

# INVITATION TO TENDER

## TURKEY

### <<29 April 2024>>

## ITT-TUR-2024-011

## GRAPHIC DESIGN SERVICES

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SUBMISSION DEADLINE: 17:00 ON 20/05/2024

QUESTIONS / CLARIFICATIONS: [procurement.turkey@savethechildren.org](mailto:procurement.turkey@savethechildren.org)

BID SUBMISSION: [tender.turkey@savethechildren.org](mailto:tender.turkey@savethechildren.org)

FORMAT FOR SUBMISSION: [BIDDER RESPONSE DOCUMENT](#)

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### [PART 1: INVITATION TO TENDER](#)

- Introduction to SCI
- Project Overview and Requirements
  - Award Criteria
- Instructions & Key Information

### [PART 2: CORE REQUIREMENTS AND SPECIFICATION](#)

Detailed description of SCI's specific requirements (e.g. volumes, delivery dates / locations, product specifications etc).

### [PART 3: BIDDER RESPONSE DOCUMENT](#)

Template to be used to submit response to this Invitation to Tender.

## PART 1 – INVITATION TO TENDER

### 1. INTRODUCTION TO SAVE THE CHILDREN

SCI is the world’s leading independent organisation for children. We save children’s lives; we fight for their rights; we help them fulfil their potential. We work together, with our partners, to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

**Our Vision** – a world in which every child attains the right to survival, protection, development and participation.

**Our Mission** – to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

We do this through a range of initiatives and programmes, to:

- Provide lifesaving supplies & emotional support for children caught up in disasters (e.g. floods, famine & wars).
- Campaign for long term change to improve children’s lives.
- Improve children’s access to the food and healthcare they need to survive.
- Secure a good quality education for the children who need it most.
- Protect the world’s most vulnerable children, including those separated from their families because of war, natural disasters, extreme poverty or exploitation.
- Work with families to help them out of the poverty cycle so they can feed and support their children.

For more information on the work we undertake and recent achievements, visit our [website](#).

### 2. PROJECT OVERVIEW

Item	Description
<b>Description of Goods / Services</b>	<i>Graphic Design Services</i>
<b>Outcome of Tender</b>	<i>Framework Agreement (Fixed Price) – the successful supplier(s) will be awarded a ‘Framework Agreement’. Within the Framework Agreement the terms of supply (e.g. indemnities, liabilities, warranties etc.) shall be agreed, as will the conditions of supply (e.g. specifications, lead times etc.). The Framework Agreement does not commit SCI to any purchases or specific volumes. Any future purchases which will be completed under separate Purchase Orders which will be governed and linked to the original Framework Agreement.</i>
<b>Duration of Award</b>	<i>24 months from the date of signing the agreement, with possible extension</i>
<b>Agreement Cap Limit</b>	<i>1.000.000,00 USD</i>

Further detail on the specific requirements of the project (e.g. volumes, dates, specifications etc.) can be found in [Part 2 \(Core Requirements & Specifications\)](#) of this Tender Pack.

### 3. AWARD CRITERIA

SCI is committed to running a fair and transparent tender process and ensuring that all bidders are treated and assessed equally during this tender process. Bidder responses will be evaluated against four weighted categories of criteria: Essential Criteria, Sustainability Criteria, Capability Criteria, and Financial Criteria.

#### 3.1 ESSENTIAL CRITERIA

Criteria which bidders **must** meet in order to progress to the next round of evaluation. If a bidder does not meet any of the Essential Criteria, they will be excluded from the tender process immediately. These criteria are scored as 'Pass' / 'Fail'.

#### 3.2 SUSTAINABILITY CRITERIA (10%)

Criteria used to evaluate the impact a supplier has on the environment, local economy and community. Bids will be evaluated against the same pre-agreed Criteria.

#### 3.3 CAPABILITY CRITERIA (50%)

Criteria used to evaluate the bidders' ability, skill, and experience in relation to the requirements. Bids will be evaluated against the same pre-agreed Criteria.

#### 3.4 FINANCIAL CRITERIA (40%)

Criteria used to evaluate the commercial competitiveness of a bid. Bids will be evaluated against the same pre-agreed Criteria.

### 4. VETTING

Successful bidders must be successfully vetted. This involves checking bidders and key personnel against Global Watch Lists, Enhanced Due Diligence Lists and Politically Exposed Persons Lists.

The vetting of bidders will be completed after the award decision and prior to any contract being signed, or orders placed. If any information provided by the Bidder throughout the tender process is proved to be incorrect during the vetting process (or at any other point), SCI may withdraw their award decision.

### 5. BIDDER INSTRUCTIONS

#### 6.1 TIMESCALES

Activity	Date
Issue Invitation to Tender	29 April 2024
Deadline for questions from Bidders	16 May 2024
Deadline for Bid Submission	20 May 2024
Bid Clarifications	30 May 2024
Award Contact	04 June 2024

The above dates are for indicative purposes only and are subject to change.

## 6.2 SUBMISSION FORMAT & BIDDER RESPONSE DOCUMENT

Bidders wishing to submit a bid **must use the Bidder Response Document template in [Part 3](#) of this Tender Pack**. Any bids received using different formats, or incomplete bids, will not be accepted.

This document allows bidders to submit all the required information and be evaluated fairly and equally against the Essential, Capability and Financial Criteria. Bidders may also be required to submit supporting documentation. Further instructions can be found within the document in Part 3 of this pack.

Bids can be submitted by either:

### Electronic Submission via ProSave

- Submit your response in accordance with the guidance provided in the below document:



Bidding on a Sourcing Event.pptx

### Electronic Submission via Email

Email should be addressed to Procurement Department at [tender.turkey@savethechildren.org](mailto:tender.turkey@savethechildren.org)

- The subject of the email should be "ITT-TUR-2024-002 / Bidder Response – 'Bidder Name', 'Date'".
- All attached documents should be clearly labelled so it is clear to understand what each file relates to.
- Emails should not exceed 15mb – if the file sizes are large, please split the submission into two emails.
- Do not copy other SCI email addresses into the email when you submit it as this will invalidate your bid.

### Paper Submission

- Paper submissions will not be accepted for this tender.

## 6.4 CLOSING DATE FOR BID SUBMISSION

Your bid must be received, no later than **17:00 (GMT+3) 20 May 2024**

Bids must remain valid and open for consideration for a period of no less than 60 days.

## 6.5 KEY CONTACTS

All questions relating to the tender should be sent via email to:

Name	Email Address
Procurement Committee	<a href="mailto:procurement.turkey@savethechildren.org">procurement.turkey@savethechildren.org</a>

Please be advised local working hours are 09.00AM to 17:00PM Please allow up to 2 days for a response.

Where the enquiry may have an impact on other bidders within the process, Save the Children will notify all other Bidders to maintain a fair and transparent process.

## PART 2 – CORE REQUIREMENTS & SPECIFICATIONS

### 1. SPECIFIC REQUIREMENTS

#### 1.1 DELIVERY REQUIREMENTS

To prepare all visual and graphical designs of Save the Children in TURKISH, ENGLISH and ARABIC in a child-friendly manner that will attract the attention and perception of children, and to consider the gender, culture and disability of the people while preparing these images.

### 2. SPECIFICATIONS

In the list below, bidders can find the detailed specification of all the items.

The Contractor will perform the following works; the requested visual designs will be designed in a way that is child-friendly and attracts the attention of children. Save the Children in Turkish, English and Arabic will share written resources with the contractor. Images will be prepared in the requested languages and sent to Save the Children in an appropriate format and as a separate document. Written resources will be sent to Save the Children in printable or online distribution/printable format. Child-friendly and centered written resources will be predominantly visual. Each designed and completed work will comply with Save the Children's brand policies and the SCI communication representative in this regard will provide the final confirmation of each individual work. Supplier should provide both print and editable versions of the projects.

Save the Children reserves the right to make changes in the kit contents based on the funding and needs of the areas of intervention.

- **Publication design:** Publication layout design with infographics, charts, diagrams, illustrations, and photos, proofreading for the texts. Ex: brochure, catalogue, flyer, booklet, business card, poster, etc. Considering accessibility for children and adults with disabilities is essential. Ex: high contrast images, auto-readable texts or auto-explained images etc.)
- **Video production:** Visual product/service design and production according to Save the Children “Brand Guide” standards (Video Films, Animations, Motion Graphics, Website Design, Child Friendly Mobile Application Design, scriptwriting, videography, editing, sound balancing, sub-title creation), subtitle addition, format export, archiving of raw and edited works, etc.)
- **Digital production:** Website design, 3D animations, e-signatures, child-friendly mobile app, e-newsletters, web banners, social media content (e.g. animated GIFs, charts, graphs, infographics, videos, etc.)

**PUBLICATION DESIGN**

1	Broşür Tasarımı ,Katalog Tasarımı, Poster Tasarımı, El ilanı Tasarımı, Kartvizit Tasarımı / <a href="#">Brochure Design, Catalog Design, Poster Design, Flyer Design, Business Card Design</a>
2	Promosyonel malzeme tasarımı: USB, anahtarlık, bez çanta, mug, vb. / <a href="#">Promotional material design: USB, keychain, tote bag, mug, etc.</a>
3	Etkinlik görünürlüğü: Etkinlik arka planı, roll-up'lar, banner'lar, vb. / <a href="#">Event visibility: Event background, roll-ups, banners, etc.</a>
4	Sosyal medya uygulamaları için şablonlar, AR filtreleri vb. kullanım. / <a href="#">Templates, AR filters etc. for social media apps. usage.</a>
5	E-Katalog, Broşür, Poster (engelli çocuklar ve yetişkinler için erişilebilirlik göz önünde bulundurulacak) – Örneğin, yüksek kontrastlı görseller, otomatik okunabilen yazılar veya otomatik açıklanan resimler vs.) / <a href="#">E-Catalogue, Brochure, Poster (to be considered for everyone, for children and adults with disabilities – for example, high contrast images, auto-readable text or auto-images etc.)</a>
6	Emailing ve Newsletter / <a href="#">Emailing and Newsletter</a>
7	Ana dilde İngilizce ve Türkçe redaksiyon hizmetlerini kapsayan ancak yukarıda belirtilen hizmetlerle sınırlı kalmayacak hizmetler. / <a href="#">Services that include English and Turkish proofreading services in the mother tongue, but not limited to the above-mentioned services.</a>

**VIDEO PRODUCTION**

1	Ana dilde İngilizce ve Türkçe redaksiyon hizmetlerini kapsayan ancak yukarıda belirtilen hizmetlerle sınırlı kalmayacak hizmetler. / <a href="#">Services that include English and Turkish proofreading services in the mother tongue, but not limited to the above-mentioned services.</a>
2	Optimum standartlar: 1080 25p/1080 29.97p veya 30p. Tüm materyaller 16:9, HD 1080 formatında olmalı. / <a href="#">Optimum standards: 1080 25p/1080 29.97p or 30p. All materials must be in 16:9, HD 1080 format.</a>
3	Save the Children Savunuculuk ve İletişim ekibiyle hem fikir olunan ve onaylanan metin üzerinden metrajların editlenmesi ve profesyonel kalitede iş / rapor / kamu spotu yayını kalitesinde iş üretimi. / <a href="#">Editing of the footage on the text agreed with and approved by the Save the Children Advocacy and Communication team and production of professional quality work / report / public service broadcast quality.</a>
4	Gereken yerlerde Save the Children Savunuculuk ve İletişim ekibi kılavuzluğunda hikaye anlatımı/seslendirmenin editlenmesi ve kayıt edilmesi. / <a href="#">Editing and recording storytelling/voiceover under the guidance of the Save the Children Advocacy and Communication team where needed.</a>
5	Son ürünün web sitesi, TV ve sosyal medyada yayımlanabilmesi için formatının otomatik ayarlanması/çevrilmesi. / <a href="#">Automatic adjustment/translation of the final product's format so that it can be published on the website, TV and social media.</a>
6	Save the Children marka kılavuzuna göre tüm materyallerin üretimi ve Save the Children mülkiyetinde olduğuna dair görünür kredi verilmesi. / <a href="#">Producing all materials according to the Save the Children brand guidelines and giving visible credit that they are the property of Save the Children.</a>

## DIGITAL PRODUCTION

1	Website tasarımı / <a href="#">Website design</a>
2	3D animasyonlar / <a href="#">3D animations</a>
3	e-imzalar / <a href="#">e-signatures</a>
4	Çocuk dostu mobil uygulama / <a href="#">kid-friendly mobile app</a>
5	E-newsletters – E-mailing
6	Web afişleri / <a href="#">web banners</a>
7	Sosyal media içerikleri / <a href="#">social media content</a> (e.g. animated GIFs, charts, graphs, infographics, videos, etc.)

- Facebook ve Instagram Reklam Türleri ve Özellikleri / [Facebook and Instagram Ad Types and Features](#):

<b>1)Single Image:</b>
<b>Image size:</b> 1,200 x 628 pixels, 1,080 x 1,080 pixels, 4:5 Ratio
<b>Facebook and Instagram Stories size:</b> 1,080 x 1,920 pixels
<b>Image ratio:</b> 9:16 to 16: 9 (cropped to 1.91:1 when a link is included)
<b>2)Single Video:</b>
<b>Video specs:</b>
<a href="#">Video format: .mp4, .mov, and .gif files are ideal (Here's a complete list of supported video formats)</a>
<b>Aspect ratio:</b> 9:16 to 16:9, 4:5, 1:1 (Aspect Ratio Tolerance : 3%) Vertical videos (with aspect ratio taller than 2:3)
<b>Resolution:</b> 600 pixels minimum width (Choose the highest resolution possible for your file size and aspect ratio)
<b>File size:</b> 4GB max
<b>Facebook length:</b> 1 second to 240 minutes
<b>Instagram length:</b> 1 to 60 seconds
<b>Facebook and Instagram Stories length:</b> 1 to 60 seconds
<b>Story and Reels:</b>
Image or Video Size: 1080 x 1920 (Consider leaving roughly 14% (250 pixels) of the top and bottom of the image free from text and logos to avoid covering these key elements with the profile icon or call-to-action.)
Image ratios: 9:16 and 16:9 to 4:5 (Images that consist of more than 20% text may experience reduced delivery)
<b>Technical Requirements</b>
Minimum Image Width in Pixels : 500
Aspect Ratio Tolerance : 1%
Lower Minimum Width in Pixels : 500
Maximum Image Ratio : 9:16
Maximum Video Duration in Seconds : 60

## PART 3 – BIDDER RESPONSE DOCUMENT

### 1. INTRODUCTION

This document **MUST BE USED** by Bidders wishing to submit a bid. It is linked into 4 sections detailed below:

- [Section 1 – Key Information](#)
- [Section 2 – Essential Criteria](#)
- [Section 3 – Capability & Sustainability Questions](#)
- [Section 4 – Financial Criteria](#)
- [Section 5 – Bidder Submission Checklist](#)

The Bidder is required to sign a copy of the Check list in Section 4 as part of their submission.

### 2. INSTRUCTIONS

Within each section there are instructions providing guidance to the bidder on what information is required. This guidance details the MINIMUM requirements expected by SCI. If a Bidder wishes to add further information, this is acceptable, but the additional information should be limited to only items that are relevant to the tender.

- For the avoidance of doubt, bidders are required to complete all items within the Bidder Response Document unless clear instruction is provided otherwise.
- If a Bidder does not complete the entire Bidder Response document, their submission may be declared void.
- If a Bidder is unable to complete any element of the Bidder Response Document, they should contact Save the Children through the using the contact details provided for guidance.

By submitting a response, the bidder confirms that all information provided can be relied upon for validity and accuracy.



## SECTION 1 – KEY INFORMATION

*Instructions – Bidders are required to complete all sections of the below table.*

KEY INFORMATION			
Organisation Name			
Please provide details of the primary products/services supplied by your organisation			
Please explain your experience of providing the goods or services requested in this tender document.			
Website address			
Address	Main Address	Registered Address (if different)	Address for Payments (if different)
Company Registration Number		Tax Number	
Year of Registration		Country of Registration	

Type of Business (e.g. Manufacturer, Distributor, Contractor)		Primary Country of Operation	
Have you supplied goods or services to SCI previously? If so, please provide a brief summary.			

<b>KEY CONTACT DETAILS</b>			
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	Primary Contact	Secondary Contact	Emergency Contact
Name			
Job Title			
Phone / Mobile			
Email			
Address			

<b>OTHER KEY INFORMATION</b>	
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Provide details of what insurance cover you have and what the maximum value is	
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<b>KEY ROLES &amp; PERSONNEL</b>			
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	Job Title	Role	E-mail Address
Which employees will be responsible for providing goods and services to SCI? Please list names, and job titles and contact details (e.g. account managers).			

## SECTION 2 - ESSENTIAL CRITERIA

**INSTRUCTIONS – Bidders are required to complete all sections of the below table.**

Item	Question	Bidder Response	
<b>1</b>	<p>The Bidder confirms it is fully qualified, licenses and registered to trade with Save the Children (including compliance with all relevant local Country legislation).</p> <p>This includes the Bidder submitting the following requirements (where applicable):</p> <ul style="list-style-type: none"> <li>- Legitimate business address</li> <li>- Tax registration number &amp; certificate</li> <li>- Business registration certificate</li> <li>- Trading license</li> <li>- Bidders must provide financial statement of 2021, 2022 and 2023.</li> </ul>	Requirement	Bidder Response / Attachments
		<i>Legitimate Business Address</i>	
		<i>Tax Registration Number &amp; Certificate</i>	
		<i>Business Registration Certificate</i>	
		<i>Trading License</i>	
		<i>Financial Statements</i>	
<b>2</b>	<p>Bidder accepts Save the Children’s ‘Terms and Conditions of Purchase’ and that any business awarded to the bidder will be completed under the Terms and Conditions included in Section 5 of this pack.</p>	Yes / No	Comments / Attachments
<b>3</b>	<p>Necessary documentation for proof of your registration in country (Trade Registry Gazette, Chamber of Commerce Registration, Tax Documentation, Circular of Signature for signatory person for the offer submitted)</p>	Yes / No	Comments
<b>4</b>	<p>The Bidder and its staff (and any sub-contractors used) agree to comply with: i) SCI’s Supplier Sustainability Policy [set out under Section 4 of this document] throughout this process and during the term of any future contract awarded.</p>	Yes / No	Comments

5	Presenting the CVs and portfolios of the people who will work in the design team	Yes / No	Comments
6	The bidder confirms they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this.	Yes / No	Comments

## SECTION 3 – CAPABILITY & SUSTAINABILITY QUESTIONS

*Instructions – Bidders are required to complete all sections of the below table.*

Item	Question	Bidder Response							
		Client Name	Contact Details (Name & Email)						
1	<p><b>REFERENCES</b> 3 references within similar scope of work in last 3 years with document of proof invoice, purchase order, contract etc. (preferably Foreign Missions, NGOs, international institutions)</p> <p><b>Weightage: 10%</b></p>								
2	<p>The company must employ at least 5 employees. Save the Children shall be able to change the assigned employees with no obligation of reasoning.</p> <p><b>Weightage 5%.</b></p>	<b>Bidder Response</b>	<b>Attachment(s)</b>						
3	<p>The firm must submit at least one (1) sample of the sample works mentioned below for the budget ranges. (preferably development communication, livelihoods, education, children's rights, etc.)</p> <p><b>Weightage 15%.</b></p> <ul style="list-style-type: none"> <li>- The sample to be provided by the offeror is responsible for the anonymization of the data company.</li> <li>- Any logo, design etc. indicating the brand and title/name of the bidder on the graphic and visual design samples provided should not exist.</li> </ul> <table border="1" data-bbox="245 1709 938 1939"> <thead> <tr> <th>Ürün / Product</th> <th>Bütçe Aralığı (USD) - Budget Gap (USD)</th> <th>Bütçe Aralığı (USD) - Budget Gap (USD)</th> </tr> </thead> <tbody> <tr> <td>Bilgilendirici Poster</td> <td>100,00USD - 200,00USD</td> <td>500,00USD - 750,00USD</td> </tr> </tbody> </table>	Ürün / Product	Bütçe Aralığı (USD) - Budget Gap (USD)	Bütçe Aralığı (USD) - Budget Gap (USD)	Bilgilendirici Poster	100,00USD - 200,00USD	500,00USD - 750,00USD	<b>Bidder Response</b>	<b>Comments</b>
		Ürün / Product	Bütçe Aralığı (USD) - Budget Gap (USD)	Bütçe Aralığı (USD) - Budget Gap (USD)					
		Bilgilendirici Poster	100,00USD - 200,00USD	500,00USD - 750,00USD					

	<b>Video</b>	1.000,00USD - 2.000,00USD	8.000,00 - 10.000,00USD		
	<b>Broşür Kitapçık</b>	750,00USD - 1.500,00USD	3.500,00USD - 6.000,00USD		
	<b>İllustrasyon</b>	500,00USD - 1.000,00USD	1.000,00USD - 2.500,00USD		
	<b>Web/Dijital Tasarım</b>	4.000,00USD - 6.000,00USD	6.000,00USD - 10.000,00USD		
<b>4</b>	Employing relevant personnel whose mother language is <b>TURKISH, ARABIC</b> or <b>ENGLISH</b> or at least fluent in one of these languages and providing proofreading services in those languages and (or) the stipulation of providing of abovementioned services by the offeror.  <b>Weightage 10%</b>			<b>Bidder Response</b>	<b>Comments</b>
<b>5</b>	The bidder has their own Sustainability Policy (or Policies) (please share your sustainability policy if you have any) -  Gender equality sustainability methodology - The bidder commits to ensuring that all employees, regardless of gender, receive equal pay for equal work or work of equal value and company sets measurable targets to achieve gender balance at all levels of the organization.  <b>Weightage 20%.</b>			<b>Bidder Response</b>	<b>Comments</b>

## SECTION 4 – FINANCIAL CRITERIA (40%)

Proposals should be sent in a detailed breakdown. Offers should be in USD currency. Proposals should be all inclusive (VAT and other costs shall be included and detailed) (%40).

Below is the table indicating the estimated spendings for the graphic design works. (SCI does not guarantee that the work will be the same or exceed the given figures).

No	Description of Goods / Services	Unit	QTY	Currency	Hourly Rate (USD)	Daily Rate (8 hours) (USD)	Availability Date
1	Project manager	Person	1	USD			
2	Personnel to be Employed for Video Works	Person	1	USD			
3	Personnel to be Employed for Video Works (Senior)	Person	1	USD			
4	Personnel to be Employed for Motion Graphics Works	Person	1	USD			
5	Personnel to be Employed for Motion Graphics (Senior)	Person	1	USD			
6	Personnel to be Employed for Web and Application Design Works	Person	1	USD			
7	Personnel to be Employed for Web and Application Design Works (Senior)	Person	1	USD			
8	Personnel to be Employed for Graphics / Illustrator Works	Person	1	USD			
9	Personnel to be Employed for Graphics / Illustrator Works (Senior)	Person	1	USD			
10	Native Language Voice Over in Social Media (Youtube, Instagram etc.) - Turkish	Words	100	USD			
11	Native Language Voice Over in Social Media (Youtube, Instagram etc.) - English	Words	100	USD			
12	Native Language Voice Over in Social Media (Youtube, Instagram etc.) - Arabic	Words	100	USD			
13	Proofreading Service	Person	1	USD			
14	Copywriting - Turkish, English, Arabic	Person	1	USD			

## SECTION 5 – BIDDER SUBMISSION CHECKLIST



**We, the Bidder, hereby confirm we have completed all sections of the Bidder Response Document:**

No	Section	Please Tick
1.	Section 2 – Essential Criteria	
2.	Section 3 – Capability & Sustainability Questions	
3.	Section 4 – Commercial Questions	

**We, the Bidder, confirm we have uploaded all of the required information and supporting evidence:**

Section	Required Document / Evidence	Please Tick
<b>Essential Criteria Evidence</b>	Please refer to the section above.	
<b>Capability Criteria Evidence</b>	Please refer to the section above.	
<b>Criteria Evidence</b>	Please refer to the section above.	

**We, the Bidder, hereby confirm we compliance with the following policies and requirements:**

Policy	Policy / Document	Signature
Terms & Conditions of Bidding	 1. Terms & Conditions of Biddir	
Terms & Conditions of Purchase	 TERMS AND CONDITIONS OF PU	
Supplier Sustainability Policy and the included mandatory policies	<a href="#">Click Here to Access</a>	

We confirm that Save the Children may in its consideration of our offer, and subsequently, rely on the statements made herein.

Signature: .....

Name: .....

Title: .....

Company: .....

Date: .....