



# REQUEST FOR PROPOSAL

MSI Reproductive Choices is seeking a professional and creative printer to provide services for upcoming campaigns and ongoing brand needs. The selected printer will be added to our preferred supplier list for a 2-year fixed term with opportunities for recurring work across teams.

## Proposal overview:

This RFP asks you to outline your approach to a hypothetical brief: the production of a suite of personalised merchandise ahead of an international conference.

The conference is a high-profile event, including the most senior stakeholders and influential donors and partners, so our branded elements must strike a balance between a professional finish and being cost efficient.

## The specification:

Each of the below items in a primary brand colour with brand logo:

- 100x lanyard straps
- 100x ballpoint pens
- 100x A5 notebooks
- 100x canvas tote bags
- 100x enamel pin badges
- Where possible, the team would like to consider recycled materials, but only if the cost is not prohibitively expensive

## Logistical considerations:

- Boxed and delivered to 1x central London address
- Final delivery needed in time for 22/12/2025

# MERCHANDISING SERVICES

**Issued by:** Megan Saxton, Brand & Marketing Advisor

**Issue date:** 25/11/2025

**Response deadline:** 08/12/2025

**Email responses to:** [megan.saxton@msichoice.org](mailto:megan.saxton@msichoice.org)

## Response requirements:

### Project planning

Please outline your approach to each of the below:

- Agreement of specific product specifications
- Review and approval of digital and/or printed proofs and samples
- Any additional services you offer which may be beneficial, such as basic artworking to make minor amends and/or version master artwork. Although this is not essential
- Cost proposal and timing plan

### Rate card

Where possible, please also present a proposed standardised rate card for ongoing work.

### Relevant work and case studies

Please supply one or more case studies where you have worked with NGOs to produce similar work.

### Supplier due diligence checklist

To accompany your proposal, please also complete and return our supplier due diligence checklist, which is available on request from the email address listed above.