



Posting Date: April 5, 2024

INTENT TO AWARD

The State intends to award contracts noted below. Unless otherwise suspended or canceled, this document becomes the **final Statement of Award effective April 17, 2024**. Unless otherwise provided in the solicitation, the final statement of award serves as acceptance of your offer.

Solicitation Number: GS-FPB-220174-06
Description: Integrated Marketing Services
Awarded To: See Page 2 – Contractor(s) awarded for this set of awards (05) for GS-FPB-220174
Initial Term: April 17, 2024 through June 17, 2024
Max Term: April 17, 2024 through June 17, 2027

Estimated Fixed Price Bid Contract Total Potential Value GS-FPB-220174: \$8,000,000.00

Contractor should not perform work or incur any costs associated with the contract prior to the effective date of the contract. Contractor should not perform any work prior to the receipt of a purchase order from the using governmental unit. The University assumes no liability for any expenses incurred prior to the effective date of the contract.

If you are aggrieved in connection with the award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within seven business days of the date the award notice is posted, and (ii) submit your actual protest within fifteen days of the date the award notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. See clause entitled "Protest-CPO". The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided.

PROTEST - CPO ADDRESS - MMO: Any protest must be addressed to the Chief Procurement Officer, Materials Management Office, and submitted in writing:

- (a) by email to protest-mmo@mmo.sc.gov, or
- (b) by post or delivery to 1201 Main Street, Suite 600, Columbia, SC 29201.


Amy Sabol
Procurement Manager



UNIVERSITY OF
South Carolina

Contractor	Award Number	Lot	Description	Unit Price
Birdsall, Voss & Associates, Inc. 250 W. Coventry Ct. Suite 300 Milwaukee, WI 53217	GS-FPB-220174-06-002	1	Marketing Strategy Services	\$200.00
		2	Media Buying Services	\$100.00
		3	Freelance Writing Services	\$100.00
		4	Graphic Design Services	\$100.00
		5	Videography Services	\$125.00
		6	Photography Services	\$125.00
		7	Web Design and Development Services	\$125.00
		8	Public Relations Services	\$125.00