

## Sample Unsolicited Proposal Submission Cover Letter



**My Company**  
12345 My Street  
My Town, CA 922XX  
1-760-123-4567 Fax: 1-760-123-4568

Today's Date

Mr. TC Dowden  
MCCS Contracting Officer  
Box 788150 (Building 1533)  
Twentynine Palms, CA 92278-8150

### Re: Unsolicited Proposal for Widget Concession

Dear Mr. Dowden,

Thank you for the opportunity to conduct business with MCCS Twentynine Palms. We have a great idea for opening a new business on base and are pleased to submit our proposal for a Widget concession onboard the Marine Air Ground Combat Center (MCAGCC).

Our proposal is built on proven success-based methodologies for providing Widgets to the Marines, dependents, retirees and other authorized patrons at competitive prices and with world class customer service. We value the sacrifice our armed service members contribute to the nation's security and stand ready to do our part by providing the Widget concession.

The following individuals, together or individually, are authorized as signatories and to negotiate on behalf of MyCompany relating to terms, conditions, Widget pricing, and concession percentage:

1. Mr. I. M. Owner, MyCompany president [pres@MyCompany.net](mailto:pres@MyCompany.net)
2. Mr. Al B. Reddy, MyCompany vice-president [vice@MyCompany.net](mailto:vice@MyCompany.net)

This is shown only as an example of a percentage. You must determine what an acceptable percentage is to be.

We intend to offer a commission percentage of **22%** for this business. MyCompany is ready to begin operations within **30** days of contract award. This proposal will remain valid for sixty (60) days.

This statement is mandatory and must be included in the signed cover letter.

As required:

***"The undersigned solemnly declares and certifies that the enclosed financial statement is a full, true, and correct statement of the financial conditions as of the date indicated, and that there have been no material changes adversely affecting the financial condition except as set forth herein. Further, it is agreed and understood that at the sole option of MCCS, any information which is found to be incorrect, incomplete, or misleading as to any matter relied upon for in evaluation of proposals may constitute unqualified cause for termination of such contract."***

Should you desire or require any clarifications, please don't hesitate to contact me at the email or call at the above contact points.

**NOTICE:** This sample proposal is provided **only as an example of acceptable formatting**. It is not intended to suggest "correct" answers to form questions or any other information provided by a proposal. The proposal should be carefully and individually prepared based on your factual business information.

Please be aware that the completeness and professionalism of your proposal will be a factor in whether or not we pursue a contract with you. Present your vision!

Sincerely,  
*I.M. Owner*

I. M. Owner  
President

Please find enclosed our Proposal and supporting documents as follows:

Cover Letter with:

- Enclosure 1: **Financial and Technical Capability Data Form** with Financial Statement (certified)
- Enclosure 2: Representations and Certifications (Section K)
- Enclosure 3: Proposed Operations, to include
- Staffing Plan
  - Management Plan
  - Overall “look” or “theme” of the service outlet(s)
  - Proposed signage
  - Floor plan/construction plan/vehicle
- Enclosure 4: Business Questionnaire
- Enclosure 5: Price Quote (Item Price List or Menu as appropriate)

**Sample Proposal Submission  
Enclosure 1**

**FINANCIAL AND TECHNICAL CAPABILITY DATA FORM**

Before awarding any contract, the MCCS Contracting Officer must determine that a proposed Offeror is responsible. As used here, the term "responsible" means the Contracting Officer can reasonably expect satisfactory contract performance. **A proposed Offeror must be able to obtain (1) adequate financial resources; (2) organization, experience, & technical skills needed; (3) production & facilities required; (4) a record of satisfactory performance; and (5) a satisfactory record of integrity.** A proposed Offeror must also be legally eligible and have sufficient capacity to perform as required, considering all business activities. The preceding information is needed to for this determination and will be treated as confidential. The Offeror must demonstrate responsibility to the full satisfaction of the Contracting Officer. **If the information is not provided or is incomplete, the Contracting Officer may not be able to find the Offeror responsible.**

1. FINANCIAL STATEMENT: Attach a certified copy of your current business financial statement

*See attached*

2. FINANCIAL: Provide information about the financial position of your firm:

a. What is your estimate of financing required to begin operation? *\$15,000.00*

b. How will operation be financed? (Check one)

OFFER'S RESOURCES       USE OF BANK CREDIT

c. If Credit/Bank:

NAME OF SOURCE      *My Bank*

CONTACT PERSON      *L. R. Banker*

PHONE & FAX NUMBER      *760-321-6565*

**This blank form can be  
downloaded from the  
website.**

d. List your DUN & Bradstreet Number (if assigned) *None*

e. List your Bank, Financial, Credit Reference(s):

i. *My Bank, My Town, CA 92224 Acct# 12345-67*

ii. *His Bank, His Town, CA 92225 Acct # 789012-23*

iii. \_\_\_\_\_

iv. \_\_\_\_\_

3. BUSINESS ACTIVITIES: Include related Business/Contract with Government Agencies. Include name, type of business, years in operation, # of employees and complete address:

a. *Widget concession, MCB Camp Pendleton; 6 years, 5 employees*

b. *Widget concession, MCAS Miramar; 6 years, 5 employees*

c. \_\_\_\_\_

d. \_\_\_\_\_

4. PERFORMANCE REFERENCES: Please provide references that know your work. Include name, phone, a complete address, and former or current relationship.

- a. Contracting Officer, MCAS Miramar, 858-725-0000
- b. Contracting Officer, MCB Camp Pendleton, 760-725-0000
- c. \_\_\_\_\_
- d. \_\_\_\_\_

5. AUTHORIZATION TO RELEASE INFORMATION: Enter information, sign and date.

**“I authorize all of the listed references to release financial and/or performance information or business data or records to MCCS Twentynine Palms upon request.”**

Name and title of Offeror: I. M. Owner, President

Signature: I. M. Owner

Date: 25 Aug 2009

**Sample Proposal Submission  
Enclosure 2**

**SECTION K - REPRESENTATIONS, CERTIFICATION, AND OTHER STATEMENTS OF OFFERORS OR QUOTERS**

**K-1** The offeror represents and certifies as part of the offer that (check)

This section is normally found in an RFP. On an unsolicited Proposal, download the blank form from the Business Opportunities page. Type or legibly hand-write in all requested information. No proposal will be accepted without this!

**K-2 CONTINGENT FEE REPRESENTATION AND AGREEMENTS (FEB 1987)**

(a) Representation. The offeror represents that, except for the full-time employee solely for the offeror, the offeror--(Note: The offeror must check the appropriate box. "employee" means a person employed by a contractor and subject to the contract as to time, place and manner of performance, who neither exerts nor proposes to solicit or obtain NAFI contract(s) through improper influence.)

(1) \_\_\_ has, X has not employed or retained any person or company to solicit or obtain this contract, and

(2) \_\_\_ has, X has not paid or agreed to pay to any person or company employed by the offeror to solicit or obtain this contract any commission, percentage, brokerage, or other fee compensation resulting from the award of this contract.

This blank form can be downloaded from the website.

(b) Agreement. The Offeror agrees to provide information relating to the above Representation requested by the Contracting Officer and, when subparagraph (a)(1) or (a)(2) is answered affirmatively, to promptly submit to the Contracting Officer -

(1) A completed Standard Form 119, Statement of Contingent or Other Fees, (SF119); or

(2) A signed statement indicating that the SF 119 was previously submitted to the same contracting office, including the date and applicable solicitation or contract number, and representing that the prior SF 119 applies to this offer or quotation.

**K-3 TYPE OF BUSINESS ORGANIZATION (FEB 1987)**

(Applicable to solicitations for contracts anticipated to exceed \$25,000)

(a) The Offeror certifies that --

consultation, communication, or agreement with any other offeror or competitor relating to (i) those prices, (ii) the intention to submit an offer, or (iii) the methods or factors used to calculate the prices offered:

(2) The prices in this offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror or competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated solicitation) unless otherwise required by law: and

(3) No attempt has been made or will be made by the Offeror to induce any other concern to submit or not to submit an offer for the purpose of restricting competition.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory

(1) Is the person in the offeror's organization responsible for determining the prices being offered in this bid or proposal, and that the signatory has not participated and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; or

(2)(i) Has been authorized, in writing, to act as agent for the following principal in certifying that those principals have not participated, and will not participate in any action contrary to subparagraph (a)(1) through

(1)(3) above None (insert full name of person(s) in the offeror's organization

responsible for determining the prices offered in this bid or proposal, and the title of his or her position in the offeror' organization);

(ii) As an authorized agent, does certify that the principals named in subdivision (b)(2)(i) above have not participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above; and

(iii) As an agent, has not personally participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above.

(c) If the offeror deletes or modifies subparagraph (a)(2) above, the offeror must furnish with its offer a signed statement setting forth in detail the circumstances of the disclosure.

**K-4 WALSH-HEALEY PUBLIC CONTRACTS ACT REPRESENTATION (FEB 1987)**

(Applicable to solicitations in which the resultant contract will be for the manufacture of materials, supplies, articles or equipment that exceeds or may exceed \$10,000).

The offeror represents as a part of this offer that the offeror is \_\_\_ or is not  a regular dealer in, or is \_\_\_ or is not  a manufacturer of, the supplies offered.

**K-5 CERTIFICATION OF NON SEGREGATED FACILITIES (FEB 1987)**

(Applicable to solicitations for contracts that are expected to exceed \$10,000 and are covered by the Equal Opportunity Clause)

(a) "Segregated facilities," as used in this provision, means any waiting rooms, work areas, rest rooms and wash room, restaurants and other eating areas, time clocks, locker room, and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees, that are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, or national origin because of habit, local custom, or otherwise.

(b) By the submission of this offer, the offeror certifies that it does not and will not maintain or provide for its employees any segregated facilities any of its establishments and that it does not and will not permit its employees to perform their services at any location under its control where segregated facilities are maintained. The offeror agrees that a breach of this certification is a violation of the Equal Opportunity clause in the contract.

(c) The offeror further agrees that (except where it has obtained identical certifications from proposed subcontractors for specific time periods) it will --

(1) Obtain identical certifications from proposed subcontractors before the award of subcontracts under which the subcontractor will be subject to the Equal Opportunity clause;

(2) Retain the certifications in the files; and

(3) Forward The following notice to the proposed subcontractors (except if the proposed subcontractors have submitted identical certifications for specific time periods):

**NOTICE TO PROSPECTIVE SUBCONTRACTORS OF REQUIREMENTS FOR CERTIFICATIONS OF NON SEGREGATED FACILITIES.**

A Certification of Non segregated Facilities must be submitted before the award of a subcontract under which the subcontractor will be subject to the Equal Opportunity clause. The certification may be submitted either for each subcontract or for all subcontracts during a period (i.e., quarterly, semiannually, or annually).

**K-6 AFFIRMATIVE ACTION COMPLIANCE (FEB 1987).** (Applicable to solicitations for contracts that are expected to exceed \$10,000 and are covered by the Equal Opportunity clause). The offeror represents that

(a) it \_\_\_ has developed and has on file, \_\_\_ has not developed and does not have on file, at each establishment, affirmative action programs required by the rules and regulations of the secretary of Labor (41 CFR 60-1 and 60-2), or (b) it  has not previously had contracts subject to the written affirmative action programs requirement of the rules and regulations of the Secretary of Labor.

**K-7 PREVIOUS CONTRACTS AND COMPLIANCE REPORTS (FEB 1987)** (Applicable to solicitations for contracts which are expected to exceed \$10,000 and are covered by the Equal Opportunity clause). The offeror represents that ---

a. It \_\_\_ has,  has not participated in a previous contract or subcontract subject either to the Equal Opportunity clause of this solicitation, the clause originally contained in Section 310 of Executive Order No. 10925, or the clause contained in Section 201 of Executive Order No. 11114.

b. It \_\_\_ has  has not filed all required compliance reports; and

c. Representations indicating submission of required compliance reports, signed by proposed subcontractors, will be obtained before subcontract awards.

**K-8 CLEAN AIR AND WATER CERTIFICATION (FEB 1987)** (Applicable to solicitations where contracts are expected to exceed \$100,000 or where orders under an indefinite quantity contract in any year are anticipated to exceed \$100,000) The offeror represents that --

a. Any facility to be used in the performance of this proposed contract \_\_\_ is,  is not, listed on the Environmental Protection Agency List of Violating Facilities;

b. The offeror will immediately notify the Contracting Officer, before award, of the receipt of any communication from the Administrator, or a designee, of the Environmental Protection Agency, (EPA) indicating that any facility that the offeror proposes to use for the performance of the contract is under consideration to be listed on the EPA List of Violating Facilities; and

c. The offeror will include a certification substantially the same as this certification, including this paragraph (c), in every nonexempt subcontract.

**K-9 EQUAL EMPLOYMENT OPPORTUNITY.** Before award may be determined, MCCA will submit a pre-award request to the Office of Federal Contract Compliance Program (FCCP) for the prospective contractor. Offeror will complete the information requested below for this purpose. Upon award, MCCA will provide the contractor with "Equal Opportunity Is the Law" poster. Contractor and subcontractors (if any) shall post these posters in a conspicuous place.

**K-9.1** Contractor shall list their name, address, and telephone number and the name, address, and telephone number of any corporate affiliate at which work is to be performed:

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

**K-9.2** Name, address, and telephone number of each proposed first-tier subcontractor with a proposed subcontract estimated at \$1 million or more.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

**K-9.3.** Information as to whether the contractor and first-tier subcontractors have previously held any Government contracts or subcontracts.

**K-9.4** Place or places of contract performance and first-tier subcontracts estimated at \$1 million or more, if known.

**K-9.5** The estimated dollar amount of the contract and each first-tier subcontract, if known.

**K-10 LOCATION OF CONTRACTOR'S FACILITIES.** The contractor shall furnish the following information:

**K-10.1** Name(s) and Location(s) of principal producing facilities of items to be furnished.

*My Vendor, 1234 His Street, His Town, CA 92252*  
\_\_\_\_\_  
(Name) (Street) (City, State, Zip Code)

\_\_\_\_\_  
(Name) (Street) (City, State, Zip Code)

**K-10.2** Name(s) and Location(s) of principal warehouse facilities for items to be furnished if different than Section K-10.1 above.

\_\_\_\_\_  
(Name) (Street) (City, State, Zip Code)

\_\_\_\_\_  
(Name) (Street) (City, State, Zip Code)

**K-10.3** Name(s) and Location(s) of the firm(s) or person(s) owning or operating the facility in Section K-10.1 above, if other than the offeror.

\_\_\_\_\_  
(Name) (Street) (City, State, Zip Code)

\_\_\_\_\_  
(Name) (State) (City, State, Zip Code)

**K-11 CERTIFICATIONS:** Read carefully, then complete the information requested below.

"I certify that the information provided is true and may be relied upon in determining my responsibility. If the information is incorrect, incomplete, or misleading, I understand and agree that sufficient basis exists to determine me non-responsible for the performance of the contract, or, if the contract has been awarded, to terminate the contract for cause based upon fraud or misrepresentation at its inception.

I certify that the equipment described by me in the contract requirements will be provided by me without substitution, unless the prior approval of the Contracting Officer modifying the contract requirement is obtained.

I certify that the wages and fringe benefits specified by the current Wage Rate Determination issued by the US Department of Labor for the service and location identified in the contract have been considered in the preparation of my proposal. If awarded the contract, compensation to employees performing the contract will fully comply with the current Wage Rate Determination and all other requirements of the Service Contract Act and applicable regulations and laws.

I certify that (a) my proposal or any change to my proposal is made without consultation, communication, or agreement for the purpose of restricting competition or manipulating awards; (b) my proposal has not been and will not be disclosed to of Offerors or potential Offerors prior to award; and (c) I have not used another Offeror's proprietary information to prepare my offer.

I certify that, to the best of my knowledge and belief, all of my statements are true, correct, complete, and made in good faith. A false statement on any part of this form may be considered a violation if US Code, Title 18, Section 1001, which carries criminal penalties."

**COMPLETE BUSINESS NAME & ADDRESS:**

My Company

12345 My Street

My Town, CA 922XX

**NAME & TITLE OF OFFEROR:**

I. M. Owner

Signature:

I. M. Owner

Date:

29 Aug 2009

This is very rough, you need to be much more detailed in your descriptions of your business.

## Sample Proposal Submission Enclosure 3

### Staffing Plan

This business, Widget concessions, will be operating the same time as the Marine Corps Exchange. The owner's brother, H. R. Owner, will be the principle manager for the proposed site. As such, Mr. Owner will be on-site Monday through Friday. The concession will be staffed as needed from the owner's cousins, children, and in-laws on the weekends and holidays. They will also be on hand other days as needed to cover the store for breaks and heavy sales periods. At no time will the concession be left unattended.

Describe your staffing plan. Who will work for you and from where will you draw the employees?

### Management Plan

As stated above, Mr. H. R. Owner will be the principle contact for the widget concession. He can be reached 24/7 on his cell phone, blackberry, Twitter, Facebook, and via email. Mr. I. M. Owner lives locally and will make every effort to check the concession daily for updates, collections, and cash register issues.

In the absence of either Owner, the shift supervisor – Mr. Lackey, will be supervising the sales, stocking, and resupply of the ready supplies.

Describe your management plan. What will the management structure be?

### Overall Look or Theme

The Owners intend to incorporate the most recent trend of "Extreme Widgeting" in the look and theme of the concession. We believe that this theme will be popular with the target demographic of the Marine base – young male Marines from 18-27 years of age. The theme will be carried through in the colors, graphics, signage, and advertizing for the Widget concession.



Describe your overall look or theme. If you have a "franchise" look or theme, include that. Demonstrate that you've considered how to market your proposed business on base.

### Storefront

The storefront will be done as in the photo below with the signage as above.



Provide a concept drawing of the storefront or vehicle, an interior drawing of the floor plan, or some other device that will enable the Contracting Officer and the review panel to "see" your vision for the space being used.

**Sample Proposal Submission  
Enclosure 4**

**BUSINESS QUESTIONNAIRE**

To be completed and submitted with and as part of proposal for subject service as set forth in invitation.

Type of Business: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Primary Business Address: \_\_\_\_\_

Type of Business Organization: (Complete applicable portion)

**Sole Enterprise**

**This entire form must be filled  
out with the particulars for  
your company.**

Name of Owner: \_\_\_\_\_

Address: \_\_\_\_\_

**Partnership**

Names and Addresses of Partners: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Corporation**

State of Incorporation: \_\_\_\_\_

Principal Place of Business: \_\_\_\_\_

Names and Addresses of Officers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Names and Addresses of Board Members: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are you or any of the above named members of your firm at present engaged in this or similar type business?

\_\_\_\_\_

What is your primary business? \_\_\_\_\_

How long have you or your firm been engaged in the subject service? \_\_\_\_\_

\_\_\_\_\_

What is your approximate yearly volume of business? \_\_\_\_\_

Do you or any of the above named members of your firm operate a business on or adjacent to the Marine Corps Air Ground Combat Center Twentynine Palms, CA, at the present time? \_\_\_\_\_ If yes, where?\_

Have you or any of the above members of your firm previously operated an activity or business on a military installation? \_\_\_\_\_

If yes, where, when, and what type? \_\_\_\_\_

Are you or any of the above named members of your firm at present indebted to any non-appropriated fund? \_\_\_\_\_ If so, explain \_\_\_\_\_

Are you a citizen of the United States? \_\_\_\_\_ If not, have you declared intentions? \_\_\_\_\_

Are the above named members of your firm citizens of the United States? \_\_\_\_\_ If not, have you declared intentions? \_\_\_\_\_

Assuming award of a contract, what are your intended sources for obtaining personnel to perform work on the Combat Center? \_\_\_\_\_

It is understood and agreed that the foregoing answers are considered necessary for proper evaluation of quotations.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title of Authorized Representation of Quoter

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Full Name and Address of Quoter

**Sample Proposal Submission  
Enclosure 5**

**Proposed Price List**

Large Widgets	\$25.00
Medium Widgets	\$20.00
Small Widgets	\$15.00
Custom Widgets	\$30.00
Personalization	\$5.00
Electronic Widgets	\$45.00
Extreme Sport Widgets	\$55.00
Widget Rental	\$10.00 per day
Ruggedized Widgets	\$60.00
Widgets for Her	\$25.00
Children's Widgets	\$12.50
Modular Widgets	\$10.00 per section
NFL Widgets	\$10.00 additional
NBA Widgets	\$10.00 discount

**This will be applicable to your proposed items/menu. This list will be the exact items included in the final contract and can only be changed through a modification of the contract.**



And this form...

**SECTION B SUPPLIES OR SERVICES SCHEDULE(Nonappropriated Funds)**

B-2 A description of the services to be furnished, the specifications, schedule of services and other terms and conditions applicable to contract requirements, are set forth below, or attached in other sections of the contract:

B-2	DESCRIPTION OF SERVICES	COMPENSATION %
1.	<p>This contract is for the operation of a nationally or regionally recognized branded <b>Widget</b> concession aboard MCAGCC, Twentynine Palms. The Contractor shall furnish all necessary renovations, equipment, transportation, supplies and employees to provide the above mentioned services aboard the MCAGCC Twentynine Palms, CA as defined in Section C, the Statement of Work, and according to the standards set forth in Section H, Special Contract Requirements and elsewhere in this contract. The concession will be made available to MCCS authorized patrons aboard MCAGCC.</p> <p>The Contractor shall pay the following constant percentage as a concession fee of gross sales, excluding sales tax. Concession fee <b>does not</b> cover payment for electricity, natural gas, trash, telephone, water, and sewage usage. The Contractor's payment for utilities is covered under Sections C.8.1,C.8.2, C-18.1 and C-18.2.</p>	<p><u>22</u> %</p> <p>This percentage is entirely dependent upon your business case and should be determined by you and your associates.</p>
B-3	<p>Insert below Contractor/Offeror's name address, point of contact, phone number, fax and e-mail address</p> <p><b>I. M. Owner My Company 12345 My Street My Town, CA 922XX</b></p> <p><b>1-760-123-4567 Fax: 1-760-123-4568</b> <a href="mailto:pres@MyCompany.net">pres@MyCompany.net</a></p>	