



U N I V E R S I T Y O F
SOUTH CAROLINA

INTENT TO AWARD

Posting Date: January 4, 2012

This is a statement of intent to award a contract and becomes the official statement of award effective **8:00 AM January 15, 2012** unless otherwise suspended or canceled. Vendors are cautioned not to begin work on the contract or incur any costs associated with the contract prior to the effective date of the contract. The University of South Carolina assumes no liability for the expenses incurred by vendors prior to the effective date of the contract.

Bidder's right to protest as listed in section 11-35-4210 in the South Carolina Consolidated Procurement Code applies to this award. Protest to be filed with:

Chief Procurement Officer
Materials Management Office
1201 Main Street
Suite 600, Columbia SC 29201.
Facsimile: 803-737-0639
Email: protest-mmo@mmo.state.sc.us

Referenced Solicitation Number:	USC-FPB-1999-MLS
For Furnishing:	Integrated Marketing Communication and Public Relations Services
Issue Date:	July 11, 2011
Opening Date:	August 5, 2011
Total Potential Amount:	Maximum \$1.5 million
Date of Award:	August 26, 2011

Initial Contract Term:	January 16, 2013 – August 22, 2013
Maximum Contract Term:	January 16, 2013 – August 22, 2016

***The following is a partial list of awards. Additional awards may be made pending further evaluation.**

Awarded to:

- **Booter, Inc**, Barley Mill Drive, Greer, SC 29651
Lot 1- Marketing Strategy Services - \$150.00
Lot 2- Media Buying Services - \$75.00


WILLIAM D. GALLMAN
Procurement Specialist