

**Purchase Request #9**  
**Regular Board Meeting February 1, 2021**  
**Consideration of Approval to Contract for Promotional Items**

**ADMINISTRATION RECOMMENDATION/REPORT**

The administration recommends that the Board of Trustees approve contracts with 4Imprint, Brand IQ, Club Colors Buyer, LLC, Popular Embroidery Designs, Inc., and You Name It Specialties for promotional items, screen printed apparel, embroidered apparel/items, awards and trophies for various departments.

**BACKGROUND**

Request for proposals #21-08 was issued to procure promotional items. Seventeen responses were received and evaluated by a team comprised of representatives from student engagement, foundation, and marketing, who determined the proposals submitted by 4Imprint, Brand IQ, Club Colors Buyer, LLC, Popular Embroidery Designs, Inc., and You Name It Specialties will provide the best value for the College.

Brand IQ and Popular Embroidery Designs, Inc. are incumbent providers for these types of services and both have provided high quality service and products. In order to accommodate periods of high demand and to provide a variety of options, it is recommended the College award multiple contracts, and thus also award contracts to 4Imprint, Club Colors Buyer, LLC, and You Name It Specialties. It is not uncommon to have multiple promotional, t-shirt, and apparel projects in process simultaneously. Having access to more than one firm will allow for the College to receive more economical pricing and better service.

**IMPACT OF THIS ACTION**

The College orders promotional items and apparel to promote the College name in the community, at recruiting events, and for general marketing purposes. Printed apparel with the College name embroidered on it is used for uniform wear in various departments. Overall, promotional items and apparel are a necessity to continue building College awareness in the community.

**BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)**

The estimated annual expenditure is \$300,000 and will be funded from various department's 2020-2021 operating budgets and subsequent year budgets.

**MONITORING AND REPORTING TIMELINE**

The initial one-year award term will commence on February 4, 2021, with renewal options of four (4) one-year terms.

**ATTACHMENTS**

Attachment 1 - Tabulation

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**RESOURCE PERSONNEL**

Teri Crawford	281-998-6151	teri.crawford@sjcd.edu
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Project Name Promotional Items  
 Project Number 21-08  
 Number of Evaluators 6

Stated Criteria	Criteria Explanation	Total Points Available	4Imprint	Ace T-Shirts	Apollo Signs	Authentic Promotions	Awards by GCT	Brand IQ	Buffalo Specialties	Butler Business	Charco Promotional	Club Colors	Crown Trophy	Follett	Insight Branding	Popular Embroidery	Redline Print	World of Promotions	You Name It Specialties
Project Understanding, Approach, Management	<b>Request:</b> Included is the management and technical approach as well as a description of services offered by the proposer. Included are details pertaining to the firm's approach, implementation, product identification, and capabilities as are relevant to this proposal, delivery, installation, orientation, or maintenance, as proposer anticipates performing.	35	192	150	0	153	163	205	167	92	149	173	132	144	115	176	168	75	187
Qualifications and Experience of Firm	<b>Request:</b> Included is a description of the firm's history, size, and professional staff composition. Information is provided regarding how long the proposer has provided services requested in this RFP.	35	197	162	0	167	182	204	176	92	158	189	142	108	113	189	178	86	195
Qualifications and Experience of Personnel	<b>Request:</b> Included is a project-staffing plan for all proposed key staff members who will be assigned to projects. Included is a brief description of the qualifications and experience of personnel.	15	62	76	0	77	84	87	79	48	70	82	67	35	55	80	79	33	85
Price Proposal	<b>Request:</b> If catalog and prices are not published digitally, Contractor shall submit with proposals two (2) sets of current catalogs and current published price lists. Included are any fees or charges that the College could incur.	15	88	48	10	74	67	81	72	25	76	82	58	54	45	66	44	54	85
		100	539	436	10	471	496	577	494	257	453	526	399	341	328	511	469	248	552
			Total Points Received																

Final Ranking	
Vendor Name	Total Score
Brand IQ	577
You Name It Specialties	552
4Imprint	539
Club Colors Buyer, LLC	526
Popular Embroidery Designs	511
Awards by GCT	496
Buffalo Specialties	494
Authentic Promotions	471
Redline Print	469
Charco Promotional	453
Ace T-Shirts	436
Crown Trophy	399
Follett	341
Insight Branding	328
Butler Business	257
World of Promotions	248
Apollo Signs	10