

## Request for Proposal

April 16, 2018

Job name: ***One Star Birthday Direct Mailers***

Est. qty. 5,000 monthly – multi-property invitation mailer

Envelope – Print 4/0 – no bleed – on 24 lb. white #10 regular. 2 versions.

Invitation - Import (1) mailing list – presort – laser invitation 4/C variable data duplex on 100 lb. **Silk** cover (white) 2 versions – trim flat to 7.75” X 9.25” - score and final fold to 3.875” X 9.25” – inkjet recipient address and variable, variable, property-specific return address to #10 envelope – insert invitation *\*and “blind” match\** to envelope – prepare to mail as auto-compatible letter mailer.

Completion expected within 8 (eight) business days.

### Terms and conditions

The vendor shall be licensed by the Cherokee Nation Gaming Commission (CNGC).

The vendor will be required to provide the following documentation prior to entering into a business relationship with CNE:

- a. Proof of \$1,000,000 (one million dollars) professional liability insurance.
- b. A CNE non-disclosure statement, which will be signed by the vendor and CNE.
- c. A statement of the means by which all printed matter is secured while still in the possession of the vendor.

All jobs will be completed and accepted at USPS within the specified turn time after artwork and data have been submitted to the vendor.

The vendor will be required to indemnify CNE for any monetary damages caused by any error or omissions on their part.

CNE reserves the right to discontinue its relationship with the vendor for any reason, including, but not limited to suspension or revocation of CNGC licensing, failure to

maintain strict privacy of data and/or proprietary information, or poor performance.

Standard requirements for mail vendors working with Cherokee Nation Entertainment

### **Pre-processing**

- All mail vendors will have a secure ftp site for posting data files. CNE will zip and encrypt the mail files and each vendor will have their own password with which to open the files.
- After the data file is posted on the mail vendor's ftp site, CNE 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 4 hours.

### **Data processing/programming and initial proofing**

- 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.
- After CASS and NCOA, the following reports and files will be provided for download by CNE from the vendor's secure ftp site:
  1. USPS CASS report (PS Form 3553)
  2. Postage Statement (PS Form 3602-R for Standard Class mail, or PS Form 3600-R for First Class mail)
  3. NCOA Processing Certificate (to document NCOA processing)
  4. NCOA Audit Report (detailing all NCOA "hits")
  5. Final "good" mailing list (mail output file)
  6. Final "bad" address list (invalid address records that failed CASS-DPV after NCOA)  
--Output and invalid address files must include CASS-DPV return codes--
- The vendor will e-mail the required postage amount and final mail count to CNE immediately after data processing is complete.
- The vendor will provide for download by CNE programming proofs for CNE to approve, PRIOR TO PROCESSING. CNE must approve the samples before actual addressing/processing is initiated. Any mailers that are processed without CNE's documented approval will be reprinted at the vendor's expense. CNE must approve 1 live proof for each of the variable offers or messages.

### **Production and post-processing**

- Once the mail vendor has received approval of the programming proofs from CNE they should proceed with processing.
- After addressing and mail processing is completed, the vendor will provide for download by CNE 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 CNE. THE VENDOR WILL BE RESPONSIBLE FOR ALL COSTS OF PRINT PRODUCTION, MAIL PROCESSING, POSTAGE, OFFERS ISSUED AND ALL ANCILLARY COSTS ASSOCIATED WITH OFFERS REDEEMED IF OFFERS ARE ISSUED INCORRECTLY.

### **Additional requirements**

- Vendor will provide monthly (month-end) billing summary in a format specified by CNE.
- All invoicing, billing summaries and reporting will be itemized by property/version.

