ADDENDUM TO FAR 52.212-1
PROPOSAL PREPARATION & SUBMISSION INSTRUCTIONS

I. GENERAL

A. Proposals submitted in response to this solicitation shall include the below identified volumes. An Offeror's failure to provide in its proposal the information specified below will result in that proposal not being considered for award.

B. All supporting data required for development of the proposal shall be included or summarized in each proposal within the stated page limitations. Mere statements that the Offeror understands the requirements and can or will comply with the requirements without supporting information are not acceptable and will cause the proposal to be deemed nonresponsive. The Government is not responsible for evaluating aspects of the proposal that are not in the appropriate volume.

C. Offerors are advised that the Government may incorporate some or all of the successful offerors' proposal into the contract.

D. During the evaluation process, the Government may, at its discretion request clarifications in accordance with FAR 15.202(a)(2) (DFARS CD 2026-O0048) as needed. The Government need not request clarifications from all Offerors.

E. As soon as an Offeror is aware of any problems or ambiguities in interpreting the specifications, terms or conditions, instructions or evaluation criteria of this solicitation, the Contracting Officer and Contract Specialist shall be notified.

F. Offeror's Declaration of Partnerships - Teaming Arrangements: If applicable, the offeror must disclose any teaming arrangement(s) at the earliest time known before award. If proposing as a team or a sub-contractor arrangement, an offeror MUST provide a summary of the roles and responsibilities of each teaming partner and sub-contractor. The submission shall indicate the percentage at which the arrangement is designed, and whether it is a Partnership, Joint Venture and/or Prime/Sub relationship. Should a teaming arrangement exist, the offeror may be required to provide further information before award. The Declaration of Partnerships shall include responsibilities of the partnerships with the submitting contractor demonstrating that they have had 100% responsibility for the performance of all phases of work involved with the production (i.e. Scripting, Pre-Production, Production, Post-Production Editing, and Distribution/Final Deliverables).

G. Use of Artificial Intelligence (AI) tools in Proposal Evaluation

1. Use of AI tools in Support of Evaluations: The Government may employ AI as a tool to assist in the analysis and review of offeror proposals. AI tools may be used to support tasks such as summarizing proposal content, identifying compliance with request for task order proposal / solicitation requirements, and highlighting areas of potential strength, weakness, or risk.

2. Maintaining Inherently Governmental Functions: Notwithstanding the use of AI tools to support the evaluation process, all final evaluation judgements, including the assignment or assessment of adjectival ratings, best value determinations, and source selection decisions, will be made exclusively by duly appointed Government personnel. The Government retains sole responsibility for all inherently governmental functions and will not delegate decision making authority to any AI tool.

3. Offeror Confidentiality and Data Protection: The AI tools utilized by the Government will be employed in a manner consistent with applicable regulations that govern the protection of proprietary and source selection sensitive information. The AI tool will be an output-only system. Any generated report data is not saved. No proposal data will be transmitted to or processed by external, non-Government systems without appropriate safeguards and authorizations in place.

II. REQUEST FOR PROPOSAL (RFP) QUESTIONS

A. Questions in response to this solicitation shall be submitted via Microsoft Forms at **https://forms.osi.apps.mil/r/539K5cEeVb no later than 10:00 AM EDT on 12 June 2026**.

Questions or clarifications submitted should identify the topic and must reference the applicable section(s) of the solicitation (e.g., Section, paragraph, and subparagraph) and RFP number. When submitting questions, please refer to the specific text of the RFP in the following format:

Reference For each Question: RFP (or PWS) Section_____, Paragraph(s)___, Page(s)___

B. Offerors are advised that questions or comments will not be honored if communicated outside of MS Forms link provided, or if received after the suspense date in paragraph A of this section. Telephone calls will not be accepted nor responded to.

C. The Government's response including all questions received will be in the form of a solicitation amendment published at the System for Award Management website (https://www.sam.gov/) for viewing by all interested parties and will not attribute questions to any submitting vendor. Offerors are cautioned that they shall not reference information which they consider proprietary in their question submissions.

D. It is the sole responsibility of the offeror to monitor the Sam.gov website for Government postings containing information applicable to this RFP.

III. PROPOSAL PREPARATION AND SUBMISSION

A. Explicit instructions are set forth herein for offerors to prepare and submit a proposal to the Government in response to this solicitation. Offerors are ***strongly advised*** to carefully read and fully understand these instructions to ensure submission of a fully compliant, sufficiently prepared, and responsive proposal. Offerors are ***cautioned*** that proposals containing less than the minimum information required by these instructions may be deemed nonresponsive.

B. The overall proposal shall include a cover letter (separate electronic attachment) that identifies the following information:

- Solicitation Number W9124D-26-R-A096
- Company Name and Business Mailing Address
- Point of Contact authorized to negotiate with the Government on behalf of the Offeror, with Telephone Numbers and Email Address
- Unique Entity ID (UEI)
- Exceptions, or Affirmative Statement
- Declaration of Partnerships

C. In addition to the cover letter (attachment) the proposal shall be provided in three (3) separate and detachable volumes as described in paragraph D below. Proposal Volume I - III shall be prepared and organized in a compliant and substantive manner to proficiently facilitate the Government's evaluation.

Each volume shall be submitted in its entirety in one attachment (complying with the page limitations detailed below) including a Title page identifying the offeror's company name, Solicitation Number, Proposal Volume Number, Factor, and sub-factor for which the proposal is being submitted, and the date of submission. Immediately below is a guideline demonstrating how each separate volume's title page shall be submitted:

COMPANY NAME W9124D26RA096 Volume I – TECHNICAL PROPOSAL Date

D. Offerors are required to meet all solicitation requirements, including terms and conditions, representations and certifications, and technical requirements, in addition to those identified as evaluation factors and sub-factors. Failure to meet a requirement may result in a proposal being ineligible for award. Offerors must clearly identify any exception to the solicitation terms and conditions and provide complete accompanying rationale. If no exceptions are being taken, offerors shall provide an affirmation statement in their Cover Letter.

Each volume shall be individually titled as stated in Table III-D below.

Table III-D

Volume Number	Title		Number of Copies and Format	Page Limitation
Volume I	Factor 1 - Technical Proposal	Sub-factor 1 – Experience / Capability	One (1) electronic copy (searchable PDF)	One (1) page
		Sub-factor 2 – Product Samples	One (1) electronic copy (searchable PDF)	One (1) page for each sample
		Sub-factor 3 – Treatment	One 1 electronic copy (searchable PDF)	Two (2) pages
Volume II	Factor 2 - Past Performance Information of Recent and Relevant Experience		One (1) electronic copy (searchable PDF)	One (1) page for each past performance
Volume III	Solicitation, Amendments, and Certifications / Representations		One (1) electronic copy (searchable PDF)	None

1. Page Size, Typing, Spacing and Page Numbering

- Page size shall be 8.5 by 11 inches unless otherwise indicated.
- The proposal shall be page numbered.
- Title pages and tables of contents are excluded from the page counts

Note: Pages submitted in excess of the limits allowed ***will not be evaluated*** by the Government.

2. Content Requirements

All information shall be confined to the appropriate file. The offeror shall confine submissions to essential matters, sufficient to define the proposal and provide an adequate basis for evaluation. Offerors are responsible for including sufficient details, in a concise manner, to permit a complete and accurate evaluation of each proposal.

Note: Pricing for establishment of IDIQ ordering vehicles is not requested and will not be considered.

3. Communications Prior to Contract Award

For all matters regarding this solicitation—except for formal questions submitted under Section II, Paragraph A—Offerors must contact Ursula Waibel, at ursula.d.waibel.civ@army.mil; Terry Phillips, at terry.d.phillips6.civ@army.mil; and the Contracting Officer, Robert Woolsey at, robert.l.woolsey2.civ@army.mil.

IV. VOLUME I – TECHNICAL PROPOSAL

The offeror shall prepare a technical proposal that sufficiently and concisely details the following sub-factors. Proposals will be evaluated against the criteria set forth in provision 52.212-2 and its addendum as tailored.

A. FACTOR 1: TECHNICAL PROPOSAL

1. Sub-factor one (1) - Experience / Capability

Offerors shall submit a document not to exceed one-page clearly describing the magnitude and complexity of the work they regularly accomplish in regard to audiovisual productions. This document shall also include a brief description of their in-house staff / equipment / facilities in-house staff and facilities other professional staffing relationships to support a variety of video productions and experience performing video production contracts. The document shall include an active YouTube or Vimeo website link to view the evidenced product in its entirety. Offerors shall include evidence that they possess at least 5 years' industry experience performing complex video production requirements and demonstrate that they have had 100% responsibility for the performance of all phases of work involved with the production (i.e. Scripting, Pre-Production, Production, Post-Production Editing, and Distribution/Final Deliverables) on individual federal, state, government or commercial contracts for projects individually valued at $350,000 or greater. Offerors are encouraged to include any information on facets of video production in which they specialize and/or excel technically and/or creatively.

2. Sub-factor two (2) – Product Samples

Product samples are requested to demonstrate the technical ability of the offeror to produce audiovisual productions as required in the PWS (specifically Part 5 and as detailed in the PAD Guide). Offerors shall submit a minimum of four (4) samples and no more than five (5) sample submissions for the categories below where the offeror had 100% responsibility for producing within the past five (5) years. (Submit no more than one sample for any of the categories).

i. Each sample must be accompanied by a one (1) page document that clearly defines which example (a-e) it represents describing the following:

- Website link (must be active and working) to view product sample
- Project Title
- Purpose of the program (communication objective and target audience)
- Total Cost/Budget
- Customer provided material
- Summary of work performed

ii. Samples must be complete productions and have been created within the past five (5) years. "Sizzle", "demo", or "highlight" reels are not acceptable and will not be reviewed or evaluated.
iii. Samples shall be submitted electronically only via YouTube or Vimeo website link.

Example Categories:

a. An example of a PSA-style production, not to exceed sixty seconds (:60) in length.
b. An example of video production that prominently features talent in a scripted scenario-based performance.
c. An example of a video production that prominently features original art/animation and/or motion graphics.
d. An example of a video production that prominently features documentary-style presentation.
- An example of an interactive eLearning video product that predominately features audiovisual elements. (e.g. – original videography/imagery, motion graphics, 2D/3D animation, interactive multimedia instructional design (IMI), gamification, etc.) The sample must demonstrate, at minimum: the product's original audiovisual production elements (videography, motion graphics, animation, or equivalent); the interactive structure of the product, including branching navigation, user decision points, gamification mechanics, or IMI design; and the overall production quality. The submitted URL must be active and accessible to Government evaluators at time of proposal submission. A working link and password if required to the active eLearning project shall accompany the submission for evaluation.

- A standard linear video showing only the audiovisual elements of an eLearning production, without demonstrating the product's interactive structure or IMI design, will NOT satisfy the requirements of Sample Category (e) and will be evaluated as non-responsive for that category. Only the link for the complete interactive product will meet the submission requirements.

3. Sub-factor three (3) –Treatment

Contractor shall provide a Sample Treatment (not to exceed 2 pages) for the following mock scenario that describes in detail the components and elements of the style planned for the production. It should effectively "paint a picture in the mind's eye" that will help reviewers understand how the concept for the program will be brought to life. The Treatment must also identify any government provided resources being requested (e.g.- equipment, facilities, personnel, materials, etc.). (Note: This is not an actual requirement, it is for evaluation purposes only to determine technical acceptability for award of an IDIQ.

Background: Each year Army Safety develops safety a program. The program is a highly informative, exportable safety presentation containing statistics, contributing factors, prevention tips and other relevant information regarding accidents. Embedded videos are key elements of the presentation. This year, videos are being deployed. The theme is "When Keeping It Real Goes Wrong - How Will Your Reel End?".

Objective: This project is to create a series of cinematic videos depicting how the choices a Soldier

makes may result in drastically different outcomes. The videos will be integrated into websites and other safety products to educate all Army Soldiers.

Scope: The contractor shall produce a total of five (5) scripted vignettes that address specific activities to include: privately owned weapons, hiking/outdoor recreation, home safety, motorcycle riding, and operating privately owned vehicle. Messaging should include employing safety measures during these activities. Duration for each of these shall range between two to three minutes (2:00-3:00).

Place of Performance: Work to be performed under this contract will be determined by the contractor's location. Field/location production at a variety of locales appropriate to the subject matter material for each segment is required. The need to access military installations is not anticipated. Ultimately, all determinations for original photography locations will be driven by the approved Final Script and Production Breakdown.

Budget: Budget for this project cannot exceed $350k.

V. VOLUME II – PAST PERFORMANCE

A. FACTOR 2: PAST PERFORMANCE

Past performance is a measure of the degree to which an offeror, as an organization, has satisfied its customers and complied with federal, state, and local laws and regulations. The offeror shall demonstrate satisfactory performance on current and completed contracts.

1. **Submission of Past Performance**

Offerors shall submit at least three (3) and no more than five (5) previous projects that they had 100% responsibility for producing within the past five (5) years immediately prior to the date of the submission of proposals, which are relevant to the efforts required by this solicitation. If offeror has created any video production work for any agency of the Department of War within the past three (3) years, the most recent project must be included within the examples.

Each past performance example is limited to one (1) page and shall include the following information:
i. Project Title / Contract Number
ii. Organization
iii. Final Cost
iv. Purpose of the program (communication objective)
v. Summary of work performed
vi. Customer POC Name, telephone, and email*
vii. Date project began and date it was completed

*The Government reserves the right to contact the government/commercial point of contact provided by the Offeror and any project officials and/or other persons who have been involved in any of the projects listed by the Offeror in its submission for the purpose of verifying the information provided and obtaining additional information concerning the Offeror's performance and similar experience on these contracts.

The Government also reserves the right to use any information available, irrespective of the source, in the evaluation of past performance and similar experience. Past performance information may also be obtained from any other sources available to the Government, to include, but not limited to, Contractor Performance Assessment Reporting System (CPARS), Federal Awardee Performance and Integrity Information System (FAPIIS) now called Responsibility/Qualification Records in SAM.gov, Electronic Subcontract Reporting System (eSRS), or other databases; the Defense

Contract Management Agency; and interviews with Program Managers, and Contracting Officers.

2. New Corporate Entities/Joint Ventures/No Relevant Past Performance

In the case of an offeror without a record of relevant past performance or for whom information on past performance is not available, the offeror may not be evaluated favorably or unfavorably on past performance and therefore will receive a neutral rating.

VI. VOLUME III – SOLICITATION, AMENDMENTS, AND CERTIFICATIONS/ REPRESENTATIONS

A. The offeror shall have an authorized official on behalf of the company complete blocks 17, and 30 of the solicitation Page 1, SF1449. In doing so, the offeror accedes to the contract terms and conditions as written in the solicitation.

B. If any amendments to the solicitation are published, the offeror shall acknowledge each amendment in block 15a-c of the SF30 acceding to the contract terms and conditions of the amendment. Failure to acknowledge an amendment may render the offeror's overall proposal nonresponsive and ineligible for award.

C. Offeror shall complete and provide **all** fill-in clauses contained in the solicitation.

D. Offeror shall ensure their registration is active and their annual representations and certifications are completed electronically in SAM, accessed through http://www.sam.gov.