



Notice of Intent to Award
Posting Date: July 19, 2021

This is a statement of intent to award a contract and becomes the official statement of award effective **8:00 AM on July 29, 2021** 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.

Bidders 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 in writing 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

Solicitation Number: USC-FPB-3003-MR

Issue Date: July 20, 2016

Opening Date: August 10, 2016

Description: Integrated Marketing and Public Relations

Initial Contract Term: August 23, 2016 through August 22, 2017

Maximum Contract Term: August 23, 2016 through August 22, 2021

Estimated Potential Value of Contract: \$ 2,000,000.00

Awarded to: Blue Print Strategy, LLC
PO Box 9521
Columbia SC 29290

Lot 1 – Marketing Strategy Services - \$200.00 per hour
Lot 8 – Public Relations Services - \$125.00 per hour

Michelle Robinson

Michelle Robinson, CPPB
Procurement Manager