



Request for Proposal

Promotional Items Contractor Supporting TAFB
Philanthropy and Brand Awareness

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I. Introduction & Organizational Overview

Founded in 1982, the Tarrant Area Food Bank (TAFB) provides hunger relief and supportive services across 13 counties in North Texas. Each week, TAFB distributes more than one million meals through a network of over 450 partner agencies, including schools, senior centers, nonprofit service providers, and faith-based organizations.

TAFB's service area includes Bosque, Cooke, Denton, Erath, Hill, Hamilton, Hood, Johnson, Palo Pinto, Parker, Somervell, Tarrant, and Wise counties. With a staff of 140 and an annual operating budget of \$25 million, TAFB distributes over 60 million pounds of food annually. Recent investments, such as the launch of a new Agricultural Hub, have expanded our ability to provide fresh produce and scale impact.

To support employee engagement, community events, and brand visibility, TAFB is seeking a vendor to supply a wide range of high-quality promotional materials. This includes embroidered apparel for staff, specialty items for programs and volunteers, and branded gear for outreach, fundraising, and public-facing campaigns.

II. Scope of Work

TAFB seeks a reliable and responsive vendor to source, produce, and deliver a range of high-quality branded promotional materials. These materials will be used across internal staff programs, public-facing events, volunteer recognition, and strategic marketing initiatives. All items must reflect TAFB's brand standards, ensure consistent quality, and be delivered in a timely, cost-effective manner.

The budget for this project should not exceed \$50,000, inclusive of all design fees, charges, materials and delivery of final assets. The awarded RFP will establish a preferred vendor relationship for a three-year period beginning October 1, 2025.

Project Objectives:

- Enhance employee engagement by offering branded gear that builds pride and unity.
- Maintain brand consistency across all promotional and public-facing materials to ensure a cohesive and professional image.
- Support outreach and events through high-visibility, high-quality branded items.
- Streamline fulfillment through responsive service, efficient production timelines, and flexibility for reorders or new campaigns.

Core Deliverables:

The selected vendor will be expected to provide and manage fulfillment of the following categories:

- Employee Apparel Program

- Embroidery services for branded gear, allowing each employee to select two embroidered items annually.
- Bulk production and delivery of branded TAFB vests for all employees.
- Annual webstore setup where employees can choose up to \$100 worth of pre-approved TAFB-branded items.
- Branded Operational and Outreach Items
 - Insulated bags and logoed food boxes for use in food distribution and outreach.
 - Tablecloths and branded display materials for tabling, fairs, and conferences.
 - T-shirts for staff, programs, and special events.
 - Custom apparel for annual activities like the Cowtown Marathon Team, including branded t-shirts and half-zip jackets.
- Promotional and Branded Items:
 - Stress balls
 - Pens, notepads, and notebooks
 - Stickers and lapel pins
 - Disposable beverage coasters
 - Coffee mugs, pot holders, and water bottles
 - Other promotional items as needed

III. Proposal Requirements

To be considered, each proposal must address the following:

1. Vendor Background & Capabilities

- Identify the primary point of contact and the account manager.
- Provide an overview of your company's capabilities and experience in sourcing and fulfilling branded promotional materials.
- Describe your experience serving nonprofit organizations or clients with a similar size and scope.
- Share examples of relevant projects or long-term fulfillment programs.

2. Product Sourcing & Customization

- Describe your process for sourcing and customizing a variety of products, including apparel, accessories, and promotional items.
- Indicate your ability to provide embroidery, screen printing, full-color print, and other relevant customization services.
- Detail how you ensure consistency in product quality, branding, and production across multiple item types.
- Outline your proofing process, including mockups, sample approvals, and brand adherence checks.

3. Fulfillment & Webstore Capabilities

- Describe your capacity to manage fulfillment for both bulk orders and individual employee selections.
- If proposing a webstore solution for employee apparel selection, describe:
 - Webstore platform, customization options, and drop shipping capabilities
 - User experience and security
 - Order processing and delivery timeline
 - Integration with TAFB's internal processes and points of contact

4. Inventory, Turnaround & Reordering

- Provide average turnaround times for common items, such as t-shirts, mugs, and embroidered polos.
- Indicate any order minimums or limitations for reorders or special requests.
- Describe your ability to support recurring needs or expand orders mid-year based on TAFB events or campaigns.

5. Sample Work

- Include photos or product examples from similar branded campaigns, apparel programs, or fulfillment projects.
- Provide at least one example of a successful employee engagement or promotional rollout.

6. Conflicts of Interest

Disclose any existing or prior work with other food banks or similar hunger relief organizations in the North Texas media market.

IV. Proposal Pricing

Vendors must provide transparent, itemized pricing for all services and products proposed. Pricing should include all applicable costs related to customization, production, fulfillment, and delivery. TAFB understands that pricing may vary by product type and volume; however, vendors should provide general pricing ranges and typical turnaround times for their services.

Required Pricing Details:

- Unit pricing for common items such as:
 - Embroidered apparel (e.g., polos, jackets, vests)
 - T-shirts (standard and event-specific)
 - Insulated bags and logoed boxes
 - Common promotional items (e.g., pens, notepads, mugs, stress balls)
- Custom apparel pricing tiers, including embroidery, screen printing, or full-color transfers

- Webstore management costs, if applicable, including setup, hosting, and per-order processing fees
- Bulk order discounts, if available
- Shipping and delivery fees, including timelines and geographic limitations
- Rush order fees, if any

Vendors may also include pricing for optional services or value-adds, clearly marked as such. Examples may include:

- Warehousing or inventory management
- Kitting services for event or program rollouts
- Seasonal product suggestions or curated item sets
- Support for pop-up shops or live event fulfillment

All prices should remain valid through the proposed contract period. TAFB reserves the right to request clarification or negotiate final terms based on item volume and program evolution.

V. TAFB Terms and Bid Timeline

1. TAFB reserves the right to reject any and all proposals received as a result of this RFP.
2. Proposals become the property of TAFB.
3. TAFB shall not compensate or reimburse bidders for costs associated with proposal submission or presentations.
4. TAFB reserves the right to reject any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures and to accept or further negotiate cost, terms, or conditions of any bid determined by TAFB to be in its best interests, even though not the lowest bid.
5. All questions, interpretations, or clarifications arising from this RFP and any requests for access to relevant data necessary to compile a revenue budget must be submitted by email to **communications@tafb.org** before the proposal's due date.
6. Price quotations stated in the bidder's proposal shall not be subject to any price increase from the date of submission to contract execution.
7. The proposal must be signed by an official authorized to bind the bidder to its provisions. Failure of the successful bidder to accept the bid obligation will result in the cancellation of the award.
8. All information contained in this RFP or disclosed in the bidding process shall be held strictly confidential. Likewise, bidder proposals shall be held strictly confidential by TAFB.
9. The successful bidder will be required to sign a non-disclosure and confidentiality agreement.

VI. Schedule

Event	Date
RFP Released	May 26, 2025
Proposals Due	July 31, 2025
Presentations and site visit	August 11 - 22, 2025
Award notification	September 1, 2025
Contract start	October 1, 2025

Submit bid in Adobe Acrobat format via electronic mail to:

Jared Williams, Ph.D.
Vice President of External Affairs
Tarrant Area Food Bank
2525 Cullen Street
Fort Worth, TX 7617
jared.williams@tafb.org

ADDENDUM

Please quote quantities of 100, 250 and 500 for each item on the list below:

Suggested Branded Promotional Items for Vendor Proposal

Apparel

- **T-Shirts**
 - Gildan® Softstyle
 - Bella+Canvas® 3001 Unisex Tee
 - Next Level® 3600 Crew Tee
- **Polos**
 - Nike® Dri-FIT Polo
 - Port Authority® Silk Touch Polo
 - Under Armour® Performance Polo
- **Sweatshirts & Fleece**
 - Gildan® Heavy Blend Hoodie
 - Hanes® Ecosmart Crewneck
 - Columbia® Benton Springs Fleece
- **1/4-Zip Pullovers**
 - Eddie Bauer® 1/4-Zip Fleece
 - Sport-Tek® Sport-Wick Stretch Pullover
 - North Face® Tech 1/4-Zip
- **Jackets & Vests**
 - Patagonia® Nano Puff Vest (high-end option)
 - Carhartt® Duck Vest or Jacket
 - Columbia® Ascender Softshell Jacket

Headwear & Accessories

- Richardson® Trucker Hats (embroidered)
- Flexfit® Caps
- Beanies – The North Face®, Carhartt®, or Port Authority®

Drinkware

- YETI® Rambler 20 oz Tumbler
- CamelBak® Chute Water Bottle
- Contigo® Travel Mug
- Hydro Flask® Bottles

Bags

- Arctic Zone® Insulated Cooler Bag
- Port Authority® Cotton Tote
- OGIO® Backpacks
- High Sierra® Duffels
- Branded reusable grocery totes (RPET materials)

Office & Event Items

- Bic® or Pilot® Pens (custom-printed)
- Moleskine® Custom Notebooks

- Post-it® Custom Pads
- Corkcicle® or S'well® Desktop Tumblers
- Stress balls (custom shape – apple, heart, etc.)
- PopSockets® or phone wallets
- Custom lapel pins or buttons

Outdoor & Seasonal

- Picnic blankets (logoed corner patch)
- Folding chairs with logos
- Branded umbrellas
- Sunscreen or hand sanitizer bottles (custom label)
- Cooling towels (Mission® brand or similar)

Specialty Items

- Food-safe branded containers (for Ready to Learn™ kits, etc.)
- Branded cheese board or utensil sets
- Volunteer thank-you gift sets (curated)
- Apparel kits for new staff onboarding (tee, vest, bottle, notebook)