



**REQUEST FOR PROPOSAL:
WISCONSIN ECONOMIC DEVELOPMENT CORPORATION –
LOGOWEAR – PROMOTIONAL GIVEAWAY VENDOR**

Contacts:

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**PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY:
WEDNESDAY, MAY 18, 2022**

TO RACHEL BEST, RACHEL.BEST@WEDC.ORG

WEDC Logowear Vendor - 2022

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Date: May 6, 2022

To: Logowear - Promotional Products Vendor

The Wisconsin Economic Development Corporation (WEDC) is committed to creating and maintaining a business climate that allows Wisconsinites to maximize their potential. Working with more than 600 statewide partners, including regional economic development organizations, academic institutions, and industry groups, we're enhancing our communities, supporting business development, advancing industry innovation, tapping global markets, and developing a talented workforce to help Wisconsin realize its full economic potential. WEDC is a quasi-governmental agency for the State of Wisconsin.

WEDC's 135 staff are located throughout Wisconsin with main offices in Madison and Milwaukee.

ABOUT THE RFP:

WEDC is seeking a vendor to fulfill both an initial order of logoed clothing and wares as well as an ongoing catalog and fulfillment of individual staff orders. We are currently working on a rebrand and launch of a new logo which also impacts the scope and size of this businesses/RFP.

SCOPE:

WEDC will be placing an order in the near future for a very large order of custom logowear, from clothing to accessories like backpacks, etc. WEDC staff will be allowed to choose from a selection of items chosen by selected vendor and WEDC for individual and personalized orders.

Requirements and other items that would be ideal in a vendor are listed below

REQUIREMENTS:

The selected Vendor will:

- i. work with WEDC marketing staff on fulfillment of new logowear orders in the immediate future as well as an extension of 1-3 years as a selected "logowear" provider if fulfillment goes well.
- ii. have a wide variety of items (clothing, sizes, material, price points).
- iii. work with WEDC to set up an online portal of a variety of goods, mostly clothing for staff to order from individually.
- iv. be able to supply or procure methods of imprinting that included but are not limited to color printing as well as embroidered logos, patches etc.
- v. be able to set up an online portal of items that can be imprinted on demand depending on selections of individual
- vi. direct ship to employees (or other purchasers) provided/home address, except in case of bulk order
- vii. be able to take payment securely for these items from both WEDC and individuals



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- viii. accommodate a staff credit system - WEDC will supply an individual credit amount of money to each staff person to use at their discretion within the portal that is set up between Marketing and WEDC.
 - 1. After the initial credit amount is spent, WEDC staff can self-pay for anything above the credit amount and into the coming year(s)
 - 2. The full cost of staff credits will be billed to WEDC by the Vendor in a mutually agreed to manner, either in bulk or on a transaction basis.
- ix. Have a customer service rep available to as the primary point of contact for any and all individual WEDC staff if they encounter issues while ordering individually (or have questions about a product)
 - a. i.e. WEDC marketing staff will not be the conduit for questions about a product's fabric content or sizing etc.

THE IDEAL VENDOR WILL ALSO:

- i. Identify a main point-of-contact or "relationship manager" for this account manager.
- ii. Offer free or discounted shipping for orders that exceed a minimum threshold
- iii. Accept orders without minimums for orders or sizes
- iv. Provide quality goods, at reasonable prices, with an emphasis on ethical sourcing and labor

ONLINE PORTAL CONSIDERATIONS:

- v. Online ordering portal will be evaluated for ease of use, accessibility, and clarity
- vi. Offer a mobile-friendly website/portal if preferred
- vii. Must be able to collect payments online via credit card. Multiple payment methods are a bonus (ie. PayPal, Venmo, Google pay, Apple Pay)

PAYMENT DETAILS:

The selected vendor will work with WEDC on various logowear orders, including an initial run of items for our staff in the coming months. These orders will be billed to WEDC via invoice as agreed upon in each order quote.

After this initial large order the vendor must be able to accept and process secure payments from individual WEDC staff members and other purchasers on an ad-hoc basis as well as from WEDC itself as agreed upon for bulk orders.



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OTHER ITEMS OF CONSIDERATION:

In addition to any information responding to the above requirements, please also answer these specific questions.

ADDITIONAL QUESTIONS:

1. Where are you located or headquartered? Are items processed/made in Wisconsin?
2. What selection of items would you propose for the initial “portal” that accompanies our brand launch for employees?
3. From date of order through portal, to date of delivery, how long do you estimate the fulfillment process to be?
4. Will you be able to directly ship items to each employee who orders (drop fulfillment) or would it need to come to our Madison office?
5. Can you share a screen shot or example of a similar online portal/storefront that you would recommend for us?
6. Do you have experience in managing “company credits” augmented by self-pay?
 - a. e.g. June 1 – WEDC gives \$50 credit per staff person for logowear. Staff person A wants items totally \$67. Do you have experience in billing and collecting the \$17 difference?
7. References from clients with similar projects with you would be appreciated.
8. What are your payment terms? Upon delivery? Monthly? (Note: WEDC’s minimum terms are net 20.)
9. How is your firm working to promote diversity and inclusion? Is your firm a minority-owned, woman-owned, disabled-owned or veteran-owned business?

ATTACHMENTS:

- a) [WEDC Tax Exempt Certificate](#)
- b) [Business Ownership Self-Reporting Form](#)
 1. Filling out this form is optional for all vendors, but WEDC is committed to supporting Wisconsin’s diversely owned businesses and your response to this form may, or may not, impact our decisions

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