Request for Information

1. Purpose

THIS REQUEST FOR INFORMATION (RFI) IS ONLY LIMITED TO ELIGIBLE 8(a) SMALL BUSINESSES. This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit the Government to contract for any supply or service whatsoever. Further, the Government is not seeking proposals at this time and will not accept unsolicited proposals. Vendors are advised that the Government will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party's expense. Not responding to this RFI does not preclude participation in any future RFP that may be issued.

2. Objectives

One objective of this RFI is to identify potential vendors (8(a) Small Businesses) who have the experience and capabilities to successfully perform this work. Vendors are also encouraged to provide information regarding plans to use joint venturing (JV), partnering or consortiums to meet the requirements areas contained herein. Details pertaining to the entire scope of work are contained in the attached Draft Performance Work Statement (PWS).

A second objective is to engage industry to identify risks and opportunities, provide recommendations and other insights as it pertains to the acquisition and the work contemplated in the PWS.

Additionally, if an RFP is subsequently issued, the Government anticipates a compressed response cycle; therefore, this RFI will provide advanced delivery of the attached Draft PWS, which should allow qualified vendors the necessary time to consider a potential RFP response/proposal and to build necessary teaming relationships.

3. Background

The Headquarters United States Air Force Chaplain Corps provides or provides for religious accommodation, spiritual readiness and leadership advisement. The Air Force Chaplain Corps provides all functional-area specific resources in support of mission requirements and strategic initiatives and objectives.

The objective of the attached draft performance work statement is to obtain contractor support for Air Force Chaplain Corps multimedia productions. The contractor shall provide all personnel, equipment, tools, materials, supervision, and quality control necessary, except as specified in Paragraph 5.0 as Government Furnished, to perform all proposed Task Items and Services, as defined in the draft PWS. The contractor shall provide technical production support for all multimedia requirements including the Resource Hub, video production, graphic design, photography, Social Media sites and branding projects for the Air and Space Force Chaplain Corps.

Multimedia delivery is a foundational and fundamental part of Strategic Action Group to the Total Force Chaplain Corps through resourcing and implementing the Chief of Chaplains direction and initiatives.

4. Instructions and Response Guidelines

Interested parties are requested to respond to this RFI with a detailed capability statement in support of the sections below. If an interested party has previously responded please state as such.

Section 1 – Administrative Information

Provide administrative information including the following as a minimum:

- Name, mailing address, phone number, and e-mail of designated point of contact.
- Identify the respondent's CAGE code and UEI number.
- Proprietary information must be clearly marked as such.
- Small Business/Socio-Economic status of respondent, (i.e. small business, small disadvantaged business, 8(a) small business, service-disabled veteran-owned small business, HUBZone small business, woman-owned small business, and economically-disadvantaged women-owned small business).

Section 2 – Statements and Questions for the Vendor

The Government seeks feedback and comments on the attached Draft PWS in general, with specific interest in written comments/feedback on the following considerations/sections:

1. Based on industry experience with similar contracts, are the required tasks and performance objectives consistent with this type of effort or are there additional requirements the Government could include to ensure optimal performance of the contract?

2. Identify any areas where interested parties believe a potential risk exists or will present itself by fulfilling the terms of the PWS (e.g., identification of any deficiencies or false assumptions in the PWS)

3. Is there any area within the PWS where interested parties believe the Government could improve the stated requirements in a clear and unambiguous manner? If so, please identify them and provide recommended language.

4. Can you support the entire scope of the PWS,
    - If yes, will you team with other vendors or can you support on your own
    - If, no will you consider subcontracting with another vendor

5. What contract vehicle, contract type, and would you recommend for this effort? Please list any existing contract vehicles you hold, i.e. NASA SEWP, OASIS.

6. Is there a specific NAICS Code that you think would be best suited for this effort? If so, please identify the NAICS and why you deem it more appropriate.

Category 1: Integrated Capability & Experience

1. *Integrated Service Delivery:* Provide a brief example of a recent contract (Government or commercial) where your firm simultaneously provided IT/Web architecture (SharePoint HTML/JavaScript), full-lifecycle multimedia production (video/graphics), and social media platform management (Facebook, Instagram, X, Vimeo, YouTube).

2. *Specialized Content & In-House Execution:* Does your firm possess the in-house capability to execute this triad of requirements (web coding, multimedia, social media)? Specifically, detail your experience producing high-quality, Section 508-compliant multimedia deliverables that promote distinct themes (e.g., resilience, spiritual readiness, community engagement) for a diverse audience.

Category 2: Capacity & Enterprise Tools

3. *Workload Capacity & Tooling:* Given the Government's estimated monthly volume (up to 24 web posts, 4 video projects, 15 graphic designs, plus continuous curation across 5 social media platforms), what size team is typically required in the commercial sector to manage this workload? Additionally, what enterprise social media management programs (e.g., Hootsuite) do you utilize to schedule content, conduct social listening, and generate analytics?

Category 3: Commercial Practices & Risks

4. *Contract Structure Risks:* Are there any commercial barriers, cost-drivers, or risks associated with combining IT-centric tasks (SharePoint), creative media tasks (Video/Graphics), and Social Media management under a single task order?

5. Data Rights: Does the Government's requirement for "unlimited rights" to all deliverables, including original source files, conflict with any standard commercial practices, particularly regarding the use of stock media, music, or proprietary templates?

Category 4: Performance Management & Service Level Agreements (SLAs)

6. *Deliverable-Based Autonomy & SLAs:* To ensure a deliverable-based approach, what standard Service Level Agreements (SLAs) or commercial metrics are used in your industry to measure acceptable quality and timeliness? How do you maintain autonomous project management and quality control to ensure milestones are met without requiring daily task direction from Government staff?

7. *Communication Timelines:* The Performance Work Statement (PWS) requires a 4-hour response time to provide project status updates. Is this metric standard in the commercial marketplace for media and web support, or does this strict timeline drive additional overhead/management costs?

<u>Section 3 – Capability Approach</u>

Interested parties are requested to provide your capabilities detailing how you will be able to meet all the requirements outlined in the PWS based upon your experience performing under similar efforts. Address all areas in Section II as they are identified in the PWS.

1. Identify your capabilities to fulfilling the requirements in the PWS. Include examples of technical capabilities, capacity, areas of expertise, and relevant experience (i.e., customer, period of performance, contract type, contract value, description of work performed relevant to the PWS).

2. Describe any teaming agreements that will allow you to successfully perform the requirements as outlined in the PWS. If you intend to use joint venturing (JV), partnering or consortiums to meet the requirements areas contained herein, provide information on how you would envision your company's areas of expertise and those of any proposed JV/partnering/consortium would be combined to meet the specific requirements contained in this PWS.

*Interested parties are advised to examine this RFI and the supplemental documents in the attachments in their entirety to ensure its response provides all information requested. Interested parties are cautioned that merely re-stating the requirements with a statement of intent to perform DOES NOT reflect an understanding of the requirements or capability to perform. Statements such as “the Offeror understands” and “the Offeror has a long history of outstanding support” along with responses that paraphrase the Request for Information and supplemental documents will be considered as insufficient information to support a firm’s capability. Phrases such as “standard procedures shall be employed” or “well known techniques will be utilized” will also not be considered sufficient.

Capability statements should be submitted in Microsoft Word compatible format and are due no **later than Tuesday July 14, 2026, 3:00pm EST**. Responses shall be limited to 10 pages. Proprietary information, if any, should be minimized and MUST BE CLEARLY MARKED. To aid the Government, please segregate proprietary information. Please be advised that all submissions become Government property and will not be returned.

Capability statements should be submitted via email to Capt Richard Snyder at richard.snyder.12@us.af.mil and Mr. Kevin Harrington, kevin.harrington.3@us.af.mil

List of Attachments

#	Attachment Title
1	Draft Performance Work Statement