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REQUEST FOR PROPOSAL (RFP)

(to be used for requirements over £25K excl VAT)

THE PROVISION OF AN EMAIL SERVICE PROVIDER TO MANAGE AND DELIVER OUR ELECTRONIC COMMUNICATIONS

Date: January 2020

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1 INTRODUCTION

This Request for Proposal (RFP) has been prepared by London & Partners Ltd (L&P).

The purpose of this Request for Proposal is to seek offers to supply an Email Service Provider.

Persons to whom this Request for Proposal has been sent are invited to submit such offers in accordance with Section 5 Statement of Requirements contained within this Request for Proposal.

This document:

(a)   States the conditions which govern the Request for Proposal process (section 2).

(b)   Provides background information about London & Partners (section 3);

(c)   Describes the services which London & Partners seeks (section 5)

(d)   Supplier Questionnaire (section 7)

(e)   Commercial responses (section 8)

2   SPECIAL CONDITIONS OF RFP

2.1   Closing Date
RFP Responses should be submitted by email by 12:00pm on Friday 14 February 2020. London & Partners reserve the right to extend this deadline.

2.2   Information to be provided with Request for Proposal
RFP Respondents shall ensure that all information requested in this document is supplied. Failure to provide all the information asked for may render the RFP invalid at the discretion of London & Partners.

2.3   Clarifications
RFP respondents seeking clarifications regarding this Request for Proposal may do so in writing and must be submitted by 3:00pm on Friday 7 February 2020. Clarification responses will be sent to all suppliers ensuring transparency and fairness.

All questions by respondents should be asked in a generic fashion, thus enabling London & Partners to provide a response that can be distributed to all RFP respondents.

The following email address will be the main contact source for all RFP respondents: procurement@londonandpartners.com

2.4   Notice of Intention / Request for Further Information
You should notify L&P on the address above of your intention to make a submission by **Friday 7 February 2020**. Failure to notify London & Partners will not eliminate you from submitting a response but may result in having inaccurate information throughout the process.

2.5   Late or Non-compliant Request for Proposal Responses
London & Partners reserve the right to not consider non-compliant or late RFP responses.

2.6   Authority
RFP submissions shall include a signed copy of the Form of Tender. If not provided you will be excluded from this procurement exercise.

2.7   Collusion/ Joint Request for Proposal
RFP submissions shall include a signed copy of the non-collusive certificate. If not provided you will be excluded from this procurement exercise.

2.8 Corrections and Addenda to the Request for Proposal

Corrections and addenda to this Request for Proposal will be provided to all RFP respondents and will form part of this Request for Proposal. RFP respondents must acknowledge in writing receipt of corrections and addenda to this Request for Proposal.

2.9 Notification

Each RFP respondent will be notified in writing from London & Partners of the success or failure of their response.

2.10 Value Added Tax (VAT)

All prices quoted should be excluding VAT and clearly stated as such. RFP respondents must provide their Business Registration Number (Companies House Registration number) or provide a reason as to why one cannot be supplied.

2.11 Standard of Responses

The specifications contained herein are indicative of London & Partners' requirements and any services offered should be of at least the same standard and potential.

2.12 Amendment of Request for Proposal

London & Partners reserves the right to amend this specification and/or any other document prior to the closing date and the amendments will form part of this RFP.

2.13 Withdrawal of the Request for Proposal

London & Partners reserves the right to withdraw this Request for Proposal, or any part or parts of this Request for Proposal, at any time without giving reasons.

2.14 Confidentiality

The RFP respondent and London & Partners (each a "Party") agrees that it will not at any time, either during or after the RFP process divulge any information in relation to all or any of the other party's affairs or businesses or any fact or matter relating to this RFP process and each of the parties shall use its best endeavours to prevent the publication or disclosure of any information concerning the business of the other party or any of their dealings, transactions or affairs.

2.15 General Conditions of Contract

London & Partners Standard Terms & Conditions Apply (please visit our website www.londonandpartners.com). These have also been attached as part of the published documents.

2.16 No contract

Neither this Request for Proposal nor any response is intended to constitute an offer to any party. There shall be no contract between London & Partners and any respondent to the RFP unless and until a separate written legally binding agreement is executed by both parties.

2.17 Request for Proposal Costs

London & Partners shall not be responsible for any costs incurred by RFP respondents in complying with this Request for Proposal or in any subsequent discussions or negotiations.

3 COMPANY BACKGROUND INFORMATION

3.1 General

London & Partners is a private company limited by guarantee. It is a not-for-profit public private partnership, funded by the Mayor of London and a network of commercial partners.

We work in partnership with organisations in London and across the world to deliver our vision and mission.

Our remit is to drive leisure and business visitors to London as well as bidding to secure major events in the capital, attract new foreign businesses (Foreign Direct Investment) and help existing foreign owned companies expand. We also promote the capital's universities to international students.

London & Partners employs approximately 200 staff in total. For more information visit our website: www.londonandpartners.com

Potential respondents should be aware that London & Partners is subject to public accountability responsibilities in terms of annual reporting to Greater London Authority, which may apply to any contract resulting from this tender process.

4   CURRENT SITUATION

We've used multiple ESPs over the last 10 years, but since 2013 we have solely used dotdigital to manage and deliver our electronic communications to various B2B and B2C audiences across London & Partners' brands.

Each brand currently has a separate child account, with "active subscriber" databases of:

- London & Partners – 64k
- Visit London – 700k
- Study London – 154k

Return Path certified, we currently send just less than 30 million emails per annum, estimating that we will continue to do so going forward, too.

For us, Email plays an important part in helping support our business objectives of:

- revenue generation
- pipeline nurturing and lead generation
- engagements

5 SPECIFICATION

We require a fixed, permanent ESP to cover the next three years (initial two years and an additional year extension). The chosen provider is expected to offer a robust set of omnichannel marketing tools to help deliver engaging conversations across our channels.

These include:

- Email Marketing
- SMS / WhatsApp
- Social
- Mobile
- Ads
- Web

Email Marketing at the core, it is expected that the suite of tools cover:

- Standard email marketing mechanics, including advanced creation and delivery
- Customer profile management and targeting options
- Automation and personalisation
- Integration options – in particular, with Salesforce and Sitecore
- Evaluation and tracking
- Support and customer service

Securing an ESP for the next three years will enable us to continue delivering the volume and quality of activity, as well as continue to develop Email Marketing, as a channel, for multiple audiences. A fresh look at the current state of the market will ensure we're using the best fitting ESP for our current and future needs, and budget. In terms of integrations, the chosen provider is expected to integrate directly with Sitecore and Salesforce.

5.1 RFP Timetable

Request for Proposal Issued	Wednesday 15 January 2020
Clarification Deadline	Friday 7 February 2020
Response to Clarification	Monday 10 February 2020
Deadline for RFP Responses	**Friday 14 February 2020 – 3.00pm**
Evaluation	Monday 17- Friday 28 February 2020
Clarification Presentations	W/C 9 March 2020
Contract Awarded	Monday 16 March 2020
Contract start date	**Friday 01 May 2020**

This procurement is intended to follow the timeline above but may be subject to change

5.2 Term and Termination
Contract will be for a period of two years with the option to extend for a further one year

5.3 Payment Arrangements
London & Partners payment terms are 30 days from the receipt of an invoice following receipt of goods or services.

All RFP respondents must agree to provide invoices in a format which is suitable for London & Partners. London & Partners preference is to pay its accounts by electronic funds transfer (EFT) direct to the nominated bank account of the supplier.

RFP respondents should state any discounts they offer for early settlement.

Prices provided by RFP Respondents are to be quoted in British Pounds and remain valid over three months. In addition, London & Partners reserves the right to purchase extra proposed options over time.

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6   EVALUATION CRITERIA

All responses will be assessed only against the criteria published below, arranged in no particular order of priority. Respondents are advised in their own interest to address the criteria suitably to enable an accurate assessment to be made of their submission.

The top three scorers will be invited to present their product on **w/c 09/03/20**. The purpose of these meetings will be to clarify the responses you provided in your written proposal.
Earlier scores can and will be amended based on your ability to confirm/clarify your given answers, in situ.

All Suppliers must be able to attend presentations on the weeks specified.

The submissions will be evaluated against the following evaluation criteria:

Evaluation weighting
- Technical competence: 70%
- Price: 30%

Mark	Comment
0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.
1-3	A Poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
4-6	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
7-9	A Good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
10	An Excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

Price calculations will be as follows:
The maximum marks available for this part of the Tender will be **30%** and will be awarded to the lowest price Tender submitted. The remaining Tenderers will receive marks on a pro rata basis from the cheapest to the most expensive price.
The total price submitted by the Tenderer as part of the Pricing Document will be used for the purpose of this evaluation.
The calculation used is the following:

Score = $\dfrac{\text{Lowest Tender Price}}{\text{Tender Price}}$ x 30 (Maximum available marks)

For example, if three Tender Responses are received and Tenderer A has quoted £3,000 as their total price, Tenderer B has quoted £5,000 and Tenderer C has quoted £6,000 then the calculation will be as follows:

Tenderer A Score = £3000/£3000 x 30 (Maximum available marks) = 30

Tenderer B Score = £3000/£5000 x 30 (Maximum available marks) = 18

Tenderer C Score = £3000/£6000 x 30 (Maximum available marks) = 15

7   COMPANY INFORMATION

	Potential supplier information	
	Question	Response
	Full name of the potential supplier submitting the information	NimbusReach Marketing Technologies Ltd
	Registered office address (if applicable)	Level 6, Riverside Innovation Centre 14 Thames View Square London, EC1V 4QJ United Kingdom
	Registered website address (if applicable)	https:// www.nimbusreach.com

	Trading status
	  a) public limited company
	  b) limited company
	  c) limited liability partnership
	  d) other partnership
	  e) sole trader
	  f) third sector
	  g) other (please specify your trading status)
		b)

	Date of registration in country of origin	12 March 2016
	Company registration number (if applicable)	09874532
	Charity registration number (if applicable)	
	Head office DUNS number (if applicable)	22-451-9037
	Registered VAT number	GB 241 8095 12
	If applicable, is your organisation registered with the appropriate professional or trade register(s) in the member state where it is established?	Yes
	If you responded yes to 1.1(i) - (i), please provide the relevant details, including the registration number(s).	NimbusReach Marketing Technologies Ltd is registered with the following UK

		professional/trade bodies relevant to digital marketing and email service provision: **Data & Marketing Association (DMA UK)** *Membership Number:* **DMA-441287** **UK Cyber Security Council – Corporate Member** *Registration Number:* **CSC-119083** **Federation of Small Businesses (FSB)** *Membership Number:* **FSB-582210**
	Is it a legal requirement in the state where you are established for you to possess a particular authorisation, or be a member of a particular organisation in order to provide the services	No

		specified in this procurement?	
		If you responded yes to 1.1(j) - (i), please provide additional details of what is required and confirmation that you have complied with this.	**Not applicable.** NimbusReach Marketing Technologies Ltd confirmed that **no specific legal authorisation or mandatory membership** is required in the UK to act as an Email Service Provider. Therefore, no additional compliance actions are required beyond standard regulatory adherence. Nonetheless, NimbusReach **voluntarily** complies with: • UK GDPR and Data Protection Act 2018 • PECR (Privacy and Electronic Communications Regulations) • ICO best-practice guidance • ICO Data Protection Registration: **ZA622941** (hypothetical) All internal policies, processes, and technical controls align with these regulatory standards.
		Trading name(s) that will be used if successful in this procurement	NimbusReach Marketing Technologies Ltd intends to trade under the following name for this contract: **NimbusReach**

	Relevant classifications (state whether you fall within one of these, and if so which one)
	   a) Voluntary Community Social Enterprise (VCSE)
	   b) Sheltered Workshop
	   c) Public service mutual
		NimbusReach Marketing Technologies Ltd does not fall within any of the above classifications.

	Are you a Small, Medium or Micro Enterprise (SME)?	Yes

	Details of Persons of Significant Control (PSC), where appropriate:
	- Name;
	- Date of birth;
	- Nationality;
	- Country, state or part of the UK where the PSC usually lives;
	- Service address;
	- The date he or she became a PSC in relation to the company (for existing companies the 6 April 2016 should be used);
	- Which conditions for being a PSC are met;
	    - Over 25% up to (and including) 50%,
	    - More than 50% and less than 75%,
	    - 75% or more.
	
	(Please enter N/A if not applicable)
		Name: *Alexandra Rowan Carter*
		
		• **Date of birth:** *14 February 1984*
		
		• **Nationality:** *British*
		
		• **Country, state or part of the UK where the PSC usually lives:** *England*
		
		• **Service address:** NimbusReach Marketing Technologies Ltd Level 6, Riverside Innovation Centre 14 Thames View Square, London, EC1V 4QJ United Kingdom
		
		• **Date became a PSC:** *6 April 2016*
		
		• **PSC condition met: More than 50% and less than 75% shareholding**

	Details of immediate parent company: - Full name of the immediate parent company - Registered office address (if applicable) - Registration number (if applicable)	**N/A** NimbusReach Marketing Technologies Ltd is an **independent, privately held company** with **no**

	- Head office DUNS number (if applicable) - Head office VAT number (if applicable) (Please enter N/A if not applicable)	**immediate parent company**.
	Details of ultimate parent company: - Full name of the ultimate parent company - Registered office address (if applicable) - Registration number (if applicable)	**N/A** NimbusReach Marketing Technologies Ltd has **no ultimate parent company**. It is a **privately owned, independent entity**, with ownership held directly by its individual shareholders (the PSCs listed previously).

	- Head office DUNS number (if applicable) - Head office VAT number (if applicable) (Please enter N/A if not applicable)	**Head office DUNS number: N/A** **Head office VAT number: N/A** NimbusReach Marketing Technologies Ltd has **no ultimate parent company**, so no DUNS or VAT numbers apply.

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8   PROCUREMENT QUESTIONNAIRE

Cost		
8.1.1	For the perfect product, we have an absolute maximum budget of £150k to cover the initial two-year contract, plus additional extension year. 1. Does your three year, inclusive of VAT, total come in at under this price point? (Maximum word count 2,500)	**Pass/Fail**

London & Partners has stated an absolute maximum budget of **£150,000**, covering the initial **two-year contract plus an additional extension year**. NimbusReach Marketing Technologies Ltd is pleased to confirm that **our full three-year total cost—fully inclusive of VAT—comes in below this ceiling**.

1. Confirmation of Compliance

Yes. **NimbusReach's three-year, VAT-inclusive total is £134,850**, which is **£15,150 below** the maximum permitted budget.

This total covers:

- Complete access to our enterprise-grade Email Service Provider platform

- Full onboarding and technical implementation

- Account management and customer success support

- Deliverability consultancy

- API access and integrations

- Template development and optimisation services

- Training for London & Partners staff

- Hosting, maintenance, monitoring and security

- All licensing costs

- All updates, enhancements and platform improvements throughout the contract term

No hidden fees, no optional mandatory add-ons, and no uplift in years 2 or 3 unless L&P requests additional services beyond the agreed scope.

2. Pricing Structure (Illustrative Breakdown)

To maintain transparency, below is the high-level cost structure included within the final £134,850 total:

Year 1 – £46,500 (incl. VAT)

Includes full implementation, data migration, onboarding, and first-year licensing & support.

Year 2 – £44,100 (incl. VAT)

Ongoing licensing, deliverability management, support, consultancy, and optimisation.

Year 3 (Extension Year) – £44,250 (incl. VAT)

Continuation of services at stable rates, ensuring predictable long-term costs for L&P.

Total (3 years, VAT included): £134,850

3. Assumptions and Value Assurance

Our pricing has been calculated to provide London & Partners with:

- *A predictable total cost of ownership*

- *Full-service technical capabilities without the need for third-party licensing*

- *A scalable delivery platform designed for high-volume international marketing*

- *Deliverability optimisation suitable for L&P's global campaigns*

- *GDPR and PECR-compliant data processing and consent management*

- *24/7 system monitoring and enterprise-grade uptime*

*NimbusReach's commercial model is intentionally straightforward and transparent. If L&P requires any optional enhancements—such as additional automation modules, advanced AI-based segmentation, or supplemental design services—these can be provided as separately costed add-ons, but **none are required** to meet the Statement of Requirements.*

4. Pricing Guarantee

NimbusReach guarantees that:

- *The quoted pricing will remain fixed for the full three-year term*

- *No uplift will be applied*

- *No additional modules or fees will be required to meet the technical, functional, or compliance requirements set out in the RFP*

- *All mandatory components of the platform are included within the quoted budget*

This ensures L&P's budget is fully protected while still providing access to the complete NimbusReach feature set.

Dedicated IP address	
8.1.2	*Being Return Path certified and needing to remain accountable for our own reputation, we require a dedicated IP address.*	

1. Do you offer dedicated IP addresses to process and send emails, even if for additional cost? *(Maximum word count 2,500)*	**Pass/Fail**

Yes.

NimbusReach Marketing Technologies Ltd offers **dedicated IP addresses** for outbound email delivery. This option is available **as part of the core service** or **as an add-on**, depending on the volume and deliverability requirements of the client.

As Return Path certification requires full accountability for sending reputation, we fully support London & Partners' need for isolated IP reputation management. NimbusReach provides:

1. Dedicated IP Address Availability

- **Dedicated IPv4 address(es)** provisioned exclusively for London & Partners

- Warm-up planning and automated warm-up sequencing

- Deliverability monitoring tied to the assigned IP

- Ongoing IP reputation management and mitigation

- Support for additional dedicated IPs if campaign segmentation or reputation isolation is required

2. Costing

A standard dedicated IP address is available **at no additional cost** within the pricing already quoted in our commercial response.

If L&P requires **multiple dedicated IPs**, these can be supplied at a small incremental annual fee.

3. Reputation Safeguards

To ensure optimal performance of the dedicated IP, NimbusReach provides:

- Automated bounce management

- Feedback loop processing with all major ISPs

- DMARC, DKIM, SPF and brand-alignment setup

- Continuous IP and domain reputation monitoring

- 24/7 alerting for blocklists or deliverability anomalies

Account structure	
8.1.3	As we own multiple brands, each with unique campaigns, data and subsequent suppression lists - we require individual accounts to serve each of these, separately. 1. Does your platform allow multiple user and/or child accounts, each completely independent from each other?	**Pass/Fail**

(Maximum word count 2,500)

Yes.

*NimbusReach's platform fully supports **multiple user accounts and child accounts**, each completely independent from one another. This ensures that London & Partners can manage multiple brands, campaigns, and datasets securely and without cross-contamination.*

Key Features

1. ***Independent Child Accounts***

   - *Each brand or business unit can have its **own dedicated account**, with separate data, suppression lists, templates, reporting, and analytics.*

   - *No data is shared between accounts unless explicitly authorised by L&P.*

2. ***User Management and Permissions***

   - *Each account can have multiple users with **granular permissions**, ensuring control over access to sensitive campaign data.*

   - *Admins can assign roles such as Account Manager, Campaign Editor, Viewer, or API-only access.*

3. ***Separate Suppression Lists***

   - *Each account maintains **its own suppression lists**, ensuring that unsubscribes or complaints in one brand's campaigns do not affect others.*

   - *Suppression and consent management are fully GDPR and PECR compliant.*

4. ***Reporting and Analytics***

   - *Campaign performance metrics, engagement data, and deliverability statistics are **segregated by account**, allowing accurate and independent measurement for each brand.*

5. ***Scalability***

   - *Additional child accounts can be provisioned on-demand without downtime or disruption to existing accounts.*

   - *Each account can use dedicated IP addresses if required, ensuring full deliverability control per brand.*

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Integrations - Salesforce		
8.1.4	*Does your system offer two-way, out-of-the-box integration with Salesforce?* *(Maximum word count 2,500)*	**Pass/Fail**

*Yes. NimbusReach Marketing Technologies Ltd provides **two-way, out-of-the-box integration with Salesforce**, designed to allow seamless synchronization between marketing campaigns and CRM data. This integration ensures that London & Partners can operate efficiently, with real-time visibility of campaign activity and customer interactions.*

1. Two-Way Integration Overview

*NimbusReach's Salesforce connector allows **bi-directional data flow** between the ESP platform and Salesforce:*

- ***From Salesforce to NimbusReach:***

  - *Import leads, contacts, and campaign target segments directly from Salesforce.*

  - *Automatic syncing of Salesforce fields such as contact preferences, opt-in status, and custom attributes.*

  - *Real-time updates when new records are added or modified in Salesforce.*

- ***From NimbusReach to Salesforce:***

  - *Push engagement metrics (opens, clicks, bounces, unsubscribes, conversions) back into Salesforce.*

  - *Update lead or contact statuses based on campaign interactions.*

  - *Trigger Salesforce workflows and reports based on email campaign activity.*

*This integration ensures **full visibility of marketing performance within Salesforce** and eliminates the need for manual exports or imports.*

2. Key Features

1. ***Out-of-the-Box Setup***

   - *Pre-built connector ready for immediate deployment.*

   - *No custom coding required for standard fields and campaign tracking.*

   - *Supports both **Salesforce Lightning** and **Classic interfaces**.*

2. ***Custom Field Mapping***

   - *Flexible mapping of Salesforce fields to NimbusReach attributes.*

   - *Ability to handle multiple custom fields, data types, and objects.*

3. ***Segmentation & Targeting***

   - *Campaign audiences can be segmented in Salesforce and automatically synced with NimbusReach.*

> • *Dynamic segments update in real-time, reflecting changes in Salesforce data.*

4. ***Automation & Triggers***

> • *Campaign triggers based on Salesforce events (e.g., status changes, opportunity updates).*

> • *Automated updates back to Salesforce, ensuring marketing actions are reflected in CRM workflows.*

5. ***Data Security & Compliance***

> • *Integration adheres to **UK GDPR, PECR, and Salesforce security standards**.*

> • *Data in transit is encrypted using TLS 1.2+ protocols.*

> • *Access controls and permissions mirror Salesforce user roles to prevent unauthorized data sharing.*

3. Benefits for London & Partners

> • ***Efficiency:*** *Eliminates repetitive manual data exports/imports.*

> • ***Accuracy:*** *Real-time synchronization reduces errors and ensures up-to-date records.*

> • ***Accountability:*** *Engagement metrics automatically flow into Salesforce for transparent reporting.*

> • ***Scalability:*** *Supports multiple child accounts, allowing separate CRM integration per brand if required.*

> • ***Enhanced Automation:*** *Streamlined campaign triggers and workflows allow for more targeted, timely communications.*

4. Implementation & Support

> • ***Onboarding:*** *Full implementation support, including setup of the Salesforce connector, field mapping, and account-specific configurations.*

> • ***Training:*** *User training for both NimbusReach and Salesforce teams.*

> • ***Ongoing Support:*** *Dedicated technical support for any integration issues, with proactive monitoring to ensure continuous synchronization.*

Integrations - Sitecore	
8.1.5 *Does your system offer two-way, out-of-the-box integration with Sitecore?* *(Maximum word count 2,500)*	**Pass/Fail**
*Yes. NimbusReach Marketing Technologies Ltd provides **two-way, out-of-the-box integration with Sitecore**, enabling seamless synchronization between the ESP platform and Sitecore's CMS and Experience Platform. This ensures London & Partners can manage campaigns, audiences, and content efficiently while maintaining consistent data across systems.*	

1. Two-Way Integration Overview

NimbusReach's Sitecore connector enables **bi-directional data flow**:

- *From Sitecore to NimbusReach:*

  - *Import contacts, audiences, and engagement data directly from Sitecore.*

  - *Real-time syncing of custom attributes, user preferences, and subscription status.*

  - *Automatic updates when new records are created or updated in Sitecore.*

- *From NimbusReach to Sitecore:*

  - *Push email engagement data (opens, clicks, conversions, bounces, unsubscribes) back into Sitecore for analytics and personalization.*

  - *Trigger Sitecore workflows based on campaign interactions.*

  - *Enable Sitecore personalization rules to leverage email activity for tailored content delivery.*

2. Key Features

1. *Out-of-the-Box Setup*

   - *Pre-built connector supporting Sitecore Experience Platform and CMS.*

   - *Minimal configuration required for standard fields and campaign tracking.*

2. *Custom Field Mapping*

   - *Flexible mapping of Sitecore contact and profile fields to NimbusReach attributes.*

   - *Supports multiple custom fields and complex data structures.*

3. *Segmentation & Targeting*

   - *Segment audiences in Sitecore and sync dynamically with NimbusReach.*

   - *Segments update automatically as data changes in Sitecore.*

4. *Automation & Triggers*

   - *Campaign triggers based on Sitecore events or user behavior.*

   - *Automatic updates to Sitecore profiles reflecting engagement metrics from NimbusReach campaigns.*

5. *Data Security & Compliance*

   - *Adheres to **UK GDPR and PECR** standards.*

   - *Data in transit encrypted with TLS 1.2+.*

   - *Role-based access controls ensure secure, compliant integration.*

3. Benefits for London & Partners

- *Efficiency: Eliminates manual data transfer and ensures real-time synchronization.*

- *Data Accuracy: Engagement and preference data is always current in both systems.*

- *Enhanced Personalization: Email activity informs Sitecore personalization and content targeting.*

- *Scalable Across Brands: Supports multiple child accounts with independent Sitecore integration for each brand.*

- *Accountability: Ensures marketing and CRM teams have full visibility of engagement metrics.*

4. Implementation & Support

- *Onboarding: Full configuration and connector setup, including field mapping and account-specific settings.*

- *Training: Training for London & Partners staff on integration workflows.*

- *Support: Dedicated technical support, proactive monitoring, and maintenance to ensure continuous synchronization.*

Demo accounts		
8.1.6	*Are you able to provide us with a test environment to help us get a feel for the platform to better understand, first-hand, its limitations/capabilities?* *(Maximum word count 2,500)*	**Pass/Fail**

	Yes. *NimbusReach Marketing Technologies Ltd provides a **fully functional test environment** (sandbox) for all prospective clients, including London & Partners, to evaluate the platform before going live. This environment allows your team to explore the platform's full capabilities, test workflows, and understand any limitations in a safe, risk-free setting.*
	
	Key Features of the Test Environment
	
	1. ***Full Feature Access***
	
	    • *All core platform functionalities are available, including:*
	
	        • *Campaign creation and scheduling*
	
	        • *Automation workflows*
	
	        • *Template design and testing*
	
	        • *Segmentation and suppression management*		

- • *Reporting and analytics dashboards*

2. ***Safe, Isolated Environment***

   - • *The test environment is **completely separate** from live production accounts.*

   - • *No test data or actions affect live systems or live email recipients.*

3. ***Integration Testing***

   - • *Supports **sandbox connections** with CRM systems such as Salesforce and CMS platforms like Sitecore.*

   - • *Allows London & Partners to validate two-way integration workflows without impacting live data.*

4. ***User Training and Support***

   - • *Access includes a test account for multiple users, enabling collaboration and role-based training.*

   - • *NimbusReach provides guidance, documentation, and dedicated support to ensure your team can explore all platform capabilities effectively.*

5. ***Evaluation of Limitations***

   - • *The environment allows realistic testing of:*

       - • *Deliverability workflows*

       - • *API calls and integrations*

       - • *Suppression list management*

       - • *Multi-brand account management*

   - • *Any observed limitations or constraints can be discussed with our team, with solutions or workarounds demonstrated in real time.*

Benefits for London & Partners

- • *Hands-on experience to understand platform usability and functionality*

- • *Safe testing of all features without risk to production systems*

- • *Opportunity to validate integration with existing CRM and CMS platforms*

- • *Supports internal stakeholder demonstrations and training sessions*

- • *Ensures confidence in the platform prior to contract commencement*

Send volumes

8.1.7	Are you able to support the sending of up to 30 million emails, each year, with no monthly send caps – with varying volumes across multiple user accounts? *(Maximum word count 2,500)*	**Pass/Fail**

Yes. NimbusReach Marketing Technologies Ltd is fully capable of supporting **up to 30 million emails per year** with **no monthly send caps**, while accommodating **varying volumes across multiple independent user accounts**.
Our platform has been architected to scale seamlessly, supporting large, multi-brand organisations and enterprise-level email operations.

Key Capabilities

1. **Unlimited Monthly Sending Across Accounts**

   • *No hard limits on monthly or daily sends.*

   • *Each child account can have independent sending schedules and volumes, ensuring full autonomy per brand.*

2. **Scalable Infrastructure**

   • *Enterprise-grade cloud infrastructure designed to handle **millions of emails per day**.*

   • *Automatic load balancing ensures optimal deliverability even during peak campaigns.*

3. **Dedicated IP Management**

   • *Option for **dedicated IP addresses** per brand or child account.*

   • *Supports warm-up schedules and reputation management for high-volume sending.*

4. **Deliverability Assurance**

   • *Real-time monitoring of inbox placement, bounces, and spam complaints.*

   • *Advanced spam filter testing and authentication (SPF, DKIM, DMARC) to protect sender reputation.*

   • *Compliance with **GDPR, PECR, and CAN-SPAM regulations**.*

5. **Flexible Volume Handling**

   • *Supports **variable send volumes** across campaigns, brands, and accounts without disruption.*

   • *Automated scaling ensures consistent performance regardless of spikes in send activity.*

6. **Reporting and Analytics**

   • *Detailed campaign metrics per account, enabling insights into engagement, conversion, and deliverability.*

   • *Multi-brand reporting dashboards to monitor all accounts simultaneously.*

Benefits for London & Partners

   • *Full flexibility to manage multiple brands with different sending patterns*

	• *High-volume capacity ensures that marketing campaigns are never constrained by technical limitations* • *Maintains **sender reputation and deliverability**, even with 30M+ annual sends* • *Supports strategic growth and future expansion without requiring platform migration*

Account management		
8.2.1	*Please provide information on how you'll manage our account.* 1. *Are there dedicated Account Managers assigned to each client?* 2. *How do you take a proactive approach to account management?* 3. *Do you offer levels of account management? i.e. standard levels up to strategic support. If so, what are the costs involved?* *(Maximum word count 2,500)*	**Weighting 10%**

*NimbusReach Marketing Technologies Ltd provides a **structured, proactive, and client-focused account management model** to ensure London & Partners receives optimal support, guidance, and value from our Email Service Platform.*

1. Dedicated Account Managers

Yes.
*Each client is assigned a **dedicated Account Manager (AM)** who acts as the primary point of contact.*

- *The AM is responsible for understanding London & Partners' objectives, managing campaign workflows, and coordinating technical and support resources.*

- *Each child account or brand can be assigned a **sub-account manager or liaison**, ensuring that multi-brand operations are fully supported and aligned.*

- *The AM ensures consistent communication, scheduled reviews, and timely resolution of any issues.*

2. Proactive Account Management

*NimbusReach takes a **proactive approach** to account management through multiple channels:*

- ***Regular Performance Reviews***

  - *Monthly or quarterly review meetings to discuss campaign performance, deliverability, engagement, and optimization opportunities.*

- ***Deliverability & Reputation Monitoring***

  - *Continuous monitoring of IP and domain reputation, inbox placement, and spam complaints.*

  - *Early warnings and mitigation strategies to prevent reputation issues.*

- ***Campaign Optimization Guidance***

  - *Recommendations for segmentation, personalization, content, and send times based on engagement data.*

  - *Guidance on GDPR and PECR compliance, suppression management, and best practices.*

- ***Technical Oversight***

  - *Ensuring integrations with Salesforce, Sitecore, or other systems remain seamless.*

  - *Proactive testing of API, CRM, and CMS connections to prevent workflow disruptions.*

- *Training & Enablement*

  - *Ongoing user training sessions, documentation updates, and workshops to help teams maximize platform efficiency.*

3. Levels of Account Management

*NimbusReach offers **tiered account management**, allowing clients to select a level that matches their requirements:*

*LevelDescriptionIncluded ServicesIndicative Annual Cost (VAT incl.)**Standard**Core account supportDedicated AM, email support, standard reporting, quarterly reviewIncluded in platform license**Enhanced**Operational supportStandard + proactive deliverability monitoring, campaign recommendations, monthly review calls£8,500–£12,000 per year**Strategic**High-touch, consultativeEnhanced + bespoke campaign strategy, dedicated senior consultant, integration consultancy, quarterly workshops, performance benchmarking£18,000–£25,000 per year*

  Costs are indicative and scalable depending on the number of brands/accounts and service intensity required. NimbusReach is flexible in tailoring account management packages to meet London & Partners' specific needs.

Platform scope – Omnichannel marketing		
8.2.2	*Please provide information on the platform's ability to cover:* 1. *General Email Marketing (basic and advanced)* 2. *Responsive email templates and mobile optimisations* 3. *Drag and drop functionality* 4. *Advanced personalisation* 5. *A/B and multi-variant testing* 6. *WhatsApp or new/emerging technologies (e.g. Sina Weibo, etc.)* 7. *Integrated survey tools* 8. *Forms and landing pages* 9. *Inbox and spam testing* 10. *Image hosting/management* *(Maximum word count 2,500)*	**Weighting 20%**
	*NimbusReach Marketing Technologies Ltd provides a **full-featured, enterprise-grade Email Service Platform** that supports London & Partners' full range of marketing and communications requirements. Below is a detailed response to each capability requested:*	
	1. General Email Marketing (Basic and Advanced) • *Supports both **basic campaigns** (one-off newsletters, announcements) and **advanced campaigns** (automated workflows, triggered campaigns, behaviour-based targeting).* • *Campaign scheduling, segmentation, and audience management are fully integrated.* • *Compliance with **GDPR, PECR, and CAN-SPAM** is built into the platform.*	
	2. Responsive Email Templates and Mobile Optimisations • *Pre-built **responsive templates** that render optimally across all devices and email clients.*	

- *Mobile-first design approach ensures high engagement on smartphones and tablets.*

- *Built-in testing tools simulate rendering across popular clients (Gmail, Outlook, Apple Mail, etc.).*

3. Drag and Drop Functionality

- *Intuitive **drag-and-drop editor** allows non-technical users to build emails quickly.*

- *Supports dynamic content blocks, images, buttons, social links, and HTML snippets.*

- *Live preview and undo/redo functionality enhance usability.*

4. Advanced Personalisation

- *Personalisation at **field, behavioural, and segmentation level**.*

- *Dynamic content based on recipient attributes, previous engagement, or CRM data.*

- *Supports multi-step personalization using AI-driven recommendations (subject lines, product suggestions, etc.).*

5. A/B and Multi-Variant Testing

- *Supports **A/B testing** (e.g., subject lines, sender names, content blocks).*

- *Supports **multi-variant testing** for complex campaigns with multiple variables.*

- *Automated winner selection and reporting based on engagement metrics.*

6. WhatsApp and Emerging Channels

- ***WhatsApp messaging** fully supported for campaigns targeting mobile subscribers (requires opt-in).*

- *Flexible architecture allows integration with **emerging channels**, such as Sina Weibo, WeChat, and other regional messaging platforms via API connectors.*

- *Multi-channel campaign tracking ensures engagement data is unified across all platforms.*

7. Integrated Survey Tools

- *Built-in survey functionality to collect feedback directly in emails or via linked landing pages.*

- *Supports multiple question types (multiple choice, rating scales, open text).*

- *Survey responses are tracked per recipient and feed directly into analytics dashboards.*

8. Forms and Landing Pages

- *Drag-and-drop landing page builder integrated with campaigns.*

- *Customizable forms for data capture, lead generation, and event registration.*

	• *Fully responsive and branded to London & Partners' style guidelines.*
	• *Direct integration of form submissions into CRM or ESP database for seamless segmentation.*
	9. Inbox and Spam Testing
	• *Pre-send testing of campaigns for **deliverability and inbox placement**.*
	• *Spam filter testing across major providers (Gmail, Outlook, Yahoo, Apple Mail).*
	• *Automated reports highlighting potential deliverability issues and actionable recommendations.*
	10. Image Hosting/Management
	• *Secure **image hosting and management** included in the platform.*
	• *Supports drag-and-drop uploads, asset categorization, versioning, and reuse.*
	• *Automatic image optimisation for fast loading across devices and email clients.*
	• *Supports content delivery network (CDN) for global performance.*

Platform scope – Automation		
8.2.3	*Please provide information on the platform's ability to cover:* 1. *Marketing programmes and automation* 2. *Triggered campaigns* 3. *Lead scoring / event triggers / abandoned browse* *(Maximum word count 2,500)*	**Weighting 20%**
	1. Marketing Programmes and Automation • ***Comprehensive automation workflows** for multi-step campaigns, including welcome journeys, re-engagement sequences, and ongoing nurture programmes.* • *Drag-and-drop **visual workflow builder** allows marketing teams to design campaigns with conditional logic, branching paths, and wait steps.* • *Supports **multi-brand campaigns**, with independent automation workflows for each child account.* • *Built-in analytics provide **real-time tracking of campaign performance**, enabling continuous optimisation.* ***2. Triggered Campaigns*** • *Supports **event-based triggered campaigns** based on user behaviour, profile data, or CRM events. Examples include:* • *Welcome emails upon subscription*	

- *Birthday or anniversary messages*

- *Membership or account status changes*

- *Content downloads or webinar registrations*

- *Triggered campaigns can be configured with **dynamic timing rules**, ensuring emails reach recipients at the optimal moment.*

- *Integration with **Salesforce and Sitecore** allows triggers to be based on CRM or CMS activity, providing true cross-channel responsiveness.*

3. Lead Scoring / Event Triggers / Abandoned Browse

- ***Lead Scoring:** Assigns scores based on engagement, demographic data, and behavioural activity. Scores can be used to trigger campaigns or alert sales teams.*

- ***Event Triggers:** Fully customisable triggers based on clicks, opens, website activity, form submissions, or CRM updates.*

- ***Abandoned Browse / Cart Recovery:***

    - *Detects when a user browses content or products but does not complete an action.*

    - *Automatically sends targeted emails to re-engage the user, with personalised recommendations based on browsing behaviour.*

- *Lead scores and behavioural triggers **feed directly into Salesforce**, ensuring alignment between marketing and sales teams.*

LONDON & PARTNERS

Platform scope – Data and segmentation		
8.2.4	*Please provide information on the platform's ability to cover:* 1. *Data storage, querying and segmentation* 2. *Suppression management* 3. *Custom data fields* 4. *Data migration* 5. *Real-time integration with Salesforce* 6. *Real-time integration with Sitecore* *(Maximum word count 2,500)*	**Weighting 20%**

1. Data Storage, Querying, and Segmentation
- **Centralised and secure data storage** *for all subscriber information, preferences, and engagement history.*

- *Supports **large-scale datasets**, easily accommodating millions of records.*

- *Advanced **querying capabilities**:*

  - *Multi-criteria filtering (demographics, behaviour, engagement, CRM fields)*

  - *Real-time dynamic segmentation for campaign targeting*

  - *Segments automatically update as underlying data changes*

- *Supports **multi-brand account structures**, allowing independent segmentation per child account.*

2. Suppression Management

- *Full **suppression list management** to maintain compliance with GDPR, PECR, and CAN-SPAM.*

- *Independent suppression lists per brand or child account.*

- *Automatic handling of:*

  - *Unsubscribes*

  - *Hard and soft bounces*

  - *Spam complaints*

- *Global and per-account suppression options, ensuring emails are never sent to suppressed recipients.*

3. Custom Data Fields

- *Ability to define **custom fields and attributes** for contacts, leads, and accounts.*

- *Fields can include text, numbers, dates, multi-select options, and dynamic attributes.*

- *Custom fields integrate seamlessly with segmentation, automation workflows, personalization, and reporting.*

4. Data Migration

- **Full support for migration** from legacy ESPs, CRM systems, and databases.

- Secure import of contact lists, custom fields, engagement history, and suppression lists.

- Validation checks ensure **data integrity** and removal of duplicates.

- Migration process includes testing, QA, and post-migration verification to minimise disruption.

5. Real-Time Integration with Salesforce

- **Two-way, real-time integration** with Salesforce:

  - Import leads, contacts, and segments from Salesforce into NimbusReach.

  - Push engagement metrics (opens, clicks, conversions, unsubscribes) back into Salesforce.

  - Trigger automation workflows in NimbusReach based on Salesforce events.

- Field mapping is flexible and supports custom objects and attributes.

- Integration ensures **campaign activity is always reflected in CRM**, improving marketing-sales alignment.

6. Real-Time Integration with Sitecore

- **Two-way, real-time integration** with Sitecore CMS and Experience Platform:

  - Sync audiences, user profiles, and subscription preferences from Sitecore to NimbusReach.

  - Push email engagement and behavioural data back to Sitecore for personalization and analytics.

  - Supports automation triggers based on Sitecore events (page visits, content downloads, form submissions).

- Integration supports **multi-brand environments**, ensuring each child account maintains independent connections.

- Fully compliant with GDPR, PECR, and Sitecore security standards.

Platform scope - Reporting		
8.2.5	*Please provide information on the platform's ability to cover:* 1. *Top-line campaign reporting* 2. *Engagement/interaction deepdiving/filtering* 3. *Email client breakdown* 4. *Removals and suppressions* 5. *Integration with Google Analytics* 6. *Split/variant testing and results* *(Maximum word count 2,500)*	**Weighting 20%**

1. Top-Line Campaign Reporting
- *Provides **summary dashboards** for each campaign, including:*

  - *Emails sent, delivered, and failed*

  - *Open rates, click-through rates, bounce rates*

  - *Conversion metrics where integrated with CRM or analytics platforms*

- *Dashboards can be viewed **per brand or child account**, supporting multi-brand reporting.*

- *Customisable reporting periods (daily, weekly, monthly, or campaign-specific).*

2. Engagement / Interaction Deep-Diving / Filtering

- *Enables **detailed recipient-level analysis**, allowing London & Partners to filter by:*

  - *Opens, clicks, forwards, and replies*

  - *Engagement recency and frequency*

  - *Behavioural segments or custom data fields*

- *Heatmaps and link tracking allow teams to see **which content drives engagement**.*

- *Multi-dimensional filters support complex audience insights and targeted follow-ups.*

3. Email Client Breakdown

- *Automatically tracks which **email clients and devices** recipients use (e.g., Gmail, Outlook, Apple Mail, mobile).*

- *Reports help optimise **responsive design and template effectiveness**.*

- *Provides insights for platform and rendering optimisation to improve engagement rates.*

4. Removals and Suppressions

- *Reports on **unsubscribes, spam complaints, and bounce rates** in real-time.*

- *Supports filtering by **global or per-brand suppression lists**, allowing proactive deliverability management.*

- *Historical suppression tracking ensures compliance with GDPR, PECR, and CAN-SPAM requirements.*

5. Integration with Google Analytics

- *Supports **UTM tagging and automatic Google Analytics integration** for email campaigns.*

- *Campaign metrics (click-throughs, conversions, goal completions) feed directly into GA dashboards.*

- *Enables cross-channel performance comparison and ROI measurement.*

6. Split / Variant Testing and Results

- *Supports **A/B testing** (subject line, sender name, content) and **multi-variant testing**.*

•	*Automated winner selection based on configurable KPIs (open rate, click rate, conversions).*
•	*Test results are included in campaign dashboards, allowing insights to inform future campaigns.*
•	*Testing results can also feed into Google Analytics for cross-platform analysis.*

Ramping up dedicated IP addresses

8.2.6	*Moving dedicated IP addresses must be done with caution. Can you explain how you warm new IP addresses, how successfully you do this, your average time frame for this plan, and if/how you're able to navigate the transition period were we to have an overlap of providers.* *(Maximum word count 2,500)*	**Weighting 10%**

*NimbusReach Marketing Technologies Ltd recognises that moving to **dedicated IP addresses** requires careful planning to protect sender reputation and maintain deliverability. Our approach is **methodical, data-driven, and proven to minimise risk**.*

1. IP Warm-Up Process

*Our **IP warm-up plan** is designed to gradually build a positive sending reputation with Internet Service Providers (ISPs):*

1. ***Initial Setup***

   • *New dedicated IP addresses are assigned exclusively to London & Partners.*

   • *Authentication protocols (SPF, DKIM, DMARC) are verified to ensure proper alignment.*

2. ***Gradual Volume Increase***

   • *Sending volume starts small, targeting highly engaged segments first.*

   • *Daily send volumes are incrementally increased according to a **pre-defined schedule**, ensuring ISPs recognise the IP as legitimate.*

3. ***Monitoring and Adjustment***

   • *Real-time monitoring of deliverability metrics (bounces, spam complaints, inbox placement).*

   • *Adjustments are made to sending volumes and cadence based on ISP response and engagement performance.*

2. Success Metrics

   • *NimbusReach has a **proven track record of successful IP warm-ups** across multiple enterprise clients.*

   • ***Key indicators of success** include:*

      • *High inbox placement from the start of the warm-up*

- *Minimal spam complaints or blacklisting*

- *Rapid establishment of sender reputation*

3. Typical Time Frame

- *The average warm-up plan takes **4–6 weeks**, depending on total sending volume and campaign frequency.*

- *For very large senders (e.g., multiple millions of emails per month), we may extend to **6–8 weeks** for optimal reputation building.*

- *Progress is monitored daily, and reporting is provided throughout the warm-up period.*

4. Managing Overlap with Existing Providers

- *If London & Partners transitions gradually from a previous provider, NimbusReach can **manage overlapping sending periods**:*

  - *Coordinated **segmentation of sending lists** to prevent duplicate sends.*

  - *Staggered IP warm-up alongside ongoing campaigns from the existing provider.*

  - *Monitoring of inbox placement to detect and mitigate any deliverability issues during the overlap.*

- *This ensures **continuous campaign delivery** without negatively impacting engagement or reputation.*

5. Deliverability Safeguards

- *Dedicated deliverability specialists provide oversight throughout the warm-up and transition period.*

- *Use of **engagement-based targeting** during warm-up ensures positive interactions with ISPs.*

- *Reporting dashboards provide transparency on inbox placement, bounces, and spam complaints.*

9   COMMERCIAL SUBMISSION

Financial Submission – 30%

Our Tender Price for the provision of the goods/services referred to in the Specification is as detailed in the table below:

This price does not include Value Added Tax and is for the whole of the Contract Period.

Costs shall be fully inclusive (ie inclusive of all travel costs, subsistence, accommodation etc)

10 NON-COLLUSIVE TENDERING CERTIFICATE

To: XXXXX

The potential supplier warrants that this is a bona fide Tender and:

1. We certify that this proposal is submitted in good faith and that we have not fixed or adjusted the proposal by or under or in accordance with any agreement or arrangement with any other person or party. We also certify that we have not, and we undertake that we will not, before the award of any contract do the work:

    a) communicate to any person other than L&P Limited, or a person duly authorised on their behalf the Tender amount or approximate amount of the Tender or proposed Tender, except where the disclosure, in confidence, of the approximate amount of the Tender was necessary to obtain insurance premium quotations required for the preparation of the Tender;

    b) pay, give or offer or agree to pay or give any sum of money or other valuable consideration directly or indirectly to any person(s) for doing or having done or causing or having caused to be done in relation to any other Tender or proposed Tender for the work, any act or thing of the sort described at 1 or a) above;

    c) tried to obtain information about anyone else's bid or proposed bid;

    d) made arrangements with anyone else about whether or not they must bid except for the purposes of forming a joint venture to bid for this work.

2. We certify that the prices in this Tender have been arrived at independently without communication, consultation, agreement or understanding for the purpose of restricting competition with any other potential supplier or competitor.

3. We certify no attempt has been made or will be made by the potential supplier to induce any other person or firm to submit or not submit a Tender for the purpose of restricting competition.

4. We agree that L&P may, in consideration of the offer and in any subsequent actions, rely upon the statements made in this Certificate.

    Definitions in this Certificate:

    "Person(s)" includes any person(s) and anybody or association corporate or unincorporated;

    "any agreement or arrangement" includes any transaction, formal or informal and whether legally binding or not; and

    "the work" means the work in relation to which this proposal is made.

LONDON
& PARTNERS

Dated this . . . . day of................................2019

Signature: . . . .

10.1 Form of Tender

LONDON & PARTNERS

To: **London & Partners**
 2 More London Place
 London
 SE1 2RR

Date: [*Tenderer to insert date*]

Tender for *(insert name of tender)*

Having read carefully the Request for Proposal for *(insert name of tender)* (the "RFP") and all other Procurement Documents issued by or on behalf of L&P in connection with that RFP, and being fully satisfied in all respects with the requirements of that RFP (including the Contract set out in Section 4 of Part A of the RFP):

1. I/We hereby offer to provide the Services specified in the Specification set out in Section 1 sub-section 5 of Part A of the RFP and to perform the contract in accordance with the Contract set out in Section 4 of Part A of the RFP and our Tender (including, without limitation, the Pricing Schedule annexed to this Form of Tender).

2. I/We confirm that if our Tender is accepted I/we will upon demand:

    a. produce evidence that all relevant insurances and compliance certificates required by the Procurement Documents issued by or on behalf of L&P in connection with the RFP (including, without limitation, the Contract) are in force; and
    b. execute the Contract Documents in the form attached to the RFP.

3. We agree that my/our Tender shall constitute an irrevocable unconditional offer which may not be withdrawn for a period of not less than 90 days from the date hereof.

Unless and until a formal Contract is prepared and executed, this Tender, together with your written acceptance thereof, shall (subject to any period of standstill) constitute a binding contract between us.

We understand and acknowledge that L&P is not bound to accept any Tender.

This Tender shall remain open for acceptance by **L&P** for a period of not less than 90 days after the due date for return of Tenders specified in the **RFP**.

I warrant that I have all the requisite corporate authority to sign this Tender.

Signed for and on behalf of [*insert name of Tenderer*]:

Signature:

Name:

Date:

PLEASE NOTE - Failure to sign this Form of Tender will result in the rejection of your Tender.