



5110 West Goldleaf Circle  
Suite 150  
Los Angeles, CA 90056-1282  
(323) 299-8998

## REQUEST FOR PROPOSAL CRYSTAL STAIRS OUTREACH COLLATERAL SUITE SERVICES

**RFP: 2026-10402**

June 18, 2026

Dear Vendor:

Crystal Stairs, Inc. ("**Crystal Stairs**") cordially invites you to submit your response to this Request for Proposal ("**RFP**") to provide Crystal Stairs Outreach Collateral Suite Services ("**Services**") to Crystal Stairs **no later than 4p.m. PST on July 2<sup>nd</sup>, 2026**.

As a vendor being considered for this RFP, it is important that the enclosed Non-Disclosure and Confidentiality Agreement ("**Confidentiality Agreement**") be signed and returned with your response. The Confidentiality Agreement ensures Crystal Stairs the right of confidential and secured information. All information submitted will become the sole property of Crystal Stairs. Additionally, please find the enclosed **Subcontract Agreement template**, which illustrates the types of required contractual provisions that will be found in the final agreement between Crystal Stairs and your company.

It is the responsibility of the vendor to respond to the information requested on this RFP. During the RFP process, vendors are prohibited from contacting any board member, employee or manager of Crystal Stairs to solicit information regarding the progress of this RFP. If any vendor attempts to solicit such information, they may be disqualified and eliminated from consideration.

For clarification purposes only, your company may receive a request from a designated member of Crystal Stairs, who will identify themselves and request additional information or clarification to your answers. Your answer must be in writing and returned to Crystal Stairs by e-mail at email address designated below or mail at 5110 West Goldleaf Circle, Suite 150, Los Angeles, California 90056-1282 address to the designated Crystal Stairs representative listed below. When a selection is made, Crystal Stairs will notify each vendor if they were selected as vendor of choice. Crystal Stairs reserves the right to withhold any information regarding why a vendor was not selected.

Thank you and we look forward to hearing from you shortly.

Sincerely,

Leonard Flot  
Purchasing Supervisor  
Crystal Stairs, Inc.  
Phone: (323) 421-2608  
[lflot@CrystalStairs.org](mailto:lflot@CrystalStairs.org)



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## CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

### RFP: 2026-10402

This Confidentiality and Non-Disclosure Agreement (“**Agreement**”) is made as of the date indicated by the signature below, by and between Crystal Stairs, Inc. (“**Crystal Stairs**”), a California non-profit public benefit corporation, located at 5110 West Goldleaf Circle, Suite 150, Los Angeles, California 90056-1282, and the undersigned (“**Receiving Party**”), in connection with the evaluation of a potential relationship and/or in the performance of certain contemplated services to be performed by the Receiving Party (“**Purpose**”). Crystal Stairs and Receiving Party are sometimes collectively referred to herein as the “**Parties**” and individually as a “**Party**”.

**NOW THEREFORE**, in consideration of the mutual promises, covenants, warranties, and other good and valuable consideration set forth herein, the Parties agree as follows:

#### TERMS

1. **Confidential Information:** Receiving Party, and Receiving Party’s officers, employees and agents (“**Receiving Party’s Staff**”), may have access to and learn about confidential, secret and proprietary information of and/or relating to Crystal Stairs, and its businesses and existing and prospective clients, employees, suppliers, and other associated third parties (“**Confidential Information**”). Confidential Information and Crystal Stairs’ ability to reserve it for the exclusive knowledge and use of Crystal Stairs is of great competitive importance and commercial value to Crystal Stairs, and improper use or disclosure of it may cause Crystal Stairs to incur financial costs, loss of business advantage, liability, civil damages and criminal penalties.

Confidential Information includes, but is not limited to, all information not generally known to the public, in any form or medium, relating directly or indirectly to, financial and personal information of the business accounts, customers, clients, employees, volunteers, interns and affairs of Crystal Stairs; training and operations materials and memoranda of Crystal Stairs and its businesses; any existing or prospective customer or client, or of any other person or entity that has entrusted information to Crystal Stairs in confidence; and information that is marked or identified as confidential or proprietary, or that would otherwise appear to a reasonable person to be confidential or proprietary in the context and circumstances in which the information is known or used.

2. **Disclosure and Use Restrictions:** Receiving Party will, treat all Confidential Information as strictly confidential; not directly or indirectly disclose, publish, communicate or make available Confidential Information, nor allow it to be disclosed, published, communicated or made available, in whole or part, to any entity or person not having a need and authority to know and use the Confidential Information and, in any event, not to anyone outside of the direct employ of Crystal Stairs, except as required for the Purpose; and not access or use any Confidential Information, and not copy or remove from Crystal Stairs’ premises or control, any Confidential Information, except as required for the Purpose or with the prior consent of an authorized Crystal Stairs officer, and then, such disclosure will be made only within the limits and to the extent of such duties or consent.

Nothing herein will be construed to prevent disclosure of Confidential Information as may be required by applicable law or regulation, or pursuant to the valid order of a court of competent jurisdiction or an authorized government agency, provided that the disclosure does not exceed the extent of disclosure required by such law, regulation or order. Receiving Party will promptly provide written notice of any such order to an authorized officer of Crystal Stairs within 7 days of receiving such order, but in any event, sufficiently in advance of making any disclosure to permit Crystal Stairs to contest the order or seek confidentiality protections, as determined in Crystal Stairs' sole discretion.

3. **Duration of Confidentiality Obligations:** The obligations under this Agreement continue until such time as such Confidential Information has become public knowledge, other than as a result of Receiving Party's breach of this Agreement or breach by those acting in concert with or on behalf of the Receiving Party.

4. **Remedies:** In the event of a breach or threatened breach by Receiving Party of any of the provisions of this Agreement, Crystal Stairs will be entitled to seek, in addition to other available remedies, a temporary or permanent injunction, or other equitable relief, against such breach or threatened breach from any court of competent jurisdiction, without the necessity of showing any actual damages or that monetary damages would not afford an adequate remedy, and without the necessity of posting any bond or other security. The aforementioned equitable relief is in addition to, not in lieu of, legal remedies, monetary damages or other available forms of relief.

5. **Return and Destruction of Confidential Information:** Receiving Party will provide or return to Crystal Stairs any and all documents and materials belonging to Crystal Stairs upon, (i) completion of the Purpose; or (ii) Crystal Stairs' request, at any time.

6. **No Obligations:** This Agreement does not obligate Crystal Stairs to disclose any information or negotiate or enter into any agreement or relationship with Receiving Party.

7. **Remedies:** Due to the unique nature of the Confidential Information, any breach of this Agreement would cause immediate and irreparable harm to Crystal Stairs and therefore Crystal Stairs is entitled to specific performance and injunctive or other equitable relief without the necessity of a bond in addition to all other remedies available at law.

8. **Dispute Resolution:** If a dispute arises out of this Agreement and cannot be settled through informal discussions or negotiations, the Parties will first try to settle the dispute in good faith by submitting the dispute to a sole mediator mutually selected by the Parties. If the dispute is not then resolved, then, upon notice by either Party, such dispute will be settled by binding arbitration, administered by an arbitrator mutually agreed to by the Parties, in accordance with the rules and procedures used by said arbitrator, and who will be competent in the legal and technical aspects of the subject matter of, and will not limit, expand or modify the terms found in this Agreement. A request by either Party to a court for interim protection will not affect the arbitration obligation. Each Party will bear their own expenses and an equal share of all costs and fees of the mediation and/or arbitration. The prevailing Party will be entitled to attorneys' fees and costs associated with mediation and/or arbitration, and judgment on the written award may be entered by any court having jurisdiction. The contents and result of mediation and/or arbitration will be held in strict confidence by the Parties, who will be bound by a confidentiality agreement.

9. **Modifications:** No amendments, alterations, changes or modifications to the terms and conditions of this Agreement are valid, unless made in writing, approved by Crystal Stairs, and signed by authorized Party representatives.

10. **Notices:** All notices required to be given herein will be made in writing and sent by, overnight

courier; certified mail with return receipt requested; or emailed, with confirmation of receipt to the below designated Party recipients at the addresses listed above, with a courtesy copy to the Crystal Stairs Legal Department at the address listed above. Unless otherwise specified herein, all notices are effective upon receipt. The Parties may change this information by informing the other Party in writing of such change.

<b>Crystal Stairs</b> Attn: Leonard Flot <a href="mailto:lflot@CrystalStairs.org">lflot@CrystalStairs.org</a>	<b>Receiving Party</b> <i>See end of Agreement.</i>
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11. **Jurisdiction & Venue:** This Agreement, and the rights and obligations of the Parties as set forth herein, are governed by and construed in accordance with the laws of the State of California, without regard to conflict of law principles that would require the application of law from another jurisdiction. Any claim or dispute arising out of this Agreement will be resolved in Los Angeles County, California.
12. **Waiver:** Failure or delay by either Party to enforce any term or condition of this Agreement does not constitute a waiver of such, or of any other term or condition, unless such waiver is in writing and signed by an authorized Party representative. Any waiver to, or of, any breach by the other Party, does not constitute waiver of, or excuse for any other, different or subsequent breach.
13. **Table of Contents & Headings:** The Table of Contents and Section headings set forth herein are for convenience only and do not affect the construction of this Agreement.
14. **Entire Agreement:** Except as otherwise provided for herein, this Agreement constitutes the entire agreement, final expression and exclusive statement of mutual understanding between the Parties relating to the subject matter contained herein and supersedes and cancels all prior written and oral agreements, communications and understandings, of any type whatsoever, made between the Parties in connection to this Agreement. Neither Party has made any oral nor written statements, which are not included in this Agreement, and that in any way induced either Party to enter into this Agreement.
15. **Severability & Survival:** If any term or condition of this Agreement is determined to be invalid or unenforceable by a court of competent jurisdiction, such term or condition will be deemed stricken, and the remainder of this Agreement will remain in full force and effect, and not affected thereby. The rights, duties, obligations and warranties of the Parties, which by their terms are to survive termination of this Agreement, survive termination, to the fullest extent permitted by applicable statute of limitation laws.
16. **Counterparts & Photocopies:** This Agreement may be executed in one or more counterparts, each of which are deemed an original. A copy of this Agreement with a photocopied signature (including signatures reproduced by electronic means) may be used as an original signature for all purposes, unless a copy with an original signature is produced.

**[Signature on following page.]**

**IN WITNESS WHEREOF**, the Parties, intending to be legally bound, have caused this Agreement to be executed. The undersigned certify that by signing this Agreement, they are duly authorized to execute this Agreement.

RECEIVING PARTY INFORMATION

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

By: \_\_\_\_\_  
Authorized Signatory

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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



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## **REQUEST FOR PROPOSAL**

### **Introduction to Invitation**

### **RFP: 2026-10402**

As a participant of the RFP bidding process, bidder is expected to abide by all terms and conditions of this RFP and bidder is advised to carefully review all instructions outlined in this RFP. In order to be considered, bidder must provide responses and answers to **all** questions found in the sections and attachments to this RFP, must be able to demonstrate that it meets the minimum qualifications established in this RFP and has the ability to provide the Services. Failure to provide this necessary documentation will cause the proposal to be rejected as non-responsive. The RFP will in no manner be construed as a commitment on the part of Crystal Stairs to select any proposal.

Crystal Stairs reserves the right to, reject any or all proposals; waive minor irregularities in the RFP process or in the RFP responses; re-advertise this RFP; postpone or cancel this process; select and procure parts of services; change or modify the RFP schedule at any time; and select another qualified bidder, if an agreement cannot be negotiated with the selected bidder or if the selected bidder's performance does not meet the requirements in this RFP.

### **Response Requirements and Proposals**

#### **I. Scope of Work**

The selected, successful bidder to this RFP will be expected to provide Crystal Stairs the Services, which are more specifically:

##### **1. SUMMARY**

Crystal Stairs, Inc. ("Crystal Stairs") is accepting proposals for the development of a comprehensive outreach collateral suite and a new Head Start logo, that will unify and elevate the organization's identity, helping families and providers easily recognize Crystal Stairs across all programs, platforms, and audiences. This includes the design of a new visual guide, and a wide range of outreach collateral.

The selected vendor will drive a concept-to-completion process, delivering cohesive, polished assets that reflect Crystal Stairs' mission, values, high-quality standards, and positive impact in the community. The outreach collateral suite will support internal communications, outreach, and engagement, while ensuring consistency across digital and print materials.

This RFP is intended to provide a fair and transparent evaluation process for all candidates and to clearly outline the criteria by which proposals will be assessed.

##### **2. PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process.

Crystal Stairs, Inc. RFP/RFQ – Required Contractual Terms and Conditions (rev. 2/9/26)

Proposals received after **July 2<sup>nd</sup>, 2026**, by 4pm PST will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified, and the work they will perform must be defined. In your proposal, please provide the name and address of the subcontractor. Crystal Stairs will not refuse a proposal based upon the use of subcontractors but does retain the right to refuse the subcontractors you have selected.

The provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

### **3. CONTRACT TERMS**

Crystal Stairs will negotiate contract terms upon selection, and a project will be awarded upon signing an agreement or contract, which outlines terms, scope, budget and other necessary items.

### **4. PURPOSE, DESCRIPTION, AND OBJECTIVES**

#### Purpose

Crystal Stairs is undertaking a comprehensive revision of our outreach collateral suite (referred to as the collateral suite) to elevate the organization's identity across all platforms and programs. We aim to present a cohesive, modern, and culturally resonant organization identity that reflects our legacy of trust, quality, and community impact.

This collateral suite will unify the look and feel of all Crystal Stairs communications and will ensure consistency, clarity, and appeal to diverse audiences. The updated collateral suite will help *recruit and enroll* new families, child-care providers, and partners, while reinforcing our reputation as a leader in early childhood education and family services. *Cohesive design of outreach materials* will also elevate the narrative of child-care as a profession.

#### Description

This request includes the development of a full suite of outreach collateral for Crystal Stairs, including:

- Revisions to the agency style guide and refreshed visual assets.
- A new Head Start logo designed as a program that aligns with the Crystal Stairs and visual guidelines and standards.
- A range of print and digital templates for outreach, social media, events, and internal communications.

#### Objective

Develop a cohesive and refreshed outreach collateral suite for Crystal Stairs that provides visual guides and templates that CSI staff can edit, update, and use freely. Updated materials should reflect the organization's professionalism, community impact, and leadership in the early childhood education and family services space. As part of this effort, the vendor will

develop a Head Start logo that is visually connected to the Crystal Stairs identity, accessible, and versatile across digital, print, and environmental applications, accompanied by implementation guidance (usage rules, accessibility notes, file formats) to support seamless deployment organization-wide.

### Vision

To meet our institutional goals, our outreach collateral suite must:

- Be cohesive and feel like an extension of our website and core service and program identity.
- Be unique to Crystal Stairs and stand out among early care and education providers.
- Provide easy-to-use Canva templates so edits can be made while maintaining the integrity of the design.
- Offer flexibility in design, so materials can be seamlessly revised if a program changes.
- Include a Head Start logo that:
  - Aligns with Crystal Stairs' visual identity standards (color, type, hierarchy).
  - Is legible and memorable at small and large sizes.
  - Includes guidance with a visual style guide for correct/incorrect usage and variations (e.g., horizontal/stacked, monochrome).

## 5. TIMELINE

These dates are our milestone goals. They are subject to change.

- This RFP is dated **June 18th, 2026**. Proposers may request more specific, detailed information or submit questions by contacting, Leonard Flot at [lflot@crystalstairs.org](mailto:lflot@crystalstairs.org).
- Proposals are due no later than **July 2<sup>nd</sup>, 2026, by 4pm PST**. Late submissions will not be considered.
- Proposals will be evaluated immediately thereafter. During this time, we may require interviews (either at our location or via videoconference) with our evaluation team on or about **July 7th, 2026**. You will be notified if this is requested.
- All other candidates will be notified on or about **July 20th, 2026**.
- The completion and delivery dates of the project and its phases will be mutually agreed upon prior to signing a contract.
- We want to roll out our outreach collateral refresh as soon as possible, but with the **goal of February 26th, 2026**, or sooner as the latest release in order to align with the continuous rollout of our updated strategic plan.

## 6. PROJECT SCOPE & PHASING

Crystal Stairs recognizes that the full outreach collateral suite will be developed over time. We are seeking a design partner who can work with us in phased stages. Below is a proposed timeline structure. Vendors may suggest adjustments based on their experience and workflow.

Full list of collaterals to be included in the outreach collateral suite is below. However, we want you to be a partner in helping us think through the complete package of needs during the proposal and then discovery phase.

- Head Start logo (as an aligned with Crystal Stairs' *identity*, delivered with full usage style guidelines and file formats)
- Information and media kit (Including VIP folder, General folder, agency one-sheet, program fact sheets)
- 8.5" x 11" flyer template for agency events
- CSI informational mailer
- Social media profiles
- Social media visual guide and templates to include but not limited to: News Alerts/Highlights, Provider Events, Family Events, Event Recaps, Testimonials, Career Openings, Themed Posts (Ex. Did you know, Words of Wisdom Wednesday, Civic Sunday etc.) These should be sized for Facebook, Instagram, LinkedIn.
- External e-newsletter template
- Internal newsletter template
- PowerPoint templates (Sponsor pitch deck, Head Start, General Program)
- Redesign service area map

**May or may not include:**

- General CSI retractable banner and outreach booth setup design
- CSI all programs mini-booklet

The following are suggested phases and timelines for the Scope of Work. However, we are open to your recommendations. These may change once we do a review and discovery with the selected vendor.

**Phase 1: Foundational *Organization Identity and Outreach Review***

- Meet with communications and leadership teams for vision overview
- Review existing collateral currently in circulation
- Refresh the agency outreach collateral and visual style guide (color palette, typography, logo usage)

**Phase 2: Core *Recruitment and Enrollment Collateral***

- Design the new Head Start logo as in alignment with Crystal Stairs' identity
- Design the organization one sheet and informational mailer
- Develop the media kit (VIP presentation folders, outreach folders)
- Create Canva flyer templates for programs that may include but are not limited to:
  - Head Start Enrollment
  - Head Start Events
  - Crystal Stairs Community Voices brochure refresh
  - Community Voices advocacy events and calls to action
  - Crystal Stairs HR Career Opportunities
  - Resource and Referral programs: CPR, Playgroups, Info Sessions

- Crystal Stairs African American Provider Network Information Sheet and Impact Report
- First Fridays logo review and flyer

**Phase 3: Digital & Social Assets**

- Design social media profile identifying visuals (LinkedIn, Twitter/X, Facebook, Instagram)
- Create templates for social media posts including but not limited to:
  - News alerts
  - CTAs
  - Event stories
  - Career openings
  - Testimonials
- Develop external e-newsletter template

**Phase 4: Presentation & Outreach Tools**

- Design PowerPoint/Google Slides templates
- Possibly: Create retractable banners and design booth display

**Phase 5:**

- Redesign service area map
- Design internal newsletter
- Final review of entire project and all deliverables provided to CSI.

**7. VENDOR REQUIREMENTS**

Please provide detailed information to accomplish the project scope outlined below. The budget and proposal must include all design, production, subcontractor costs, and delivery of printed materials.

Proposals must address the following:

**Executive Summary**

1. Describe your understanding of our current *program recruitment, enrollment, and identification* challenges.
2. Summarize your proposed process of crafting and delivering a new *recruitment, enrollment, and outreach collateral suite* and visual style guide.
3. Provide a discovery period where your team will work with key members of our executive management team and communications team to understand the culture and needs of our programs as it relates to *recruitment, enrollment outreach, and communications*.
4. Provide a summary of pricing for the proposed services and product delivery with a realistic timeline.

- **Company Overview** – Tell us about your company, your experience in graphic design, *program identity design, and identity refresh*; and your experience in working with

clients in early care and education. Provide links to your agency website, online portfolios, and social media.

- **Project Team** – Identify the project team who will work on this project. Include name, title, roles and responsibilities, and brief background/experience of each. Include subcontractors if applicable.
- **References** – Provide a list of five references (at least two in non-profit or education) who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.
- **Solutions Menu with Pricing** – Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. Total development cost for your recommendations **are suggested to come in under \$100,000.** Please be sure to address the following:
  - **Project Management Tools** – Your process for tracking and documenting project status.
  - **Deliverables** – Outline the products and/or services that will be delivered.
  - **Schedule** – Provide the suggested project schedule detailing the timeline required for each major milestone and/or phase of the project. It can be different from what we outlined here.
  - **Visual Style Guide** – Provide specifics including palette color information, fonts, correct and incorrect uses of the variations.
  - **Technical Requirements** - Specify any platform or software requirements for deliverables (e.g., Canva compatibility, Adobe file formats, accessibility standards for digital assets).
  - **Ownership & Usage Rights** - Clarify that Crystal Stairs will retain full ownership of all final designs and assets, and outline expectations for licensing, usage rights, and transfer of editable files.
  - **Payment** – Include any requirements or preferences regarding invoicing and payment.
  - **Anything else** deemed relevant/important to the vendor.
  - **Include all terms and conditions.**

## 8. BACKGROUND OF ORGANIZATION

### **Our Mission**

Crystal Stairs, Inc. improves the lives of families through childcare services, research and advocacy.

### **Background**

Founded in 1980, our founders, Dr. Karen Hill-Scott and Dr. Alice Walker Duff recognized the value and need for high-quality early care and education programs for children from low-income families. Our goal is to promote programs that strengthen and assist families towards reaching self-sufficiency and providing enriched lives for their children.

### **Overview of Crystal Stairs Services**

Crystal Stairs has 6 major programs which serve approximately 55,000 children and families each year. The following programs are:

**Child Care Subsidy Program:** Assists low-income families in paying for childcare services and managing work and family issues as they transition from welfare to work.

**Resource & Referral Program:** Helps all families, regardless of income, locate childcare and provides a variety of information, which includes nutrition education and child development resources, to assist families; additionally, they provide professional development training and quality career coaching for childcare providers.

**Head Start, State Preschool & Early Head Start Programs:** Provides quality early learning and preschool along with family services that support the enhancement of the overall family development, which includes health, mental health, nutrition, disabilities and family support services for children 0 – 5 years old.

**Community Voices:** Strengthens parent leadership, civic engagement, and ability to create systemic changes in childcare through advocacy efforts.

**Parent Support Services Program:** Provides essential resources and enhanced support services for parents to assist them in strengthening their families and reaching greater self-sufficiency.

**African American Provider Network:** Created in 2022, in response to the negative impact the pandemic had on African American early care and education professionals in greater South Los Angeles. As a trusted partner, Crystal Stairs created this network as a safe place for members to connect with, learn from, and support one another.

**Child Care Choices:** A *new* program that runs through December 2026 with hopes of renewal that provides childcare vouchers and support to families impacted by incarceration and the justice system.

**Geography:** Crystal Stairs predominately serves childcare providers, children, and families of South Los Angeles, including but not limited to the neighborhoods of Inglewood, Hawthorne, Lawndale, Gardena, Compton, and Long Beach.

## **9. SCOPE AND GUIDELINES**

### **Discovery**

Consider audiences, objectives, graphic look and feel, phasing, and budgetary constraints, resulting in a creative brief.

### **Development Guidelines**

The outreach collateral suite redesign led by the selected vendor must meet the following criteria:

- Editable visual style guide so we can merge with our Crystal Stairs visual style guide.
- The use of fonts, colors, and design should be consistent with the look and feel of our Crystal Stairs logo and website.
- Deliver a Head Start logo that aligns with the Crystal Stairs identity and includes clear usage guidelines.

### **Research**

External research and comparison of competing/complimentary outreach materials, and internal research with staff, parents, partner providers must be included in the scope of the proposal.

### **Delivery**

Delivery will include a fully redesigned visual style guide and *recruitment, enrollment, and outreach collateral suite* with templates that are editable in Canva, PPT, and if necessary, Adobe Suite, and any other platforms Crystal Stairs uses. All logo files in multiple formats (AI, EPS, PNG, JPG) and color variations (CMYK, RGB, monochrome).

## **II. Pricing Structure**

Bidders shall submit a firm-fixed price (FFP) for all services and deliverables as defined in the Scope of Work section of the RFP. The quoted price must be all-inclusive, covering all labor, materials, and administrative costs. No additional fees will be accepted once the contract is awarded, unless a formal change order is approved in writing by both parties.

Crystal Stairs will use a milestone-based payment structure for this RFP. This will link payments to specific and verifiable deliverables and outcomes.

Bidder must also include pricing for their standard hourly rate and their overtime hourly rate. Travel expenses must not be included, as they will not be covered.

## **III. Minimum Qualifications**

The following minimum requirements have been established as a basis for determining bidder eligibility:

- **Portfolio.** List of five program-identity redesigns and outreach collateral suites you or your firm have produced that reflects your work and relevancy to this project. List the role your firm played in each project. Please submit portfolios that reflect your work as it pertains to this project. Our communities are diverse and the experience of the vendor should reflect the ability to ensure different skin tones are represented well and accurately.

- **Experience.** Describe your experience designing program-identity style guides and outreach collateral suites for businesses, nonprofits, and/or education-based organizations.
- **References.** Provide current reference information for five former or current clients.
- **Capacity.** Briefly outline your firm’s organizational capacity to produce the Crystal Stairs outreach collateral suite. (Such as staff, equipment, software, physical space, office location, etc.).
- **Profile.** Provide company profile, length of time in business, and core competencies.
- **Creative Team.** What type of team will be assigned to this project? What will each person’s role be? Please include a brief background summary for each key staff member assigned to this project and if any will be subcontractors.
- **Processes.** Briefly describe your project management and graphic design processes.
- **Printing.** Please detail any print vendor partnerships you have that may be considered for printing the final products.
- **Timeline.** Provide a detailed timeline for completion. This will be evaluated and will be part of the contractual agreement, so a realistic time frame for completion is essential.
- **Communication.** Please state how you intend to communicate with the project lead at Crystal Stairs during the period of design/development, and at what intervals.
- **Support.** Describe the support you offer during and after the project.

**FORMAT FOR PROPOSALS:**

Please use the following guidelines to format your proposal:

**Length and Font Size**

Please use fonts no smaller than 10 points. Maximum proposal length including title page, cover letter, proposal, qualifications and costs should not exceed 30 pages.

**Title Page to Include**

“Crystal Stairs Outreach Collateral Suite”, your company name, address, web site address, telephone number, fax number if available, e-mail address, and primary contact person.

**Cover Letter**

Signed by the person or individuals authorized to sign on behalf of the company.

### **Proposal**

Discuss your proposed approach to the project and suggested timeline for delivery of collateral. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.

### **Qualifications**

Provide the information requested in the “Scope & Guidelines” and “Qualifications” sections of the RFP.

### **Costs**

List costs as requested above. Identify staff and subcontractors who will be working on the project. Include standard hourly rates for work that may be needed in the future.

## **IV. Selection of Successful Bidder**

Selection and approval of the successful bidder will be made by Crystal Stairs in accordance with its competitive selection process. Crystal Stairs will evaluate proposals on the basis of the guidelines set forth in this RFP and then make a final selection for an award.

There will be no “formal” proposal opening for this RFP. Proposals will be opened and evaluated, after the submission deadline.

The following criteria will form the basis upon which Crystal Stairs will evaluate proposals. The mandatory criteria must be met and include:

Proposals received after **July 2<sup>nd</sup>, 2026**, will not be considered. Your proposal must include a cost proposal as described above. **All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.**

Deliver proposals to Leonard Flot, via email at [lflot@crystalstairs.org](mailto:lflot@crystalstairs.org)

Proposals meeting mandatory requirements will be evaluated with the following criteria:

- Candidate has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
- Can show prior work that demonstrates artistic, innovative, thoughtful, comprehensive, and practical graphic design.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- The price is appropriate for the value offered by the proposer.
- The candidate / candidate firm has an appropriate number of staff if needed and necessary expertise to design the requested concepts and materials.
- The proposal is presented in a clear, logical manner, is well organized, and has the appropriate information the RFP calls for.
- The proposal meets the needs and criteria set forth in the RFP.

## V. **General Terms and Conditions**

### **Binding Offer**

A bidder's proposal will remain valid for a period of 60 days following the proposal deadline and will be considered a binding offer to perform the Services, assuming all terms and conditions are satisfactorily negotiated. The submission of a proposal is prima facie evidence that the bidder has familiarized itself with the contents of this RFP.

### **Pricing**

All bid proposals must include a total price that includes all subtotals, costs, taxes, fees and any and all other expenses associated with bidder's proposal. An incomplete response will not be considered.

### **Cost of Preparation of Proposal**

All costs associated with this RFP, including preparing and delivering a proposal to this RFP and any interview, will be borne entirely by the bidder. Crystal Stairs will not compensate the bidder for any expenses incurred by the bidder as a result of this RFP process.

### **Contract Requirements**

The selected bidder to whom an award is made will execute a written contract with Crystal Stairs after notice of the award has been initiated. The contract will be similar in form and content to the attached Crystal Stairs contract template. All bidders should read the contract template in its entirety and pay special attention to the **Debarment and Suspension and Insurance Section requirements**.

### **Non-Exclusive Contract**

Any resulting contractual relationship is non-exclusive and Crystal Stairs reserves the right to select more than one bidder or seek similar or identical services elsewhere, if deemed in the best interest of Crystal Stairs.

### **Crystal Stairs' Disclosure of Materials**

Crystal Stairs may be required to submit documents or materials to its funders and as such, all materials submitted by bidder to Crystal Stairs are subject to disclosure. Bidder specifically waives any claims against Crystal Stairs related to the disclosure of any materials, if such disclosure was made pursuant to a request from a Crystal Stairs funder.

### **Withdrawal of Bid**

A bidder may withdraw their proposal from the bidding process without prejudice prior to the time specified for the RFP Response Deadline by submitting a written request to the Crystal Stairs representative listed on the attached RFP Introduction Letter.

### **Bidder Responsibility Regarding the RFP and Proposal**

It is the responsibility of each bidder to examine this RFP carefully and to judge for itself all of the circumstances and conditions which may affect its proposal. Any data furnished by Crystal Stairs is for informational purposes only and is not warranted. Bidder's use of any such information is at bidder's own risk. Failure on the part of any bidder to examine, inspect, and be completely

knowledgeable of the terms and conditions of the RFP, operational conditions, or any other relevant documents or information, will not relieve the selected bidder from fully complying with this RFP.

**VI. Prospective Vendor Questionnaire**

The attached **Prospective Vendor Questionnaire** must be submitted with your company's response to this RFP. Failure to submit the Prospective Vendor Questionnaire will cause the proposal to be rejected as non-responsive. If you have submitted a Prospective Vendor Questionnaire within the previous 9 months, you do not need to do so for consideration for this RFP.

**EXHIBIT #1**  
**Required Contractual Terms and Conditions**  
**for Government-Funded Projects**  
**RFP/RFQ: 2026-10402**

Payment for the Services or Goods is wholly or partially funded by the local, state or federal government. **The successful bidder (also referred to herein as Contractor) will be required to agree to and comply with the following terms and conditions specified below which will be specified in a final written agreement between Crystal Stairs and the successful bidder. The terms and conditions in general are required to be included in the final agreement pursuant to Crystal Stairs' government contracts. THE FOLLOWING TERMS AND CONDITIONS ARE NON-NEGOTIABLE.**

1. **Compensation and Invoicing:** Any compensation amount or not to exceed amount specified in this Agreement is subject to reduction for any portion of the Work not completed regardless of circumstances. The Payment (subject to any reduction for Work not completed) represents full compensation for performance of the Work, and includes any and all expenses incurred by Contractor.
2. **Availability of Funding:** Funding for this Agreement is subject to the appropriation and availability of funds provided by the State of California, California Department of Social Services (“CDSS”), California Department of Education (“CDE”), County of Los Angeles, the Office of Head Start (“OHS”) any and all other agencies, divisions or departments thereunder (collectively and individually the “Funding Agency”).
3. **Equipment & Material Purchases:** If applicable to the performance of the Work under this Agreement, Crystal Stairs and the Funding Agency retain title to any and all equipment or supplies purchased with the Payment (“**Equipment**”). Equipment, including final products resulting from the Work, will be returned to Crystal Stairs upon termination of this Agreement. Contractor must obtain prior written approval from Crystal Stairs and the Funding Agency for any unit of equipment that costs in excess of \$10,000.
4. **Relationship of the Parties:** Contractor does not act in any capacity as officer, employee or agent of Crystal Stairs or the Funding Agency, and Contractor and Contractor’s officers, employees and agents (“**Contractor’s Staff**”) are independent contractors. Although Crystal Stairs will specify the general nature of the Work, the details of performing and meeting the goals of the Work will be determined by Contractor and Contractor’s Staff. This Agreement does not create a partnership relationship between Contractor and either Crystal Stairs or Funding Agency, nor provide Contractor and Contractor’s Staff with any authority to enter into any contracts on behalf of Crystal Stairs or the Funding Agency.
5. **Travel Reimbursements:** Contractor is responsible for any and all expenses incurred while

performing this Agreement, with the exception of pre-authorized travel and per diem expenses, if so allowed and described in the Agreement. If pre-authorized travel and per diem expenses are authorized herein, they will be reimbursed at rates that do not exceed those paid to the State of California non-represented employees, computed in accordance with California Department of Human Resources regulations, California Code of Regulations, Title 2, Division 1, Chapter 3, Subchapter 1. Additionally, Contractor must first obtain approval from Crystal Stairs in order for Contractor to be reimbursed for expenses.

6. **Indemnification**: Contractor will defend, indemnify and hold harmless Crystal Stairs, the Funding Agency, and each of their officers, board members, directors, agents, employees, representatives and successors-in-interest, from any and all claims and losses occurring or resulting to any and all contractors, subcontractors, suppliers, laborers, materialmen and any other person, firm or corporation furnishing or supplying the Work, services, materials or supplies in connection with performance of this Agreement, and from any and all claims and losses occurring or resulting to any person, firm or corporation who may be injured or damaged by Contractor in performance of this Agreement.
7. **Audit Exception Liability**: Contractor will pay any audit exceptions or overpayments caused by, or as a result of, Contractor's lack of performance under this Agreement. In addition to other remedies or sources of funds, Crystal Stairs may offset any audit exceptions or overpayments from the Payment, or any payments under subsequent agreements to the extent of claimed payments.
8. **Funding Agency Approval**: If Payment is for \$10,000.00 or more, and subject to Funding Agency approval, Contractor acknowledges that any Work performed prior to the date of such approval shall not be used as a claim against the Funding Agency (i.e., CDSS, CDE, County of Los Angeles, OHS).
9. **Records Retention & Inspection**: Contractor will retain, and make available upon request, such books, documents, papers and records for 5 years from the date of the final Payment. These records may be subject to review by Crystal Stairs, the Funding Agency and the Comptroller General of the United States, or any of their duly authorized representatives, for purposes of conducting audits, examinations, creating excerpts or reviewing transcriptions and Contractor's Staff, who might reasonably have information related to such records, may be interviewed.
10. **California Non-Discrimination Clause**: Contractor will comply with the provisions of California Code of Regulations Title 2 Section 11105, which is incorporated herein by reference.
11. **Debarment and Suspension**: Contractor certifies that Contractor is not a party listed on the governmentwide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR Part 1986 Comp., p. 189) and 12689 (3 CFR Part 1989 Comp., p. 235), "Debarment and Suspension".
12. **Termination & Breach of Contract**: This Agreement will terminate automatically at the expiration of the Term. Either Party may terminate this Agreement for cause, at any time, effective immediately upon receipt of such notice. Termination for cause means termination based upon a material breach of any term or condition of this Agreement, which remains uncured for 10 days after providing notice to the breaching Party, and includes, but is not limited to, failure to perform this Agreement in an adequate or timely manner; non-compliance with applicable laws, rules and regulations; submission of false, misleading or erroneous information; failure to maintain accurate or complete records; violation of the Confidentiality Section; administrative or fiscal mismanagement; and failure to comply with the Records Retention & Inspection Section.
  - a. Either Party may terminate this Agreement for convenience, at any time, upon 30 days' advance written notice to the other Party, effective at the conclusion of such 30 day period. Crystal Stairs is only responsible for payment of charges incurred prior to termination of this Agreement if, Contractor does not perform any Work nor incur any unnecessary expenses

after receipt of notice of termination; and all claims for such payments are received by Crystal Stairs within 30 days following such notice.

- b. In the event Contractor breaches any term or condition of this Agreement, Crystal Stairs is entitled to pursue any and all administrative, equitable and legal remedies permitted by law, including sanctions and penalties, where appropriate.

13. **Insurance:** Contractor will, at Contractor's sole cost and expense, procure and maintain the following insurance coverages during the Term, and for 5 years thereafter, unless otherwise specified herein, to protect against any claims arising from or in connection with performance of this Agreement by Contractor, Contractor's Staff, or subcontractors, including, but not limited to, claims for bodily injury, property damage and death.

**Minimum Scope and Limit of Insurance:** Coverage will be at least as broad as:

- a. **Workers' Compensation:** If Contractor has employees, or hires employees during the Term, Workers' Compensation, as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limits of not less than \$1,000,000 per accident for bodily injury or disease;
- b. **Commercial General Liability ("CGL"):** ISO Form CG 00 01 covering CGL on an "occurrence" basis, including products and completed operations, property damage, bodily injury and personal & advertising injury, with limits of no less than \$1,000,000 per occurrence. If a general aggregate limit applies, either such limit will apply separately to this project/location (ISO Form CG 25 03 or 25 04) or such limit will be twice the required occurrence limit;
- c. **Professional Liability (Errors and Omissions):** If applicable and necessary to perform this Agreement, insurance appropriate to Contractor's profession, with limits of no less than \$2,000,000 per occurrence or claim, \$2,000,000 aggregate; and
- d. **Automobile Liability:** If applicable and necessary to perform this Agreement, ISO Form CA 00 01 covering any auto (Code 1), or if Contractor has no owned autos, covering hired (Code 8) and non-owned autos (Code 9), with limits no less than \$1,000,000 per accident for bodily injury and property damage;

**Acceptability of Insurers:** Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best's rating of no less than A:VII or a Standard and Poor's Rating (if rated) of at least BBB.

14. **Force Majeure:** Neither Party will be deemed to be in default of such Party's obligations under this Agreement if, and so long as, such performance is prevented, restricted or interfered with, by acts beyond such Party's control, including, but not limited to, acts of God, war, government regulations or orders, disasters, civil disorder, pandemic, epidemic, strikes or any other similar act or cause not within the control of such Party.
15. **Modifications:** No amendments, alterations, changes or modifications to the terms and conditions of this Agreement are valid, unless made in writing, approved by Crystal Stairs, and signed by authorized Party representatives. If this Agreement was subject to Funding Agency approval, or the modification would cause this Agreement to be in an amount requiring Funding Agency approval, then a modification is valid only after receipt of such approval.
16. **Entire Agreement:** Except as otherwise provided for herein, this Agreement constitutes the entire agreement, final expression and exclusive statement of mutual understanding between the Parties

relating to the subject matter contained herein and supersedes and cancels all prior written and oral agreements, communications and understandings, of any type whatsoever, made between the Parties in connection to this Agreement. Neither Party has made any oral nor written statements, which are not included in this Agreement, and that in any way induced either Party to enter into this Agreement.

**The following terms and conditions are applicable for Construction, Renovation and Repair Related Projects.**

1. **Copeland “Anti-Kickback” Act:** If the Payment is \$2,000 or more, Contractor will comply with the requirements of the Copeland “Anti-Kickback” Act (40 USC 3145), as supplemented by Department of Labor regulations (29 CFR Part 3, “Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States”).
2. **Davis Bacon Act:** For construction related services, Contractor will comply with the requirements of the Davis-Bacon Act (40 USC 3141- 3144, and 3146-3148), as supplemented by Department of Labor regulations (29 CFR Part 5, “Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”).
3. **Contract Work Hours and Safety Standards:** If the Payment is \$100,000 or more, Contractor will comply with the requirements of 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5).
4. **Contract Work Hours and Safety Standards:** If the Payment is \$100,000 or more, Contractor will comply with the requirements of 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5).
5. **Clean Air Act & Federal Water Pollution Control Act:** If the Payment is \$150,000 or more, Contractor will comply with all applicable standards, orders and regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401-7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251-1387).
6. **Byrd Anti-Lobbying Amendment:** If the Payment is \$100,000 or more, Contractor certifies that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Contractor will disclose any lobbying with non- Federal funds that takes place in connection with obtaining any Federal award to Crystal Stairs.
7. **National Labor Relations Board Compliance:** Contractor swears under penalty of perjury that no more than 1 final, un-appealable finding of contempt of court has been issued by a federal court against Contractor within the immediately preceding two-year period because of Contractor’s failure to comply with an order of a federal court which ordered the Contractor to comply with an order of the National Labor Relations Board. For purposes of this Section, a finding of contempt does not include any finding that has been vacated, dismissed or otherwise removed by the court because Contractor has complied with the order which was the basis for the finding. Crystal Stairs may rescind this Agreement, if Crystal Stairs later discovers that Contractor falsely swore to the truth of the statement required by this Section.
8. **Insurance (Construction-Related Projects):** Contractor will, at Contractor’s sole cost and expense,

procure and maintain the following insurance coverages during the Term, and for 5 years thereafter, unless otherwise specified herein, to protect against any claims arising from or in connection with performance of this Agreement by Contractor, Contractor's Staff, or subcontractors, including, but not limited to, claims for bodily injury, property damage and death.

- a. **Environmental:** Contractors' Pollution Legal Liability and/or Asbestos Legal Liability and/or Errors and Omissions (if project involves environmental hazards) with limits no less than \$1,000,000 per occurrence or claim, and \$2,000,000 policy aggregate;
- b. **Builder's Risk:** Builder's Risk (Course of Construction) insurance utilizing an "All Risk" (Special Perils) coverage form, with limits equal to the completed value of the project and no coinsurance penalty provisions; and
- c. **Surety Bonds:** Contractor will provide the following Surety Bonds: Bid Bond; Performance Bond; Payment Bond; and Maintenance Bond. The Payment Bond and the Performance Bond will be in a sum equal to the Payment. The Maintenance Bond will be in a sum equal to 10% of the Payment. Bonds will be duly executed by a responsible corporate surety authorized to issue such bonds in the State of California and secured through an authorized agent with an office in California.

**[Signature required on following page.]**



5110 West Goldleaf Circle  
Suite 150  
Los Angeles, CA 90056-1282  
(323) 299-8998

**By signing below, Bidder acknowledges that Bidder has read the Required Contractual Terms and Conditions specified herein and understands that the provisions set forth in the Required Contractual Terms and Conditions are non-negotiable. While the final agreement may include other terms open for negotiation, Bidder understands that if Bidder is selected as a successful bidder, Bidder will be required to enter into a final agreement with Crystal Stairs that includes the provisions specified above. Finally, Bidder understands that Bidder is subject to disqualification for failure to agree to the Required Contractual Terms and Conditions herein.**

**Bidder Name:** \_\_\_\_\_

**By:** \_\_\_\_\_  
Authorized Signatory

**Print Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

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