

Request for Proposals (RFP): Midday Recharge Policy Brief

RFP#: NAP-0925

Issued By: The Institute for Somnolent Studies (ISS)

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Closing Date: October 23, 2025

Point of Contact: Jane Doe, Director of Strategic Napping, iss_sleep_now@iss.org

1. Introduction

The Institute for Somnolent Studies (ISS), a leading advocate for the nation's collective well-being (and post-lunch productivity), is seeking proposals from qualified policy researchers and writers. The purpose of this RFP is to commission a concise, compelling, and creatively presented policy brief on the development and implementation of the "Midday Recharge Act." The brief should be a powerful tool for convincing both policymakers and tired, coffee-dependent citizens that a federally mandated nap time is a fiscally responsible and morale-boosting initiative. Additionally, the successful proponent will produce a package of communication tools to be delivered across a range of platforms and media to support the successful implementation of the policy.

2. Background

The ISS has documented a disturbing, decades-long trend of declining national productivity between the hours of 1:00 p.m. and 3:00 p.m. Our proprietary research—which includes advanced tracking of yawn frequency and workplace coffee consumption—has conclusively linked this trend to a widespread epidemic of adult drowsiness. While other nations embrace siestas and power naps, the United States continues to operate on the false premise that more waking hours equals more output. The ISS believes a policy brief is the necessary first step to awaken the public to this truth.

3. Scope of Work

The selected contractor will be responsible for the following deliverables:

Phase 1: Research and Nap-tribution Analysis

- Conduct a comprehensive literature review on the science of napping, including neurological benefits, cognitive enhancements, and the physiological effects of rest.
- Analyze the economic impact of employee burnout and stress.
- Review existing corporate wellness programs that incorporate rest periods and gather case study data.
- Develop and present the "NAP-tribution Analysis," a robust justification for how a national nap time will improve economic metrics.

Phase 2: Brief Development and Creative Direction

- Write a 3 to 5-page policy brief targeting a general policymaker audience, with clear, jargon-free language.
- Create a captivating visual aesthetic for the brief, including data visualization and possibly a thematic "Nap Cat" logo, to make the content digestible and memorable.

- Draft a compelling executive summary that immediately explains the gravity (and beauty) of a well-rested populace.
- Incorporate humor and persuasive rhetoric, maintaining a professional yet distinctive tone.

Phase 3: Rollout and Stakeholder "Dreamscaping"

- Provide a list of key stakeholders to target with the brief, from congressional aides to prominent wellness influencers.
- Identify and articulate potential opposition arguments and provide proactive counter-responses.
- (Optional) Present the brief in a video format, perhaps featuring a soothing, ASMR-style narration.

4. Proposal Submission Requirements

Proponents must provide the following:

- **Executive Introduction:** A one-page overview demonstrating an understanding of the ISS's vision and the proposed project
 - **Brief overview of the Research Group's background and expertise:** What perspectives and interests define the group's work? This will help the reviewers to determine the area of contribution expected from this research group – economic, social, etc. In our scenario, for this section you make up a profile of the Consultancy you invent.
 - **Brief statement of your approach to the project:** What will be the scope and perspective you will take towards this project? What context will you work within, what issues will you explore, and who will benefit if this research is used to support policy development? What areas of government and society will find this proposed research useful to inform policy development?
 - **Methodology:** Knowledge mobilization. What problem or issue does your research address? Indicate some existing pressures or issue related to the risks and opportunities of flexible work related to a specific context. What key questions will be explored in this research project?
 - **Value Proposition:** How will this research and analysis help to address the problems outlined above? Why will this research and policy brief be significant and to whom? What will be gained by doing this work? What will be the benefits and long-term value of this project? Be persuasive!
 - **Deliverables**
 - What will you produce for us as your client?
 - **Timelines**
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- Proposals should have a short cover letter, addressed to Jane Doe, Director of Strategic Napping, iss_sleep_now@iss.org
 - Proposals should be structured using the template above.
 - Proposals must be produced as MSWORD Docs and use a font no smaller than 11 point.
 - Proposals should be between 1200-1550 words maximum.
 - Any visuals, diagrams and tables must be clearly labelled.
 - All reference material must be cited accurately using APA format.

5. Evaluation Criteria

Proposals will be evaluated on the following criteria:

- **Approach (40%):** Originality and soundness of the proposed methodology, including research rigor and creative strategy.
- **Experience and Expertise (30%):** Demonstrated track record in policy analysis and persuasive writing.
- **Tone and Creativity (20%):** Alignment with the ISS's mission to be both a serious institute and a source of restful content.
- **Cost (10%):** Value for money.

6. Questions and Clarifications

All questions must be submitted in writing to the Point of Contact no later than October 15, 2025.

7. Submission Instructions

Proposals must be submitted electronically in PDF format to the Point of Contact by the closing date. Late submissions will not be considered, as we will likely be observing our mandatory afternoon nap at that time.