



**Notice of Intent to Award**  
Posting Date: January 22, 2021

This is a statement of intent to award a contract and becomes the official statement of award effective **8:00 AM on February 2, 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:** The Crawford Austin Agency  
701 Gervais Street, Suite 150-144  
Columbia, SC 29201

**Lot 1 – Marketing Strategy Services: \$145.00 per hour**  
**Lot 8 – Public Relations Services: \$125.00 per hour**

***Michelle Robinson***

Michelle Robinson, CPPB  
Procurement Manager