



**UNITED
STATES
PARACHUTE
ASSOCIATION®**

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REQUEST FOR PROPOSAL

TO PROVIDE

Integrated Student Program (ISP) Dive Flows in Video Format

**United States Parachute Association (USPA)
5401 Southpoint Centre Blvd.
Fredericksburg, VA 22407**

Proposals Due: 5:00 P.M., April 30, 2023

Contact:

Project Manager

George Hargis

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Approved for Release:



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1. Evaluation Sheet



UNITED STATES PARACHUTE ASSOCIATION REQUEST FOR PROPOSAL

Section 1 - INTRODUCTION

The United States Parachute Association intends to award a Professional Services Agreement (PSA) to the company that meets the evaluation criteria listed in Attachment 1 and has a history of successfully performing services on similar projects. The Association anticipates the company to include some combination of sample videos. Due to the unique format required by this project, the Association will place an emphasis on the clarity of the information and educational content, and the company who have recent and / or relevant experience performing similar tasks for both public and private entities.

Section 2 - BACKGROUND

The United States Parachute Association is a membership organization, incorporated as a not-for-profit association, such that each regular member has an equal vote and an equal voice in establishing the policies of the Association.

In its sporting role, USPA is the official U.S. skydiving representative recognized by the National Aeronautic Association (NAA) and the official skydiving representative of the Fédération Aéronautique Internationale (FAI) in the USA.

In its governing role, USPA is officially recognized by the Federal Aviation Administration (FAA) as the representative of skydivers in the United States.

Section 3 - PURPOSE AND SCOPE OF THE PROJECT

The current most viewed videos on the USPA YouTube channel are the Accelerated Freefall (AFF) and ISP dive flows created in 2008. These videos are also linked to the skydiving school on the official website; www.uspa.org/diveflows As such, it is important that the dive flows are up to date with the latest version of the ISP and recorded in high-resolution.

Section 4 - DELIVERABLES

Videos should consider the USPA branding (colors, logo, font) and any music should not violate any copyright laws.

The new videos, which should be shot in high resolution and contain the most up-to-date content available, must cover ISP Categories A through H and include ground prep, in-air skills (AFF only for Categories A through D) and canopy work.

Section 5 - FORMAT AND CONTENTS OF PROPOSAL

The Association is accepting one proposal for Section 4 of this RFP. Additional professional services beyond the scope of services outlined in Section 4 of this RFP, may be negotiated



separately based upon the provided consultant fee schedule and should not be included in the proposal.

To maintain uniformity in the evaluation process, proposals shall be limited to a maximum of five (5) pages. Paper size shall be limited to 8 ½-inch by 11-inch size in the proposals. The text font shall not be smaller than size 11, except within any tables included. The transmittal letter, table of contents, front and back covers, appendices, detailed resumes, and references are excluded from the page count.

Resumes and references shall be submitted as appendices to the proposals.

The proposal shall include the following sections in the order below:

A. TRANSMITTAL LETTER

Within a maximum of one page, include the primary consultant's name and business address, as well as the name, title, telephone number, and email address of the Project Manager and the individual authorized to negotiate the contract on behalf of the company. Summarize your understanding of the RFP scope and briefly introduce your team. State the company acceptance of the provisions in the USPA's standard Professional Services Agreement (Attachment 1), or any exceptions thereof.

B. PROJECT APPROACH

The Scope of Services section shall include a description of the intended approach and project understanding to complete the work. The consultant should specify data and the expected level of support from USPA staff and a description of the project. A minimum scope of services for this project are listed in Section 4 of this RFP. Assumptions for specific tasks and USPA staff assistance should also be identified. Optional tasks should be included as separate line items in the fee proposal.

C. PROJECT TEAM

The proposed project team shall be identified including project managers and team leaders, and all other key staff in the appendix. This table does not count towards the proposal's 5-page limit. If subcontractors are planned, include contact information and a summary of the subcontracting company's qualifications, and two references. Provide a resume of each subcontractor key team member in the proposal attachment(s) section.

D. RELEVANT EXPERIENCE

Provide a list of recent similar projects for which the consultant has performed similar services of similar scope, size, and complexity. This list shall include the name, contact person, address, and phone number of each party for whom the service was provided, as well as a brief description of the service performed, the dollar amount of the agreement, and the date the project was completed.

E. PROJECT SCHEDULE

The consultant shall provide a proposed schedule for all services necessary to complete the work outlined in the work plan.



F. COST PROPOSAL AND RATE SCHEDULE

The proposal shall include a separate cost proposal which includes the estimated fee for each task and a grand total not-to-exceed fee. Optional tasks should be labeled as such and separately totaled. The cost proposal shall also include direct and indirect charges and expenses including travel, software, and high-end computer use, supplies, printing, etc. The cost proposal shall be submitted in a separate attachment.

G. CONFLICT OF INTEREST

Companies submitting proposals must disclose to the USPA any actual, apparent, direct, or indirect, or potential conflicts of interest that may exist with respect to the companies, management, or employees of the companies or other persons relative to the services to be provided for this project.

Section 6 - EVALUATION AND SELECTION CRITERIA

The USPA follows Qualification-Based Selection (QBS) approach to consultant selection. The consultants that are deemed to meet the following criteria most fully will be asked to negotiate a scope and fee Professional Services Agreement (PSA).

Written proposals submitted by the deadline will be evaluated based upon qualifications, experience, understanding of the services required, logical approach, innovative and creative solutions, and key personnel who will be assigned to USPA projects (Attachment 1).

The USPA may also contact responding companies to clarify information in proposals or to seek and review additional information deemed pertinent to the evaluation process. After written proposals have been reviewed, discussions with prospective companies may or may not be conducted by the USPA. If scheduled, oral interviews by web-based video conferencing will be in an informal question / answer format. The individuals who represent the consultant / company in any scheduled interview must include the key personnel who would be assigned to the USPA's projects.

Section 7 - CONTRACT

The USPA's standard contract form is a Professional Services Agreement (PSA). The USPA standard form PSA will be considered acceptable to the successful consultant with only exceptions as stated in the transmittal letter.

Section 8 - PROPRIETARY INFORMATION AND CONFIDENTIALITY

Contractors shall not disclose to any third party or use for any purposes other than the performance of their services, any and all, privileged records, or other proprietary information disclosed to contractors by USPA pursuant to this Agreement (collectively, "Proprietary Information") without USPA's prior written consent. Contractors will be required to sign a Non-Disclosure Agreement. All deliverables will become the sole property of USPA, and contractors are prohibited from reusing, repackaging, or redistributing deliverables either as a whole or in part.

Section 9 - QUESTIONS AND ADDENDA



If your company intends to submit a proposal, in order to ensure that all interested companies are notified of such clarifications or corrections, please provide one email contact to USPA's Project Manager as soon as possible.

Questions on this Request for Proposals can be addressed via email no later than March 31, 2023, at 5:00 p.m. to the USPA Project Manager listed on the cover of this RFP. Should addenda be needed, a copy will be sent by email prior to the proposal due date. All addenda shall become part of this RFP. Please note that USPA's business hours are Monday – Friday, 9:00 a.m. - 5:00 p.m. EST.

Section 10 - LOBBYING

Except for contacting work staff to ask questions regarding this RFP, any party submitting a proposal or party representing a Consultant shall not lobby any USPA Board Member or staff, agent, or evaluation panel member regarding this RFP. Any party attempting to influence the RFP process through ex parte contact may have their proposal rejected.

Section 11 - RESERVATIONS

- USPA reserves the right to cancel the RFP process at any time and not award a contract.
- USPA reserves the right to reject any and all proposals, and to waive any informality, technical defect, or clerical error in any proposal as the interests of the USPA may require.
- USPA reserves the right to request additional information from a consultant after the proposals have been submitted.

Section 12 - PROCESS AND SCHEDULE

A pdf copy shall be emailed and received by the due date stated on the front cover of this RFP. The cost proposal shall be submitted as a separate pdf in the same email. The proposal and costs shall be emailed to the project manager listed on the front cover of this RFP. USPA reserves the right to not select a consultant and award a contract.

The following estimated schedule includes dates of importance:

- **March 15th, 2023:** RFP issued
- **March 31, 2023:** questions regarding clarifications on RFP due
- **April 15, 2023:** draft proposal due from consultants
- **April 20, 2023:** consultants will receive comments from USPA to incorporate in final proposal
- **April 30, 2023:** final Proposals due from consultants
- **May 15, 2023:** consultant selection and interviews (if needed)
- **October 1, 2023:** complete video edits by, for review by USPA staff
- **November 1, 2023:** final product and edits complete



Attachment 1

Consultant Evaluation Sheet

TO BE COMPLETED BY REVIEW PANEL

Company Name: _____		
Criteria	Max Points	Rating
Company qualifications & experience	20	
Capability of delivering	10	
Understanding of services required	20	
Proposed approach	30	
Innovative and creative solutions	20	
Total	100	

Evaluator

Print Name: _____

Signature: _____

Date: _____