

National WIC Association Product Sales—Request for Proposals

Deadline: March 3, 2025

Background and Overview

Project Overview

The [National WIC Association](#) (“NWA”) is seeking a qualified vendor to manage the production, sales, and distribution of certain NWA and WIC branded products (the “Products”) which are purchased via online sales (as more specifically laid out below, the “Project”). This includes creating and disseminating a variety of products, including but not limited to: WIC recipe calendars, printed materials, and promotional items. The purpose of this Request for Proposals (“RFP”) is to provide an overview of our organization, outline the scope of NWA’s Product sales, and specify desired functionalities and requirements for vendor proposals.

Vendor Benefits

The selected vendor will enjoy several exclusive benefits as part of this partnership. They will serve as the sole entity authorized to sell NWA (or vendor and NWA jointly) created materials and products bearing intellectual property owned by NWA (the “NWA IP”). The vendor will also have the rights to sell NWA (or vendor and NWA jointly) created materials and products utilizing third-party intellectual property which NWA possesses licenses to use (“Third Party IP”, with the NWA IP and Third Party IP, collectively, the “Licensed IP”). All Products created and produced shall be on high-quality branded materials and shall align closely with the mission and values of NWA and the United States Department of Agriculture’s Special Supplemental Nutrition Program for Women, Infants, and Children (“WIC”).

Additionally, the vendor will gain direct access, subject to the terms of the agreements between NWA and vendor, to NWA’s extensive membership base, including WIC staff at the state and local level, nationwide, allowing for targeted marketing and outreach to WIC agencies and staff. This includes a complimentary booth at NWA conferences, a prime opportunity to showcase products, build relationships, and expand reach.

This partnership will begin with an initial 12-month agreement, with the opportunity to extend based on performance and mutual satisfaction.

National WIC Association Overview

NWA is the nonprofit voice of WIC. WIC is a government program that provides nutrition education, breastfeeding support, referrals to healthcare and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC agencies and 6.8 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

Project Requirements

Material Creation

The vendor will be tasked with assisting NWA in the creation of, and solely producing, high-quality Products featuring the Licensed IP. These materials should include, but are not limited to, paper printed materials (brochures, posters, etc); promotional materials (stickers, clothing, water bottles, etc); advertising materials (van wraps, transportation ads, etc); and more.

Sales Management

The selected vendor will be responsible for managing the sale and distribution, of the Products. As part of this partnership, NWA will receive royalties from these sales, with a goal of NWA receiving at least \$750,000 in annual revenue from royalties. The vendor must have a strategic approach to sales management to meet or exceed this goal.

Material Distribution

The vendor will oversee the efficient distribution and timely delivery of all Products. This includes managing logistics, inventory, and fulfillment while maintaining excellent service standards.

Proposal Requirements

Proposals must be submitted in PDF format by March 3, 2025, and should be no longer than 30 pages. Submit your proposals and questions to Emily Gilcher, Member Services Director, at egilcher@nwica.org.

Your proposal must include:

Introduction

Introduce us to your agency! Tell us why you think your agency is a good fit for this project; what differentiates your agency from others; and about any relevant experience in nonprofit, health service, public health, government, or social service spaces. We are particularly interested to hear about your experience if you currently work with WIC agencies. Include the key team members who would work on this Project and their biographies. We'd also like to know about the scale and reach of your operation as well as your annual revenue.

Portfolio

Show examples of related work your agency has done in nonprofit, government, and public health spaces. It is preferred for vendors to have worked with WIC or government agencies. Include reference information for three current or former clients.

Proposal

Tell us about your proposed services and management style, detailing the benefits and deliverables you propose. Explain how your changes will help us meet our goals and the cadence for how you will measure and report the success of individual Products, as well as the Project in general. Please describe your project management process, the support your team offers, and how often you intend to communicate with NWA during each phase of development, management, and dissemination.

Timeline

Please include a timeline that includes timeframes for creating mock-ups, designs, or samples and the manufacturing and shipping time for a cross-section of potential Products. **Note:** NWA's goal is to have a mock-up of at least one product for sale - a WIC 2026 Calendar that will be designed by NWA - to be printed by your company to display as samples at our 2025 Annual Conference, <https://www.nwica.org/events/info/2025-nwa-annual-education-and-training-conference>.

Royalties

Please tell us about your payment methods, structure, and cadence. Royalty payments refer to any percentage-based fees or compensation tied to sales, distribution, or other performance metrics related to the dissemination of Products bearing the Licensed IP. Clarify if any costs, such as shipping, production, or marketing, will be deducted before calculating the amount of royalties and define the payment frequency and method.

Selection Criteria & Process

Successful proposals will show creative thinking and data-driven ideas as well as a detailed plan to reach and surpass NWA's goals. We're looking to work with an agency that is adaptable, strategic, and goal-oriented. The ideal agency has demonstrated consistent sales growth and successful partnerships with WIC, government agencies, nonprofit organizations, and/or public health communications.

This request for proposals was released on February 7, 2025. Those interested in applying can email NWA with questions about our organization, the WIC program, and this project.

Provided an update to this RFP is not provided which adjusts the below dates and times, applications are due by 5:00 pm ET on Monday, March 3, 2025. NWA will review all submitted proposals that fulfill the requirements. From that pool, we will select a limited number of final candidates to present their proposals to NWA in a video call on Friday, March 14, 2025. A final candidate will be chosen by Friday, March 21, 2025, and applicants will be notified of the decision that same day. NWA specifically reserves the right, without notice to other applicants, to allow for late and/or amended submissions, to adjust the dates for interviews or selections, to waive defects, informalities, or irregularities in proposals, or to otherwise reasonably adjust the selection process laid out above.

Upon selection, NWA will negotiate contract terms with the said candidate, and provided an agreement can be reached, the Project will be awarded upon signing of a contract that outlines terms, scope, budget, and other necessary items.

Current Timeline & Important Dates

RFP Available: February 7, 2025

Proposals Due: March 3, 2025

Final Candidates Chosen: March 7, 2025

Final Presentations: March 14, 2025

Final Decision: March 21, 2025

Questions regarding this RFP may be directed to: Emily Gilcher, Director of Member Services, at egilcher@Nwica.org. Please be advised that this RFP does not constitute a contract between NWA and any applicant and the information listed above is not exhaustive, is subject to change, and does not

guarantee or confirm the terms of any future agreement between NWA and any applicant. Further, NWA reserves the right to reject all applicants and re-open this RFP at any time. NWA shall not be liable for any expenses, costs, or damages to any applicant as a result of the applicant's submission or preparation of any proposal, nor shall applicants be entitled to any compensation as a result of the same. In the event an applicant wishes to keep any portion of a submission confidential, NWA and the applicant must first enter into a confidentiality agreement executed by the parties. Any information otherwise provided by the applicant shall not be considered confidential and shall not be deemed as the sole property of or proprietary to an applicant. Through its application, the applicant represents and warrants that it has not violated any other law, regulation, rule, contract, or other agreement relating to its ability to submit a response to this RFP, and shall indemnify and hold harmless NWA from any claims related to the same. Any dispute relating to this RFP shall be governed by the laws of the State of Michigan and be heard in the courts having jurisdiction in Wayne County, Michigan.