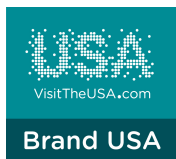




# REQUEST FOR PROPOSAL

Procurement Risk and Compliance

July 2, 2018



## PURPOSE

The purpose of this request for proposal (RFP) is to identify the appropriate firm to provide Brand USA with a range of procurement risk, and compliance consulting services. The nature of these required services are detailed below. This firm will ideally possess experience in reviewing media and advertising-related invoices.

## REQUIRED SERVICES

### 1 Review Invoices & Expense Reports

The selected vendor must review 100% of invoices and employee expense reports on a weekly basis for compliance with Brand USA's payment policies and Travel & Expense Management Policy. On average, Brand USA processes 5,009 invoices and 756 expense reports annually. Must ensure that vendors have signed contracts, proof of performance and other required documentation prior to approval for payment. Must provide a detail report via email of any payable (invoices or expense reports) that are held for payment within two business days of each review of the payables. The selected vendor must provide Brand USA statistics on contract/invoice and expense compliance. This is a monthly deliverable.

### 2 Vendor Risk Assessment

Must assist Brand USA in performing a vendor risk assessment of active vendors. Must inventory third party relationships with sales agents, international representation firms, service providers and consultants. Must research and compile Brand USA-specified metadata and demographics about existing vendors and establish a process for capturing this data for new vendors. Must develop a methodology for rating vendor risks and assign a risk rating for each type of risk and an overall risk rating for each vendor. Must consider the following risks:

- Operations Risk
- Performance Risk
- Regulatory and Reputation Risk

Must consider the type of third party risk that is important to Brand USA and prioritize those risks, including dollar value, relationships, location of company, nature of Brand USA intellectual property or sensitive information, etc.

The vendor risk assessment will include conducting walkthroughs with Brand USA personnel involved in the procurement process and management of vendor relationships. The walkthroughs will enhance our (Brand USA and the selected vendor) understanding of existing risks and the current process for monitoring and managing risks with a sample of existing vendors. In addition, the vendor risk assessment will include reviewing documentation maintained by Brand USA for selected vendors relating to:

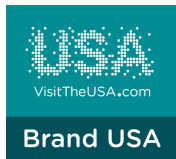
- Evaluation of vendors
- Due diligence in vendor selection
- Contractual documentation
- Vendor oversight and monitoring procedures
- Resolution of disputes with vendors
- Compliance with agreements

The following deliverables will be provided to Brand USA, by the dates indicated:

- Results of vendor risk assessment - December 31, 2018
- Checklist/procedures for new and existing vendors - January 31, 2019
- Monitoring and management checklist/procedures for high risk vendors – January 31, 2019
- Recommendations on information that should be maintained by Brand USA for third parties (i.e., data useful for future analytics and monitoring) – February 28, 2019

### 3 Internal Control Policy and Procedure Review and Testing

During the process of reviewing invoices and expense reports, the selected vendor will identify errors and exceptions, and will categorize them by type and frequency. A monthly report of errors/exception by category will be submitted to Brand USA. Trends and risks identified from monthly errors and exceptions by category will be used by Brand USA personnel as a basis for developing communication, training and improvement programs to improve compliance. This is a monthly deliverable.



## QUALIFICATIONS

The submission in response to this RFP should describe the firm's and the assigned engagement leadership team's qualifications to provide the requested services.

### **Firm Qualifications**

- A certified public accounting firm licensed to operate in the District of Columbia
- Expertise in providing compliance review services and vendor risk management assessments
- Demonstrated past performance successfully providing the services being requested, to clients similar in size to Brand USA
- Is independent to Brand USA per the standards set by the AICPA

### **Engagement Leadership Team Qualifications**

- The engagement manager (EM) must be a CPA with at least 10 years of relevant experience
- The EM must be licensed to practice in the District of Columbia
- The EM must have led similar engagements in the recent past (within 3 years)
- The EM must possess excellent managerial, interpersonal, communication, and presentation skills

## Deliverables

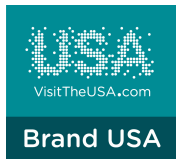
The proposal should include the following:

### **I. Executive Summary**

Describe your understanding of the work to be performed and your firm's ability to provide said work.

### **II. Professional Experience**

Describe how and why your firm is different from other firms that might be considered. This should include the explanation of the firm's philosophy, size, structure, and qualifications for service not-for-profit organizations with a similar size and operations. Describe your firm's resources devoted to not-for-profit organizations and provide resource materials addressing issues relevant to not-for-profit organizations.



### III. Team Qualifications

Identify the specific partner, managers, and other staff who will be assigned to this engagement if you are successful in your bid. Provide their bios and resumes, specifying relevant experience. Discuss commitment you make to staff continuity, including your staff turn-over in the last three years.

### IV. Engagement Approach

Describe how your firm will approach the proposed services, including the use of affiliates or staff from other locations. Discuss the communication process used by the firm to discuss issues with management of Brand USA and provide a sample timeline detailing the receipt of materials and delivery of the report.

### V. Fees/Budget

Please provide support for fee estimates or blended rates for the compliance work based on your experience and based on the type of work requested herein. Please include any potential fee savings that could be realized by any subsequent re-engagement.

### VI. Client References

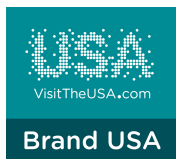
Include a list of relevant not-for-profit corporate clients the firm has served in the last three years and furnish the names and telephone numbers of at least three references whom we may contact.

### VII. Peer Review

Please provide your most recent Peer Review

### VIII. Additional Information

Please provide any additional information not specifically requested, which may be useful in evaluating your proposal.



## PROPOSAL FORMAT AND SPECIFICATION

Proposal format is open to the presentation style and delivery of the proposing team, but must include the information described above.

## MINIMUM REQUIREMENTS

Proposals must address each of the deliverable items listed, giving specific details of techniques to be used in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to Brand USA no later than July 16, 2018 (due by 5:00 pm, EST), and sent by email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com).

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

1. **NOTICE OF INTENT TO BID** (Attachment 1) must be received by July 30, 2018 (due by 5:00 p.m. EDT). The notice shall be sent by email to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) at the Brand USA office. The **NOTICE OF INTENT TO BID**, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Subject to Brand USA's discretion, proposals will be accepted only from applicants who submitted a timely **NOTICE OF INTENT TO BID**.

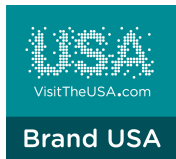
2. RFP Responses must contain the following information:

- a. Executive Summary
- b. Professional Experience
- c. Team Qualifications
- d. Engagement Approach
- e. Fee Structure, as it relates to Engagement Approach
- f. Client References (at least 3)
- g. Additional Information

3. No Conflicts of Interest: Client relationships that could potentially be considered conflict of interested must be disclosed.

4. **CERTIFICATION** (Attachment 2) must be signed and accompany all RFP Response submissions.





## TENTATIVE SCHEDULE

A. Proposal Released	July 2, 2018
B. Written Questions (due by 5:00 p.m. EDT)	July 16, 2018
C. Written Questions Answered and Posted to Brand USA Website	July 23, 2018
D. Notice of Intent to Bid Due (due by 5:00 p.m. EDT)	July 30, 2018
<b>E. Proposal Due (due by 3:00 p.m. EDT)</b>	<b>August 13, 2018</b>
F. Proposal Evaluation by Scoring Committee	August 20, 2018
G. Notification and Scheduling of Finalist Interviews	August 27, 2018
H. Finalist Presentation/Interviews	Week of September 10, 2018
I. Notice of Intent to Award Contract and Public Posting	September 17, 2018

## DELIVERY OF PROPOSAL

Proposals may be e-mailed to [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com) and six (6) printed copies must be delivered by U.S. Mail, Federal Express, UPS, etc. to:

Brand USA Headquarters  
C/O RFP Administrator  
1725 Eye Street NW, Suite 800  
Washington, D.C. 20006  
ATTN: RFP – Procurement Risk and Compliance  
Phone: 202.536.2060  
Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

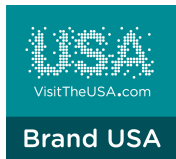
**Proposals must be received by the date and time referenced in the tentative schedule (no later than August 13, 2018 at 3:00 p.m. EDT).** Late submissions will not be accepted. Proposals may not be faxed.



## EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the providers best fulfills the needs of Brand USA and this project. This RFP in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.





## ATTACHMENT 1

### NOTICE OF INTENT TO BID

**Due: July 30, 2018**

SEND TO:

Brand USA Headquarters

C/O RFP Administrator

1725 Eye Street NW, Suite 800

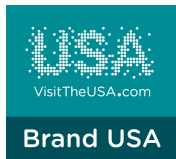
Washington, D.C. 20006

ATTN: RFP – Procurement Risk and Compliance

Phone: 202.536.2060

Email: [rfpadmin@thebrandusa.com](mailto:rfpadmin@thebrandusa.com)

NAME OF BIDDER / COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
E-MAIL ADDRESS:
SIGNED:



## ATTACHMENT 2

### CERTIFICATION

**Please include this form as part of the Proposal**

#### Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

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Authorized Signature

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Typed or Printed Name

---

Title

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Date

#### Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

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Official Contact Name

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Phone Number

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Official Contact Title

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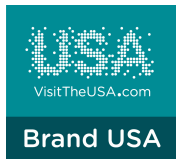
Facsimile Number

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Email Address

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Street, City, State, Zip



## ATTACHMENT 3

### FOR BRAND USA USE ONLY

Bid/Proposal: \_\_\_\_\_

Evaluated By: \_\_\_\_\_

Date: \_\_\_\_\_

#### Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

Evaluation Criteria	MAX. POINTS	SCORE
1. Reputation of the Firm	25	
2. Qualifications of Personnel	30	
3. Project Management	25	
4. Budget	20	
<b>TOTAL POINTS</b>	<b>100</b>	