Request for Proposals
Panels for parents and childcare providers who care for children 0-8 years old

Introduction
Sesame Workshop, the non-profit organization behind Sesame Street and other educational programs, is exploring the development of a panel of parents and a panel of childcare providers in the United States. The aims of these panels are to help inform upon branding and marketing, as well as the development of Sesame Workshop’s educational materials, messaging, and initiatives by assessing panel participants’ opinions and experiences regarding the children they care for who are ages 0-8 years old. The development of these panels will support Sesame Workshop’s efforts as they create resources, explore initiatives and partnerships, and investigate interests and needs of parents and childcare providers of children ages 0-8 years old.

Parents
We are seeking proposals for collecting relevant information from parents of children ages birth to 0-8 years old related to 2 types of questions:

1. Generic lifestyle questions (media use of parents and children, parents’ concerns and hopes for children, purchase practices, etc.).
2. More specific questions related to Sesame Workshop’s projects and brand (for example, potential partners Sesame might work with, concept ideas, opinions of current Sesame projects reported on in the news, etc.).

We propose that respondents for the first type of more generic lifestyle questions would not be made aware of Sesame Workshop’s involvement in data gathering, nor would they be required to be knowledgeable of Sesame Workshop or its products.

We also propose that respondents for the second type of questions that are more specific to Sesame Workshop be made aware that Sesame Workshop is involved in the data collection, and that they have knowledge of Sesame Workshop and its products. For these types of questions, we would also propose including a group of respondents who are “fans” of Sesame Workshop, with greater knowledge and appreciation of the brand and its products.

Note that these descriptions of desired respondents above are suggestions, and that Sesame Workshop is open to alternative ideas based on vendor recommendations.

Childcare Providers
Sesame Workshop also wishes to collect relevant information from childcare providers. Sesame Workshop has an existing list of approximately 300 childcare providers, but would require the services for building and managing that list into a proper panel.

Proposals should include strategies for collecting data from relevant groups described above, along with detailed costs for deliverables associated with the strategies. We encourage proposals
to be creative, and to offer a menu of possible options. Examples of deliverables are described below. Please note that proposals must consider that we expect to be able to launch data collection immediately after this contract ends, and that we do not expect to field data collection during the contract.

**Deliverables**
The vendor should be creative and use the deliverables below as a guide. The number and types of deliverables will be determined by the strategies vendor proposes. We encourage vendors to provide a menu of options, along with associated costs. Deliverables may include, but not be limited to the following:

- Development and recruitment of panel
- Development of all digital landing pages for panel members
- Maintenance of panel (engagement, technical maintenance, incentives, etc.)
- Analysis of survey data, along with data analysis plan that describes how data will be analyzed to draw conclusions regarding responses from different groups of interest described in Introduction section above.
- Moderation of qualitative components (discussion boards, polls, etc.)
- Full-service survey administration.

### Deliverable timeline

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>Discussion of research design options based on deliverables and costs recommended by vendor (sample, data collection and analysis options, reporting, etc.)</td>
<td>February 6, 2023</td>
</tr>
<tr>
<td>Decision on research design</td>
<td>February 17, 2023</td>
</tr>
<tr>
<td>Development of data collection project based on agreed upon design and deliverables, which may include, but are not limited to building desired sample, developing initial survey and questions, building digital landing pages, etc.</td>
<td>May 19, 2023</td>
</tr>
<tr>
<td>Data collection ready to begin</td>
<td>June 30, 2023 (end of contract)</td>
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**Proposal Components**
Proposals shall include a provision for delivery of the following elements:

1. **Design:** Proposals shall provide:
   - A menu of options for planning, building, and managing data collection based on the items listed in the “Deliverables” section above, and/or other deliverables recommended by vendor
   - Timeline

2. **Budget:** A detailed budget for the project shall be submitted with the research proposal. The budget shall include separate sections outlining costs associated with each of the deliverables included in the proposal. A budget estimate for extending this project for
an additional 12 months past the June 30, 2023 end date to include a data collection phase, is encouraged.

3. **Key personnel:** CVs or biographic summaries of key personnel.
4. **Past panels and references:**
   - A 1-2-page description of similar or comparable projects in which the agency has engaged in the past, or similar work sample
   - Contact information for at least 2 previous clients for references

**Deadline**
Proposal should be submitted by **January 19, 2023.**

**Evaluation Criteria**
Proposals will be evaluated based on the following criteria:

- Experience in planning, building, and managing large panels of respondents
- Experience constructing and administering online surveys
- Capacity to provide a variety of methods of collecting online survey data, including but not limited to heat mapping, and/or allowing respondents to review images, and/or video and audio content
- Experience conducting and analyzing qualitative and quantitative research
- Experience conducting research with parents/caregivers
- Experience conducting research with early childcare providers
- The ability to produce high-quality reports
- The ability to conduct high-level analyses such as multivariate analyses and multi-level modeling
- Feasibility of study within budget and time parameters
- Appropriateness of research design
- Capacity to execute proposed project

**How to Submit Proposals**
Submit proposal via email to: [david.cohen@sesame.org](mailto:david.cohen@sesame.org). Please note the following in the email subject heading: **Proposal for Sesame Street Panel Creation.** If you have questions prior to submitting proposal please send via email and we can either answer over email or set up time for a conversation.

Questions are welcome! Please contact [david.cohen@sesame.org](mailto:david.cohen@sesame.org) or [jill.crane@sesame.org](mailto:jill.crane@sesame.org).

**Disclaimers and Terms of this RFP**
1. Sesame Workshop will not compensate offerors for preparation of their response to this RFP. All expenses incurred in the preparation of the Proposal in response to this RFP is at your sole cost and responsibility.
2. This RFP does not guarantee a resulting contract and Sesame Workshop is under no obligation to offerors unless and until a written agreement is signed by Sesame Workshop and offeror.
3. Sesame Workshop may withdraw or amend this RFP at any time.
4. This RFP may result in one or more contracts for parts of activities.
5. Sesame Workshop may request additional rounds of responses based on more detailed instructions or requirements.

6. Information provided by Sesame Workshop in connection with the RFP process, including this document, is confidential to Sesame Workshop. Proposals produced under this RFP belong to Sesame Workshop. Any distribution of such Proposals must first have written authorization from Sesame Workshop.

7. Offerors are not entitled to any compensation or payment for any submission to Sesame Workshop or Sesame Workshop’s use of such submission for any purpose. Offerors acknowledge that Sesame Workshop in good faith will have the sole discretion to determine whether any compensation is due to offerors for use of any submitted materials. Offerors recognize that any creative materials, concepts, ideas and techniques that are disclosed to Sesame Workshop may be similar or identical to, in whole or in part, to creative materials, concepts, ideas and techniques already developed, in development, or to be developed in the future by Sesame Workshop.

8. Offeror will retain a copy of its Proposal and hereby releases Sesame Workshop from any liability for loss of, or damage to the copy of the Proposal that is submitted to Sesame Workshop.

9. All intellectual property and related materials provided to offeror by Sesame Workshop shall remain the sole and exclusive property of Sesame Workshop and no license is granted to offeror other than as may be necessary for offeror to prepare and submit its Proposal hereunder. Offeror understands and agrees that Sesame Workshop is entitled to use any part of the Proposal which is not concrete or does not itself constitute protectable and/or copyrightable property without compensation to offeror.

10. No work may be sub-contracted out on this proposal, unless otherwise agreed to by Sesame Workshop.

11. Any contract to be entered into between Sesame Workshop and an offeror will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop.

12. The cost estimate and proposed time-line and all other terms and conditions stated in your Proposal must remain valid for 180 days from the date of delivery of the Proposal to Sesame Workshop.