

Request for Letters of Interest

Rock Valley College (“RVC”) is now accepting Letters of Interest for an Online Merchandise Shop for its Starlight Theatre. The selected online shop must offer current Starlight production and brand apparel; other logo items may be explored at a later date. The goal is to offer Starlight production apparel to casts, crew, and the community through an online portal that is easy to navigate, affordable, and ships quickly and directly to the consumer.

The selected vendor must be able to provide stock items, identified in partnership with RVC Marketing, which are considered products available for ordering at any time throughout the life of the contract. The selected vendor must also be able to provide items designed to the College’s specifications using the designs and color options. The vendor must identify their policy for a stock item exchange (i.e. size exchange) and any restriction to the exchange policy.

The online shop should meet WCAG 2.0 standards (accessibility) and be hosted on the vendor’s website, with a link provided to the College for sharing at RVCStarlight.com and other communication channels.

A short list of applicants will be selected to provide a demonstration of an existing online shop to the selection committee. The demonstrations will be immediately followed by an interview session for the selection committee to ask additional questions.

Interested applicants must submit a letter of interest that includes the following:

- Provide a demonstrated ability to provide a complete network for ordering, electronic proofing, order fulfillment, delivery, support, and security for web-based sales.
- Provide a detailed description of any promotional, marketing, or other benefits. Include any incentives or rebate programs offered or any sponsorship opportunities available as part of your letter.
- Describe the customer service plan and delivery schedule for individual online orders.

- Include brands and pricing for the following items in youth and adult sizes:
 - Soft-style t-shirt
 - Long-sleeve t-shirt
 - Hoodie
- Potential for larger orders from College personnel
- Turnaround time from order to shipment
- Ability to ship directly to the customer
- Ability to expand apparel offerings after launch
- Ability to have the online store available by June 1, 2024.
- Any recent changes to the organization or ownership
- Possible discount options, including but not limited to
 - Ability and intent to offer periodic discounts or specials to performers, students, or staff
- A copy of the your standard contract and terms and conditions for similar contracts
- Disclosure of how your company meets or exceeds ecommerce vendor compliance regulations
- Disclosure of any certifications, including but not limited to those of minority owned/women owned/disability companies
- The completed RVC Information Technology Security Assessment (hecvat304)

Please note: this online shop is not an exclusive merchandise shop for the College, but will be the only online shop for Starlight apparel.

Letters of Interest must be submitted as one physical copy and one digital on or before 2:00 p.m. on May 3, 2024 in an opaque sealed envelope addressed to:

Karen Kerr, Director of Business Services
 Business Services, SSB 2205
 Rock Valley College
 3301 N Mulford Rd
 Rockford IL 61114-5699

All envelopes should be plainly marked with the applicant's name and the following notation: RLI – Online Shop for Starlight Merchandise.