



AMERICAN
BATTLEFIELD
TRUST ★ ★ ★

PRESERVE. EDUCATE. INSPIRE.

Request for Proposal for Design and Production of The American Revolution Experience Traveling Exhibition

INTRODUCTION

The American Battlefield Trust (the Trust) is requesting proposals from qualified firms to design, produce and deliver three copies of a traveling exhibition.

The traveling exhibition will be a companion piece to the online exhibition, *The American Revolution Experience*, which can be found at the exhibit's website:

<https://american-revolutionexperience.battlefields.org> and will travel to various sites over the next several years.

A. COMPANY BACKGROUND

The American Battlefield Trust, a nonprofit 501(c)(3) organization based in Washington DC, is dedicated to preserving America's hallowed battlegrounds and educating the public about what happened here and why it matters today. The nonprofit organization has protected tens of thousands of acres of battlefield land associated with the Revolutionary War, War of 1812, and Civil War. The Trust also has a strong online presence with more than 600,000 followers on its social media accounts, such as YouTube, Facebook, and TikTok, and more than one million visits to its website each month. Nearly 80% of those visits are by students and teachers.

B. PROJECT DESCRIPTION

The objective of this work is to design and produce a traveling exhibition that features didactic content and touch technology to explore in person-centered vignettes focusing on the conflict through multiple lenses. This will give visitors an opportunity to develop a sense of historical empathy for the men and women – Patriots, Loyalists, enslaved, free, foreign nationals, Native Americans, descendants of early colonists, recent immigrants – whose lives were upended by conflict and whose actions helped shape a *nation*.

The exhibition is supported by a grant from the American Battlefield Protection Program (ABPP) with the financial assistance of a Battlefield Interpretation Grant from the NPS American Battlefield Protection Program. Using this grant, The American Battlefield Trust will create an exhibit focusing on some of the lesser-known individuals of the Revolutionary War: people in a multicultural North America who had complex motives supporting or opposing the fledgling United States. As the 250th anniversary of the nation's founding approaches, the Trust's exhibit aims to ensure access to these Revolutionary War stories and places beyond the familiar narratives set in the Thirteen Colonies. The exhibit's interpretive panels and interactive technology will cross the Mississippi and travel throughout the West to bring narratives of our founding to the nation today.

The American Battlefield Trust's budget for this project is \$200,000 – \$225,000.

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C. DELIVERABLES

Working closely with the Trust's project team, the vendor shall design and produce three copies of the *American Revolution Experience* exhibit. The exhibit will be composed of approximately one introduction panel and 11 biography panels. It will include up to six touchscreen interactives (content to be developed by the Trust, but with design input from the selected vendor) to enhance the stories.

The exact number of panels and touchscreens will be determined during the design phase of the project, while working closely with the Trust's exhibit team. The Trust envisions the exhibit panels to be portable, retractable stands, using dye-sub fabric or vinyl, approximately 33'w by 80'h each. The panels will be able to be displayed in multiple configurations and should fit into approximately 1,000 sq. feet of floor space. The interactives will be shown on tablets (supplied by others), and mounted on portable, locking tablet kiosks (to be provided by the vendor). The vendor will supply the graphic printing, retractable banner stands, lighting for each stand, portable tablet kiosks, and shipping containers for the three copies of the exhibit.

D. SCOPE OF WORK

The selected firm will be responsible for the design, production, and delivery of the traveling exhibit. The work will be divided into three phases Concept Design, Final Design, and Production.

a) Concept Design

The designer will develop three unique options for the graphic layout of the exhibition. The look and feel of the graphics should complement those of the online exhibition. Each option shall include a treatment for the exhibit's introduction panel and one biography panel. The options will be reviewed by the Trust and one direction will be selected to complete the design work.

b) Final Design

Based on the Trust's approved option, the designer will further develop the design of the exhibit's twelve banners using content and imagery provided by the Trust. The vendor will create multiple layouts, shown in plan view, for the exhibition to best tell the stories within approximately 1,000 square feet of space. The Trust will review the plans and development of the graphics at intervals during this phase and will review final proofs of each graphic and give final approval prior to production of the exhibition. During this phase the vendor shall present options for the tablet kiosks, and shipping containers.

c) Production

The designer will supply color and material samples to the Trust for final approval. The banners will be printed and mounted into retractable banner stands and will be delivered along with the final tablet kiosks and shipping containers to the Trust.

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E. SCHEDULE

Request for proposal distributed	2.13.2023
Questions received from vendors	2.22.2023
Responses to questions	3.3.2023
Proposals Due	3.17.2023
Contract awarded	4.14.2023
Concept Design	4.17.2023 – 5.19.2023
Final Design	5.22.2023 – 7.7.2023
Sampling & Production	7.10.2023 – 8.25.2023
Exhibitions delivered	8.31.2023

F. PROPOSAL SUBMITTAL

Proposals are due by 12:00 pm on March 17, 2023. Proposals shall be digital and delivered to to Lawrence Swiader, Chief Digital Officer, at lswiader@battlefields.org. No late proposals will be accepted.

Please include the following in your response to this RFP:

- Firm background
- Why your firm is the right fit for this project
- Your firm’s development approach to complete the scope of work
- Three examples of similar projects
- Resumes for each team member assigned to the project
- At least three client references
- A detailed schedule, including time for client review
- Pricing broken into phases
- Disclosure of any conflicts of interest

The American Battlefield Trust is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

G. SELECTION CRITERIA

The proposals will be reviewed and evaluated based on the following factors. The factors will be evaluated through a balanced combination of all of them together and, overall, the selection will hinge on the Trust’s judgment of best value, defined as most likely to produce high-quality results not necessarily the fastest or the least costly.

- The vendor should have a proven track record of developing successful and attractive traveling exhibits. Please share links, references, and/or case studies to demonstrate relevant prior experience.
- The following factors will also be considered when evaluating the applicants submitting their qualifications:
 - Demonstrating an understanding of the purpose and scope of the exhibition.
 - Creative vision: ability to envision, articulate, and design high quality exhibits
 - Client references, relevant projects, company background, tentative timeline, and your development approach.