BLUE CAMPAIGN

Application Instructions

The Program Narrative

The Program Narrative shall not exceed 30 single-sided pages in length, not including the cover page, Table of Contents, and resumes for key personnel. Any submissions where the Program Narrative exceeds 30 pages will not be evaluated. The cover page, Table of Contents and resumes for key personnel are not subject to the page limitation. The page size shall be 8-1/2 x 11 inches, single or double spaced, with 1 inch margins. Times New Roman 12 point font should be used for the submission (Text embedded within graphics or tables in the body of the Program Narrative shall be legible and not smaller than 8 point). Electronic files will be in portable document format (PDF), readable by IBM-compatible PCs. Each file size must be no more than 10 MB.

Cover Page: This shall include the words "Program Narrative" and the following:

1) NOFO number;
2) Title of Full Proposal;
3) Identity of prime Offeror and complete list of subcontractors, if applicable;
4) Technical point of contact (name, address, phone/fax, electronic mail address);
5) Administrative/business point of contact (name, address, phone/fax, electronic mail address); and,
6) The signature and title of an authorized representative of the entity submitting the full proposal. If multiple organizations are participating, one signature from the principal/leading organization is acceptable.

The Program Narrative shall include the following:

1. **Executive Summary**- that summarizes the full proposal and the expected benefits of the solution.
2. **Proposal**: Describe the proposed work and the associated technical and management issues.
3. **Performance Goals:** Describe the overall methodology and how it will meet the program objectives and the specific Technical Task Area.
4. **Detailed Technical Approach:** Describe the proposed design and technical approach for each of the Tasks (see Appendix: Statement Of Objectives) addressing the evaluation criteria listed in Table 1 of Section E (Evaluation Criteria). Describe how each Task will be performed and identify sub-tasks, if appropriate. Provide an integrated display for the proposed research, showing each Task with major milestones. Include a proposed schedule for the effort (estimated dates of Tasks, milestones and deliverables). Provide a brief summary of all deliverables proposed under this effort, along with suggested due dates (calendar days after the effective date of award).
5. **Management Plan:** Provide a summary of the management approach, including an explicit description of what role each participant or team member will play in the project, and their past experience in technical areas related to this proposal.
6. **Facilities:** List the location(s) where the work will be performed, and the facilities to be used. Describe any specialized or unique facilities which directly affect the effort.

7. **Government-Furnished Resources:** Provide a brief summary of required information and data which must be provided by the Government to support the proposed work, if any.
8. **Resumes for Key Personnel:** In Appendix A, provide resumes and *curriculum vitae* (CVs) for each of the key personnel. These resumes do not count toward the 30-page limit.

No Classified Proposals (or portions of proposals) will be accepted.