



PROGRAM PARTNERS REGIONAL EXPORT ACCELERATION LEADERS (REAL) WISCONSIN

About

WEDC seeks the help of professional service providers who will act as Regional Export Acceleration Leaders (REAL) program partners. REAL Wisconsin will be a program dedicated to assisting small and medium Wisconsin companies in accelerating international exports as a growth strategy. The program is designed to bridge the gap in Wisconsin companies' export capabilities to overcome barriers to trade and expand into international markets.

Selected program partners will be industry experts who will provide services and resources, and fill competency gaps to REAL program participants. In the one-year pilot of REAL Wisconsin, program partners will serve dairy manufacturing companies. In the ensuing years of the program, program partners will serve small and medium manufacturers across various industries.

Companies with expertise in the following service categories may apply to become the inaugural REAL program partners:

- Legal & Compliance Services
- Accounting Services
- Insurance & Financial Services
- Marketing & Web Development
- Language & Translation Services
- Trade Associations
- Freight Forwarding
- Customs Brokerage

Note: A minimum of two program partners will be chosen to participate in each service category.

Program partners will receive an array of benefits in exchange for their commitment to the REAL program:

1. **Business Development:** Program partners will be introduced to highly committed and promising exporters who have needs for specific partner services.
2. **Marketing:** State-wide multi-media marketing exposure to the Wisconsin business community served by WEDC. Program partner company names and logos will be displayed on WEDC's website and REAL program materials.
3. **Networking:** An invite to the REAL Annual Conference and orientation with incoming REAL Program participating companies. There is a significant opportunity to be realized from WEDC and program participant referrals to other Wisconsin companies. Relationships with other program partners can also create further business potential.

REAL program partner companies will receive access to up to five (5) program participating companies in the pilot, followed by up to an additional nine (14 total) companies in the second year of the program. In the third and any subsequent years of the program, there will be up to eighteen (18) participating companies.

REAL PROGRAM PARTNER APPLICATION

Company Information

The information requested in the following application, any communication with WEDC, and any resulting contract, and other materials submitted to WEDC may constitute public records subject to disclosure under Wisconsin's Public Records Law, § 19.31 et seq. Applicants shall mark documents "confidential" where appropriate for sensitive materials that should be, to the extent possible, kept in confidence.

Company Information

Company Name: _____

Website: _____

Do you have any offices in Wisconsin? Yes No

Office Location(s): _____

Contact Information

Primary Contact Person: _____

Title: _____

Phone Number: _____

Email Address: _____

Office Mailing Address: _____

Eligibility Narratives

Please provide detailed responses to all the following in a separate document:

A. Professional Expertise

1. Describe your company's expertise and experience in your service category and how your company would assist program participants in accelerating their international sales.
2. List any other relevant details, including years in business, geographic regions in Wisconsin served, international offices, partnerships, and/or in-country relationships.
3. Provide a list of at least three recent engagements held by your company which indicate relevant experience in assisting companies with their international business. Please include no fewer than three client references for these projects that WEDC can contact directly.

B. Pro Bono Service Offering

1. Program Partners are required to provide an initial one-hour to each participating company that requests it, free of charge. Upon initial engagement of the program participant, program partners must agree to either 5 hours of pro bono services, a 20% discount on initial engagement. Please describe the type of discounted services your company will provide.
2. If your company is unable to provide one of the abovementioned services, please explain in detail an alternative or comparable service your company can offer program participants.
3. Please provide a schedule of your company's standard fee structure for services.

C. Organizational and Staff Capabilities

1. Can your company provide services remotely to companies unable to travel to your office? Are there any parts of the state you are totally unable to serve?
2. Can your company make a two-year commitment to the program?
3. Describe your company's ability to scale delivery of its assistance to (up to) fourteen (14) companies in the second year of the program.
4. Provide a list of any subcontractors (individual or organizational) that your company intends to use when providing services under this application (Note: You are not required to use subcontractors. However, no subcontractor may be used without WEDC's written approval.)
5. Program partners are required to send at least one representative from your company to each REAL program Annual Conference held in January of each year. Is your company committed to participating in these events?
6. Is your company willing to contribute to content as guest authors in WEDC's publications targeted at exporters?

Applications Process

Deadline for Submission: April 10, 2020

Submitting the Application

Complete this application as a word document and save as a pdf. Companies shall submit an electronic PDF version of their application.

An electric version may be sent to:

Katie Wall
International Grants Coordinator
katie.wall@wedc.org
(608) 210-6773

Please refer all questions to:

Katie Wall
International Grants Coordinator
katie.wall@wedc.org
(608) 210-6773

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

Selection Process

WEDC may seek clarification on any response and/or require additional information from any applicant, including but not limited to reports on the applicant's financial stability. WEDC may reject an application if the company is determined to have inadequate financial means to provide the required service(s). WEDC retains the right to accept or reject any or all applications or accept or reject any part of an application, determined to be in the best interest of WEDC.

Evaluation of the applications will be conducted internally by WEDC and be based on the company's commitment and ability to perform an efficient and cost-effective service within a given service category. WEDC will award the contract to the companies that provide the best value for REAL program participants, bearing in mind the following criteria:

- a. The degree to which the eligibility narratives are met
- b. Level of the commitment of pro bono or discounted services offered to program participants
- c. Experience and track record of past performance
- d. Demonstrated capability
- e. Similar client base
- f. Fees and cost
- g. Adherence to the terms and conditions

Terms and Conditions

The relationship of program partners with WEDC will be set out in a written, two-year agreement, with the ability to renew.

Confidentiality

The company acknowledges that all information, data, records and documents disclosed by WEDC to the company, or which come to the company's attention during the course of its response to this application or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). The company must agree not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate unless required to do so by legal process of law without prior authorization by WEDC. If required to disclose Confidential Information by legal process, the company shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this application or during the course of its performance under the terms of any resulting Agreement, the company shall not use any Confidential Information for its own purposes.

Conflict of Interests

A company's response to this application must include, in writing, disclosure of any potential conflict of interests that may arise from the company performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest.

Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this application will include the following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

Public Records

Responses to this application, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Companies shall mark documents "confidential" where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the company if it receives a public records request for materials marked confidential.

Application Authorization & Signature

Signature: _____ Printed Name: _____

Date: _____ Title: _____