EGA to any costs incurred in responding to this RFP, including without limitation, the sourcing, staffing, preparation or submission of your response and/or proposal to EGA. The costs and related liabilities for such activities shall be borne exclusively by each respective Contractor.

Contractor Representations and Warranties

Contractor represents and warrants as follows:

- That the services and content of your proposal does not infringe any copyright, trademark, patent or other intellectual property right of any third party throughout the world.
- That all services provided hereunder shall be performed in a professional, competent and workmanlike manner.
- That all services will conform to all of EGA's instructions, specifications and data.
- That Contractor is adequately funded and will remain adequately funded throughout the term of a formal written agreement with EGA, to conduct its business and perform the obligations as provided herein.
- That Contractor possesses all required licenses and appropriate tax status of Contractor's state of residence.
- All services and deliverables provided hereunder are subject to EGA's review, inspection and acceptance during the performance of this Agreement including, without limitation, to final inspection and acceptance. Inspection and acceptance by EGA of any services provided hereunder shall not be conclusive as to latent defects and/or misconduct, fraud, and/or Contractor's representations and warranty obligations hereunder.

- Contractor shall, at its sole expense, promptly comply with all lawful statutes, ordinances, rules, orders, regulations, and requirements of the federal, state, local or municipal governments now in force or hereafter enacted insofar as the conduct of its business and its performance under this RFP.

Rights of the Embroiderers' Guild of America (EGA)

- EGA reserves the right to amend this RFP, to rescind this RFP, to reissue this RFP, or to discontinue the RFP process at any time with liability to Contractor.
- EGA reserves the right to reject any or all responses at any time for any reason or no reason with no penalty prior to signing a formal written agreement.
- EGA reserves the right to share with one or more of its employees, agents, or representatives any or all of the components of the proposals submitted in response to this RFP.
- This RFP does not constitute an offer on the part of EGA. EGA does not commit to take any action in response to this RFP or to select a Contractor based on any particular criteria, methodology, or rationale and reserves the right to act arbitrarily in its selection of a Contractor, or to make no selection.

Insurance

Contractor will be required to maintain at its own expense, during the term of this Agreement and any renewals thereof, with an insurer or insurers acceptable to EGA, a mutually agreed to liability coverage and other insurance as required by law (such as workers compensation coverage).

Protection of EGA Trademark

In order to preserve the value of Contractor and EGA respective name and/or any trademarks, service marks, or trade names (collectively, "Mark") neither Contractor nor EGA shall make any use of any of the other's Marks for any reason, including but not limited to, advertising, press releases, or other publicity, except upon the written authorization of the releasing party in each instance. Contractor shall not use the EGA Mark in any manner that is disparaging or that otherwise portrays EGA in a negative light. Contractor will not attack the title of EGA in and to the Mark. Contractor will not harm, misuse, or bring into disrepute the EGA Mark at any time. Contractor recognizes the great value of the publicity and goodwill associated with the EGA Mark and, in such connection, acknowledges that a breach by Contractor of any of its covenants, agreements or undertakings hereunder in this subsection will cause EGA irreparable damage, which may not be readily remedied in damages in an action at law, and the EGA shall be entitled to seek equitable remedies, costs and attorneys' fees in such event.

Contract

If EGA selects Contractor to provide the services outlined herein, all such services shall be memorialized in a formal written agreement prepared by EGA containing the provisions substantially similar in form to those provisions detailed in "Contractor

Representations and Warranties,” “Insurance” and “Protection of the EGA Trademark” and such other terms and conditions customary to transactions of this type as mutually agreed between the parties. If alternative language to the specific provisions proposed herein is not proposed by Contractor in Contractor’s response to this RFP, EGA will assume that such terms, as presented in this RFP, are accepted by Contractor.

Contractor shall be an independent contractor and not an employee or agent of EGA. EGA disclaims any right to control the manner of performance by Contractor. Contractor shall be and remain an independent contractor with control over the accomplishment of the objectives set forth in this RFP.

The initial contract will be for the period of one year and will include four issues each of the magazine and the insert. Negotiations for a continuance of the contract for subsequent years may be initiated by EGA at any time during the initial contract year.

Validity

Contractor must certify that its proposal will remain in effect for a minimum of 180 days beyond the RFP response due date, and that the pricing shall remain fixed for such period of time.

Distribution/Retention of Responses

Contractor’s RFP response will be distributed to certain members of the board of directors and management of EGA. EGA reserves the right to share with any EGA co-worker, any or all of the components of the responses submitted. All RFP responses submitted will become the property of EGA. Responses will not be returned.