



# REQUEST FOR PROPOSAL (RFP) FOR Direct Mail Print and Mail Services RFP2022-04

RFP Response Due Date and Time:  
Wednesday, September 28, 2022 @ 4:00 p.m.

Number of Pages  
(Including Cover): 21

Issue Date: September 14, 2022

## ISSUING AGENCY INFORMATION

Akwesasne Mohawk Casino Resort  
Mohawk Gaming Enterprises  
873 State Route 37, Hogansburg, NY 13655

Single Point of Contact (SPOC): Julie White: (518) 358-2222 ext. 2497 [juwhite@mohawkcasino.com](mailto:juwhite@mohawkcasino.com)

Website: <http://mohawkcasino.com/resources/business-opportunities>

## INSTRUCTIONS TO FIRMS

Mail Sealed Proposal to:

Julie White  
Akwesasne Mohawk Casino Resort  
PO BOX 670 State Route 37  
Hogansburg, NY 13655  
Mark Face of Envelope/Package with: RFP2022-04

If hand-delivering Sealed Proposal, return to:

Julie White  
891 State Route 37  
Casino HR/Administration Bldg. - Speedway Plaza  
Hogansburg, NY 13655  
Mark Face of Envelope/Package with: RFP2022-04

## FIRMS MUST COMPLETE THE FOLLOWING AND RETURN WITH BID PROPOSAL

Firm Name/Address:

Email Address:

Phone Number:

Fax Number:

Addendums received:

\_\_\_\_\_  
(Name/Title)

\_\_\_\_\_  
(Signature)

My signature certifies that the, bid as submitted, complies with all Terms and Conditions as set forth in **RFP2022-04** My signature also certifies that the accompanying bid is not the result of, or affected by, any unlawful act of collusion with another person or company engaged in the same line of business or commerce.

**FIRMS MUST RETURN THIS COVER SHEET WITH RFP RESPONSES**

## Table of Contents

<b>1</b>	<b>PURPOSE AND KEY OBJECTIVES .....</b>	<b>2</b>
1.1	PURPOSE .....	2
1.2	BACKGROUND INFORMATION.....	2
<b>2</b>	<b>PROPOSAL PREPARATION INSTRUCTIONS .....</b>	<b>3</b>
2.1	VENDOR’S UNDERSTANDING OF THE RFP .....	3
2.2	GOOD FAITH STATEMENT .....	3
2.3	PROPOSAL SUBMISSION.....	3
2.4	COMMUNICATION .....	4
2.5	METHOD OF AWARD .....	5
2.6	SCHEDULE OF EVENTS .....	5
2.7	SELECTION AND NOTIFICATION.....	5
2.8	CONTRACT AWARD.....	6
<b>3</b>	<b>PROPOSAL CONTENT &amp; EVALUATION CRITERIA.....</b>	<b>6</b>
3.1	GENERAL SUPPLIER INFORMATION AND CORPORATE PROFILE .....	6
3.2	CAPABILITIES, LOCAL SUPPORT, AND ACCOUNT MANAGEMENT APPROACH .....	6
3.3	PROPOSED APPROACH .....	7
3.4	FEE STRUCTURE .....	8
<b>4</b>	<b>INSTRUCTIONS FOR COMPLETING PROPOSAL RESPONSE .....</b>	<b>8</b>
4.1	PROPOSAL DOUCMENT FORMAT .....	8
<b>5</b>	<b>CONTRACT PROVSIONS .....</b>	<b>9</b>
5.1	ORIGINAL RFP DOCUMENTS .....	9
5.2	CONTRACT APPROVAL.....	9
5.3	PROPOSAL AS A PART OF THE CONTRACT .....	9
5.4	ELECTRONIC MEANS .....	9
5.5	TAX EXEMPT .....	9
5.6	TERM.....	9
5.7	TERMINATION.....	10
5.8	INSURANCE .....	10
5.9	INDEMNIFICATION AND HOLD HARMLESS.....	11
5.10	INDEPENDENT CONTRACTOR.....	11
5.11	WARRANTY.....	11
5.12	FORCE MAJEURE .....	11
5.13	CONFIDENTIALITY STATEMENT .....	11
5.14	COMPLIANCE WITH LAW .....	11
5.15	GOVERNING LAW .....	12
5.16	ENTIRE AND BINDING AGREEMENT .....	12
<b>6</b>	<b>SCOPE OF WORK AND SERVICES .....</b>	<b>12</b>
<b>7</b>	<b>SPECIFICATIONS FOR DIRECT MAIL PIECES .....</b>	<b>14</b>
<b>8</b>	<b>FEE SCHEDULE- APPENDIX A.....</b>	<b>18</b>
<b>9</b>	<b>REFERENCE LIST – APPENDIX B .....</b>	<b>19</b>

# 1 Purpose and Key Objectives

## 1.1 Purpose

Mohawk Gaming Enterprises, LLC (Akwesasne Mohawk Casino Resort, AMCR) is seeking proposals from qualified firms to provide direct mail printing and mail service's to attract patrons to our resort. **Subcontracting of services is not permitted.** Specifically, MGE is seeking an agency partner to:

- a. Provide full-service printing and mailing services for our Canadian and American direct mail pieces as well as printing services for property collateral.
- b. Partner with a company who continually explores new opportunities and options for MGE's direct mail program for MGE's consideration that improves production, services and at the same time saves money.

## 1.2 Background Information

The Akwesasne Mohawk Casino Resort is located in Upstate New York situated along the St. Lawrence River and bordering Canada in two provinces both Ontario and Quebec. The Akwesasne Mohawk Casino Resort opened its doors in April of 1999 by the St Regis Mohawk Tribe and is the number one entertainment venue in the surrounding area.

The property includes 130,000 square feet of gaming with 1,150 of the newest slot and video poker titles, table games, bingo and a sports book. Food venues include the Native Harvest Café, Maple Steak & Ale, Sticks Sports Book & Grill, The Tavern, Cascades Lounge, and Cedars Coffee featuring Starbucks™ beverages, as well as Maple Brewing. In addition, AMCR offers a 150-room hotel. The Akwesasne Mohawk Casino Resort welcomes over 1 million visitors annually both National and International with a good portion of our customer base from Canada.

The goal of the Akwesasne Mohawk Casino Resort is to be the first choice for the customer's casino and gambling entertainment. Based on this goal, the Akwesasne Mohawk Casino Resort is focusing on building loyalty and real value for our customers. This is accomplished by being a service-oriented entertainment company who offers attractive benefits and rewards to its customers.

# 2 Proposal Preparation Instructions

## 2.1 Vendor's Understanding of the RFP

In responding to this RFP, the vendor accepts the responsibility fully to understand the RFP in its entirety, and in detail, including making any inquiries to MGE as necessary to gain such understanding. MGE reserves the right to disqualify any vendor who demonstrates less than such understanding. Further, MGE reserves the right to determine, at its sole discretion, whether the vendor has demonstrated such understanding. That right extends to cancellation of award if award has been made. Such disqualification and/or cancellation shall be at no fault, cost, or liability whatsoever to MGE.

Proponents are solely responsible for their own expenses in preparing, presenting or delivering a proposal.

## 2.2 Good Faith Statement

While MGE has made considerable efforts to ensure an accurate representation of information in this RFP, the information contained in this RFP is supplied solely as a guideline for proponents. The information is not guaranteed or warranted to be absolutely accurate by Mohawk Gaming Enterprise, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve proponents from forming their own opinions and conclusions with respect to the matters addressed in this RFP.

This document or any portion thereof may not be used for any purpose other than the submission of proposals.

Proponent responses must be signed by an authorized officer of the firm.

Information pertaining to this RFP or any material obtained by the proponent as a result of participation in this proposal is confidential and must not be disclosed without written authorization from MGE.

## 2.3 Proposal Submission

Proposals must be **sealed** and delivered to the Mohawk Gaming Enterprise Purchasing department, prior to the closing of 4:00 p.m. on **September 28<sup>th</sup>, 2022**. Please indicate the Reference Number RFP2022-04 on your document and envelope.

Mailing Address:  
Attn: Julie White – Purchasing Department  
Mohawk Gaming Enterprise – ADMIN BLDG  
PO BOX 1179  
873 State Route 37  
Akwesasne, NY 13655

Late proposals received after the closing date and time will be disqualified from competition and returned to the respondent unopened.

Vendors are to submit one (1) original copy of proposal marked “Original” and five (5), marked “Copy.” Each original and copy must be individually bound.

## 2.4 Communication

Verbal communication shall not be effective unless formally confirmed in writing by specified procurement official in charge of managing this RFP process. In no case shall verbal communication govern over written communication.

Respondents wishing to amend an already submitted proposal must submit the amendment in writing before the designated closing date/time provided they are properly identified by company name, RFP number and due date.

Vendors’ inquiries, questions, and requests for clarification related to this RFP are to be directed in writing to:

Mohawk Gaming Enterprise, LLC.  
Purchasing Department  
PO BOX 1179  
Hogansburg, NY 13655  
Attention: Julie White  
Telephone: (518)358-2222 x2497  
Fax: (518)935-9305  
E-mail: [juwhite@mohawkasino.com](mailto:juwhite@mohawkasino.com)

Applicable terms and conditions herein shall govern communications and inquiries between MGE and vendors as they relate to this RFP.

**Informal Communications** shall include, but are not limited to: requests from/to vendors or vendors' representatives in any kind of capacity, to/from any MGE employee or representative of any kind or capacity **with the exception of Julie White** for information, comments, speculation, etc. Inquiries for clarifications and information that will not require addenda may be submitted verbally to the named above at any time.

**Formal Communications** shall include, but are not limited to:

- Questions concerning this RFP must be submitted in writing and be received prior to September 28, 2022 via fax 518-935-9305 or e-mail [juwhite@mohawkasino.com](mailto:juwhite@mohawkasino.com).
- Errors and omissions in this RFP and enhancements: Vendors shall bring to MGE any discrepancies, errors, or omissions that may exist within this RFP. With respect to this RFP, vendors shall recommend to MGE any enhancements, which might be in MGE best interests. These must be submitted in writing and be received prior to September 23, 2022.
- Inquiries about technical interpretations must be submitted in writing and be received prior September 23, 2022.
- Inquiries for clarifications/information that will not require addenda may be submitted verbally to the Purchasing Manager Julie White 518-358-2222 ext. 2497 or via e-mail [juwhite@mohawkasino.com](mailto:juwhite@mohawkasino.com) at any time during this process.
- Verbal and/or written presentations and pre-award negotiations under this RFP.
- Addenda to this RFP.

**Addenda:** MGE will make a good-faith effort to provide a written response to each question or request for clarification that requires addenda within three (3) business days.

MGE will not respond to any questions/requests for clarification that require addenda, if received by MGE after 4:00pm September 23, 2022.

## 2.5 Method of Award

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those vendors that have the interest, capability, and financial strength to supply MGE with auditing services as define in the Scope of Work.

All submissions are subject to evaluation after opening and before award of contract. Submissions may be evaluated not only on the submitted price, but also on quality and quantity of services provided and the capacity of the respondent to meet the requirements of the procurement in accordance with the criteria stated in this RFP document. All buying activity will attempt to seek out best value, which maximizes the effectiveness and profitability to Mohawk Gaming Enterprise, LLC.

The Mohawk Gaming Enterprise is not obligated to award the lowest proposal and reserves the right to readdress the requirement should there be reasonable doubt that prices received are not competitive. This RFP implies no obligation on Mohawk Gaming Enterprise, LLC. To accept this response or any response submitted.

The Mohawk Gaming Enterprise reserves the right to award this contract to a single overall bidder for all services further defined in Section (6) Scope of Work and Services of this RFP, or to make awards on the basis of individual services or group of services, whichever shall be considered by the casino to be most advantageous or to constitute its best interest.

## 2.6 Schedule of Events

The following is a tentative schedule that will apply to this RFP, but may change in accordance with the organization's needs or unforeseen circumstances.

Issuance of RFP	September 14, 2022
Technical Questions/Inquiries due	September 23, 2022
<b>RFP Closes</b>	<b>September 28, 2022</b>
Complete Initial Evaluation	October 11, 2022
Top 3 Vendors Selected	October 18, 2022
Final Award Notification (tentative)	November 8, 2022

## 2.7 Selection and Notification

The process MGE is using to select its preferred provider involves evaluating all proposals according to the evaluation criteria defined in Section (3) of this document.

A selection committee representing various business units within MGE will review all proposals and score vendors based upon the points set out in Section (3).

From this evaluation, a short list of firms will be selected and may be asked to present and respond to questions from the selection committee designed to evaluate the firms understanding of the MGE. Also, MGE reserves the right to perform on-site visits to each firm's branch locations that will be servicing MGE prior to final award of contract.

## 2.8 Contract Award

The Evaluation Committee will make a final recommendation for the award to the General Manager. Upon award, the successful Proposer(s) will be required to execute a Service Agreement in accordance with the Scope of Work and provide a certificate of insurance in conformance with the requirements set forth in the request for proposal within fifteen (15) business days of award. ***No awards are final until signed by General Manager.***

### 3 PROPOSAL CONTENT AND EVALUATION CRITERIA:

The following represents the principal selection criteria which will be considered during the evaluation process:

#### 3.1 General Supplier Information and Corporate Profile (10 points)

- a) What is the legal name of your company?
- b) Please state the number of years your company has been in business.
- c) What is the company ownership structure?
- d) How many employees do you have in the branch office that would service this account?
- e) Please provide a sample contract for services you are providing

#### 3.2 Capabilities, Local Support, and Account Management Approach – (30 points)

- a) Describe your company's core capabilities and business approach.
- b) Describe your company's printing and direct mail philosophy, goals and what sets you apart from your competitors.
- c) How is your organization structured and how does this structure support your ability to provide the services you are proposing?
- d) Describe your overall approach to process improvements and what specific areas you would focus on at MGE if you were awarded this contract.
- e) List top 5 agency accounts, the sector they represent and the length of time they have been with your agency.
- f) Please provide 3 current client references with similar services as listed in the RFP along with contact information. See appendix B Reference Sheet.

#### 3.3 Proposed Approach – (40 points)

In the subsections below, please describe the key elements of your proposal. Highlight any major features, functionality, or areas of support that differentiate your specific service offerings from your competitors.

Please note that we are not looking for a generic approach or boilerplate; rather, for a description of how you would approach the scope of work specifically at the MGE.

##### 3.3.1 Printing and Mail Services -Based on the information provided in Section (6) Scope of Work and Services and Section (7) Direct Mail Piece Specifications, please provide the key elements of your proposal based on the following parameters:

- a) Outline how you ensure that customer print jobs are completed and delivered on time (i.e. data proofing, quality control, bleeds, folds, die-cut, etc.).
- c) Provide a realistic schedule for each mail piece in requested format, including:
  - Timeline from receipt of artwork files, proof approval to production.
  - Timeline for mail drops (for both U.S. and Canada).
  - Describe the prioritization of multiple jobs within the same timeline.
- d) Are you currently setup to utilize Canada Post for Canadian mailing addresses? If so, how much Canadian mailing have you done in the past 3 months?

- e) Provide six (6) sample mailers for each of the monthly mailers (artwork to be provided by MGE).
- f) Explain how you will employ state of the art production techniques and cost saving methods and any alternative or optional solutions in this section and the corresponding benefits (i.e. different layout options, formatting, etc. that would not hinder the overall message but would aid in reducing MGE's mailer production and or postal costs).

**3.3.2 Staffing** – How many employees do you have in the local branch that will service MGE's account in the following categories?

- a) Production/on-site employees
- b) Operations management
- c) General management
- d) Equipment technicians
- e) Identify the agency team that will work on this account and their specific roles and areas of responsibility for the duration of this agreement.

**3.3.3 Performance Metrics and Reporting**

- a) How do you measure overall performance and productivity against our required service levels?
- b) What types of reports are available to the MGE to track key performance indicators? Please provide samples. How will these reports be made available to MGE?
  - a. Estimates required for each print job so AMCR's Marketing Department can accrue for the expense to their budget lines.
  - b. Expense tracking report required so AMCR can reconcile from the estimate to actuals. The report must provide the following details: Job name, qty, and printing cost, mailing cost, misc. charges and postage.
  - c. Postage reconciliation report required monthly.
  - d. Provide a detailed sample of billing/invoice.

**3.4 Fee Structure (20 points)**

The maximum score for price will be assigned to the firm offering the lowest total all-inclusive maximum price. Appropriate fractional scores will be assigned to other proposers.

All fees will be based on a fixed price structure. Please provide a proposed fee structure for following:

- a) Print fees for each mailer type specified in the RFP
- b) Mailing Cost
- c) Freight/delivery cost (estimate based on bulk delivery at monthly quantities)
- d) U.S. postage
- e) Canadian postage
- f) Data management
- g) Misc. Charges (i.e. Proof charge, charge for corrections, rush charges, set-up, plates, dies etc.)
- h) In the event print demands increase or decrease due to changing business practices over the life of the contract, how would this impact pricing?
- i) Do you require postage upfront or will you float?



## 4 Instructions for Completing Proposal Response

### 4.1 Proposal Document Format

Proposals must conform to the prescribed format described below. Any proposal that deviates from this format may be rejected without review at the MGE's sole discretion.

Proposal shall contain at a minimum the following items with clearly marked tabs with Table of Contents:

- a) Title Page: In the appropriate fields on the **RFP cover page** provide a brief description of the firm or individual, name, address of Proposer, telephone number, e-mail, and fax of principal contact person and signed by a person authorized to legally bind the Proposer to the statements made in the response to this RFP. Please make acknowledgement of any and all addendums;
- b) Table of Contents for your proposal;
- c) Technical Proposal: The technical proposal should follow the order set forth in Section (3) of this request for proposals;
- d) Fee Schedule: (**Appendix A**)
- e) Reference Sheet: (**Appendix B**)

## 5 Contract Provisions

### 5.1 Original RFP Document

This RFP should not be construed as a contract to purchase goods or services. MGE will not be obligated in any manner to any proponent whatsoever until a written contract has been duly executed relating to an accepted proposal. The successful vendor will be required to sign a contract upon award.

### 5.2 Contract Approval

This **RFP2022-04** does not, by itself, obligate the MGE or any of its departments to the use of any of proposed services until a valid written contract is awarded and approved by the appropriate authorities. Upon written notice to the vendor, the MGE may set a different starting date for the contract. The MGE will not be responsible for any work completed by the vendor, even work done in good faith, if it occurs prior to the contract start date set by the MGE.

### 5.3 Proposal as part of the contract

All of this **RFP2022-04** and the successful proposal shall be considered to be incorporated into the contract. MGE shall retain the RFP, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the vendor's submission, is grounds for immediate disqualification.

### 5.4 Electronic Means

This **RFP2022-04** is being made available by electronic means. If accepted by such means, the bidder acknowledges and accepts full responsibility to ensure that no changes are made to this **RFP2022-04**. In the event of conflict between a version of the **RFP2022-04** in the bidder's possession and the version maintained by MGE, the version maintained by MGE shall govern.

## **5.5 Tax Exempt**

The MGE is not responsible for and will not pay local, state, or federal taxes. Our New York State tax exemption number is #EX-152433.

## **5.6 Term**

The contract shall be for an initial one (1) year period of time. Thereafter, the term of this contract shall automatically renew for consecutive terms of one (1) year, unless either party gives the other party written notice of termination at least (30) days prior to the end of the then-current term. The automatic renewal option shall be exercised providing all pricing, terms and conditions remain consistent with the contract.

## **5.7 Termination**

The parties agree that either the MGE or Consultant through written notice may terminate Consultant's engagement under this Agreement at any time with or without cause upon giving written notice to the other party. The MGE shall pay Consultant for all services performed by Consultant through the date of termination and shall not affect any rights or obligations which have accrued prior thereto or in connection therewith.

## **5.7 Insurance**

The Consultant, at its sole cost and expense, shall provide proof of insurance, upon execution of this Agreement by submitting a Certificate of Liability Insurance to MGE. As a minimum, the Consultant shall provide and maintain the following coverage and limits and identify MGE as an additional insured on such Certificate:

### **5.7.1 Worker's Compensation Insurance:**

The Consultant shall provide and maintain statutory Worker's Compensation Insurance and Employers' Liability coverage for all of its employees who will be engaged in the performance of this Agreement, including special coverage extensions where applicable, as required by the laws of New York. Employers' Liability limits of \$1,000,000.00 each accident or occupational sickness or disease shall be required.

### **5.7.2 Commercial General Liability Insurance:**

The Consultant shall provide and maintain Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$1,000,000.00 per occurrence and/or aggregate combined single limit.

### **5.7.3 Automobile Liability Insurance:**

The Consultant shall provide and maintain Automobile Liability Insurance with limits of liability of not less than \$1,000,000.00 per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned, non-owned and all hired vehicles.

#### **5.7.4 Requirements:**

Providing and maintaining adequate insurance coverage is a material obligation of the Consultant and is of the essence of this Agreement. All such insurance shall comply with laws of New York State. Insurance shall be obtained from companies that are authorized to provide such coverage and that are authorized by the Commissioner of Insurance to do business in New York State. The Consultant shall comply, at all times, with the terms of such insurance policy(s) and all requirements of the insurer under such insurance policy(s), except as they may conflict with the laws of New York State or this Agreement. The prescribed limits of coverage within each insurance policy(s) maintained by the Consultant shall not be interpreted as limiting the Consultant's liability and contractual obligations under this Agreement.

#### **5.8 Indemnification and Hold Harmless**

The Consultant agrees to indemnify, defend and hold MGE, its officers, directors, agents, employees and other related parties harmless from and against any and all liabilities, damages, losses, expenses, claims, demands, suits, fines or judgments that include reasonable attorney's fees, costs and expenses, incidental thereto, which may be suffered by, accrued against, charges to or recoverable from any MGE indemnities, by reason of any claim arising out of or relating to any act or error or omission, or misconduct of Consultant, its officers, directors, agents, employees or subcontractors.

#### **5.9 Independent Contractor**

The Consultant shall at all times be deemed an independent contractor wholly responsible for the manner in which it performs the services, and fully liable for the acts and omissions of its employees, sub consultants and agents. Under no circumstances shall this Agreement be construed as creating an employment, agency, joint venture or partnership relationship between MGE and Consultant, and no such relationship shall be implied from performance of this Agreement.

#### **5.10 Warranty**

As an inducement for MGE to enter into this Agreement, Consultant represents and warrants to MGE that all services, work and deliverables to be performed hereunder shall be performed by Consultant in a professional and workmanlike manner, in accordance with the highest industry standards.

#### **5.11 Force Majeure**

Neither party shall be liable for any failure to perform its obligations under this Agreement if prevented from doing so by a cause(s) beyond its control. Without limiting the generality of the foregoing, such cause(s) include Acts of God, or the public enemy, fires, floods, storms, earthquakes, riots, strikes, lockouts, wars or war operations, restraints of government or other cause(s) which could not with reasonable diligence be controlled or prevented by the party.

#### **5.12 Confidentiality Statement**

This document contains information (and Consultant may have access to) confidential information of the MGE, including, but not limited to; organization, financial, patron data, marketing information, business operations, intellectual property, plans, collectively the "Confidential Information". Consultant is authorized to use the Confidential Information solely in connection with the preparation of a response to a RFP, and fulfillment of any resulting purchase order or contract award. Consultant will not directly or indirectly use the Confidential Information beyond the scope of the authority granted by MGE or disseminate, disclose or in any

way reveal the Confidential Information or any part thereof, except upon the express written approval of MGE. Reproduction of any section of this document must include this legend. The Consultant's obligations (including its current and future officers) under this proposal and any resulting purchase order or contract award, shall survive the termination or expiration of such.

#### **5.13 Compliance with Law**

The Consultant shall comply with all applicable federal, New York State, Tribal laws, regulations and local ordinances in the performance of this Agreement.

#### **5.14 Governing Law**

All questions with respect to the interpretation of this Agreement and the rights and obligations of the parties hereto shall be determined in accordance with the laws of New York State.

#### **5.15 Entire and Binding Agreement**

This Agreement shall constitute the entire agreement between the parties and may not be modified, amended or changed except by a writing signed by all parties to this Agreement. This Agreement shall be binding upon and inure to the benefit of the successors and assigns of the respective parties hereto, provided that this Agreement shall not be assigned by either party without prior written consent of the other party.

## **6 SCOPE OF WORK AND SERVICES**

The contractor selected under this RFP will produce and distribute direct mail pieces in compliance with the following requirements and procedures:

- a) Serve as print and direct mail Company for the Marketing Department of MGE.
- b) Able to print and produce high quality and cost effective printing and mailing services.
- c) Print in full color digital print, offset variable, and high speed laser imaging.
- d) Demonstrate high client satisfaction and service to deliver projects within agreed upon timeframes.
- e) Provide the best postal services rates available, utilizing bar codes, pre-sorting, or any other available discounts.
- f) Provide a detailed explanation of the security measures you will undertake to protect the data supplied (patron names, addresses, and other contact information).
- g) Audit invoices for production and postage charges.
- h) Provide address correction, NCOA processing and appropriate mail file sorting.
- i) All mail vendors will have a secure ftp site for posting data files. MGE will zip and encrypt the mail files and the vendor will have their own password with which to open the files.
- j) After the data file is posted on the mail to the ftp site, MGE will e-mail the vendor to notify them that the file has been uploaded. The vendor should confirm receipt and readability of the data file via e-mail within 24 hours.
- k) All mailing lists will be USPS CASS Certified and processed through National Change of Address (NCOA). No invalid addresses are to be output for mailing. Any addresses that generate a USPS

CASS return code value less than 31 or greater than 39, and/or a DPV return code value other than Y, S or D - after NCOA processing – is to be excluded from the final mail output file.

- l) After CASS and NCOA, the following reports and files will be provided for download by MGE from the vendor's secure ftp site:
- USPS CASS report (PS Form 3553).
  - Postage Statement (PS Form 3602-R for Standard Class mail, or PS Form 3600-R for First Class mail).
  - NCOA Processing Certificate (to document NCOA processing).
  - NCOA Audit Report (detailing all NCOA "hits").
  - Final "good" mailing list (mail output file).
  - Final "bad" address list (invalid address records that failed CASS-DPV after NCOA files must include CASS-DPV return codes).
- m) The vendor will e-mail the required postage amount and final mail count to MGE immediately after data processing is complete.
- n) The vendor will provide for download by MGE programming proofs for MGE to approve, **prior to processing**. MGE must approve the samples before actual addressing/processing is initiated. Any mailers that are processed without MGE's documented approval will be reprinted at the vendor's expense. MGE must approve 1 live proof for each of the variable offers or messages.
- o) Once the mail vendor has received approval of the programming proofs from MGE they should proceed with processing.
- p) After addressing and mail processing is completed, the vendor will provide for download by MGE live QC proofs from each of the variable offers or messages. **Under no circumstance is the vendor to drop any mailing without documented approval of the final production proofs by MGE.**
- q) Once mail has dropped vendor will update an excel sheet detailing billing of each print job so that Marketing can properly accrue for all monthly charges.

## 6 SPECIFICATIONS FOR DIRECT MAIL PIECES

Any variable copy is shown in the mailers in pink but is printed in black.

Canadian return address:  
PO Box 26 Stn Main  
Cornwall ON K6H 5R9

The breakdown for U.S. and Canadian quantities are listed to be included in pricing for postage.

Loyalty, Bingo Loyalty, Inactive/Past Due and calendars will be uploaded the 1<sup>st</sup> of every month. All other mailers will be uploaded 3-4 weeks prior to the event/promo date with the expectation of receiving the data 2-3 days after upload and mail to drop on day 7.

**The specs for the monthly mailers are as follows:**

**Loyalty Newsletter – 12 page booklet**

Monthly Quantity: 38,500

U.S. 22,500 Canadian 16,000

Flat Size: 8.5" x 11"

Folded Size: 8.5" x 5.5"

Flat size with Bleed: 11.83" x 9.08"

Stock: 100# text Matte

Ink: CMYK (4/4) with bleed

Versions: 2 – loyalty and bingo loyalty

Loyalty artwork

<https://redcircle.box.com/s/76fqy9v9rv6isjp9zd6p9bff8lt6oyp0>

Loyalty Bingo artwork

<https://redcircle.box.com/s/8q0o8m4scs8aucqphr77kbpif0dvpobb>

**Past Due / Inactive Postcard**

Monthly Quantity: 25,500

U.S. 13,500 Canadian 12,000

Flat Size: 9" x 6"

Flat size with Bleed: 9.25" x 6.25"

Folded Size: N/A

Fold Type: N/A

Number of sides: 2

Stock: 100# Cover Silk White

Ink: CMYK (4/4) with bleed

Past Due / Inactive artwork

<https://redcircle.box.com/s/ywbp9r0r97wstz4b1b1x6wbed9hil3f>

**Bingo Newsletter – 8 page**

Monthly Quantity: 2,300

U.S. 1,200 Canadian 1,100

Flat Size: 8.5" x 11"

Folded Size: 8.5" x 5.5"

Flat size with Bleed: 11.83" x 9.08"

Stock: 100# text Matte

Ink: CMYK (4/4) with bleed

Bingo Newsletter artwork

<https://redcircle.box.com/s/8h8ut6cdts15w4mxizxldhtx2ypkonjy>

**Monthly Ad Hoc – Post Card**

Monthly Quantity: 44,000

U.S. 26,000 Canadian 18,000

Flat Size: 8.375" x 5.6"  
Folded Size: N/A  
Fold Type: N/A  
Flat size with Bleed: 8.63" x 6.85"  
Number of sides: 1  
Stock: 100# gloss white cover  
Ink: CMYK (4/4) with bleed  
Ad Hoc artwork Birthday's and Anniversary's  
<https://redcircle.box.com/s/0y6exxe77kqe3n57ttn0ljnli1si5e15>

**VIP Bi-Folder Mailers (2 sent monthly)**

Monthly Quantity: 1,600  
U.S. 1,100 Canadian 500  
Flat Size: 8.5" x 11"  
Folded Size: 8.5" x 5.5"  
Fold Type: N/A  
Flat size with Bleed: 9.33" x 11.83"  
Number of sides: 1  
Stock: 100# gloss white cover  
Ink: CMYK (4/4) with bleed  
VIP bi-fold artwork  
<https://redcircle.box.com/s/si7wdm1msj1p6qadl4zszt165inkfxcc>

**Bingo Calendar**

Monthly Quantity: 500 of each version  
Flat Size: 10x8  
Folded Size: N/A  
Fold Type: N/A  
These are mailed to the property as in house handouts.  
Stock: #80 Accent Opaque Text White  
Ink: CMYK (4/4) with bleed  
Two versions – English, French  
English version  
<https://redcircle.box.com/s/nooz5jiouam31mb90g5ho81hciv4jpv>

French version  
<https://redcircle.box.com/s/trdt9w29b9nval2y6pnjlrju29zwj9l>

## 9 REFERENCE LIST

### APPENDIX AB

(Please type or print clearly in ink only)

\*\*\*\*TO BE COMPLETED BY THE BIDDER AND SUBMITTED WITH PROPOSAL\*\*\*\*

1. COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON NAME AND TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

DATE AND LENGTH OF CONTRACT: \_\_\_\_\_

REASON FOR TERMINATION: \_\_\_\_\_

BRIEF DESCRIPTION OF SERVICES PROVIDED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON NAME AND TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

DATE AND LENGTH OF CONTRACT: \_\_\_\_\_

REASON FOR TERMINATION: \_\_\_\_\_

BRIEF DESCRIPTION OF SERVICES PROVIDED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## 9 REFERENCE LIST (cont'd)

### APPENDIX B

(Please type or print clearly in ink only)

\*\*\*\*TO BE COMPLETED BY THE BIDDER AND SUBMITTED WITH PROPOSAL\*\*\*\*

3. COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT PERSON NAME AND TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

DATE AND LENGTH OF CONTRACT: \_\_\_\_\_

REASON FOR TERMINATION: \_\_\_\_\_

BRIEF DESCRIPTION OF SERVICES PROVIDED: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

To receive consideration for award, this **Reference List** must be returned to the Akwesasne Mohawk Casino Resort Purchasing Department, as it shall be part of your response.