



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

August 26, 2011

INTENT TO AWARD

This is a statement of intent to award a contract and becomes the official statement of award effective **8:00 a.m., September 7, 2011**, 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 and issuance of a purchase order.

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:

Mr. Voight Shealy
Chief Procurement Officer
Materials Management Office
1201 Main Street Suite 600
Columbia, SC 29201

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 Period	September 7, 2011 – September 6, 2012
Maximum Contract Period:	September 7, 2011 – September 6, 2016

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

Awarded to:

- **Sands Design Incorporated/Creative Agents**, P.O. Box 3888, Irmo, SC 29063
Lot 4 – Graphic Design Services - \$75.00

- **Mary Ann Chastain**, 212 lake Estate Drive, Chapin, SC 29036
Lot 6 – Photography Services - \$100.00

- **Plum Agency/The Research Associates**, 594 Broadway, #407, New York, NY 10012
Lot 1 – Marketing Strategy Services - \$135.00
Lot 3 – Freelance Writing Services - \$70.00
Lot 4 – Graphic Design Services - \$70.00
Lot 5 – Videography Services - \$90.00
Lot 7 – Web Design Services - \$70.00
Lot 8 – Mobile Apps Services - \$110.00

- **Gallehugh Group, Inc.**, 7514 Sara Marie Drive, Summerfield, NC 27358
Lot 1 – Marketing Strategy Services - \$150.00
Lot 3 – Freelance Writing Services - \$75.00
Lot 4 – Graphic Design Services - \$75.00

- **Mind Over Media**, 2840 Liberty Avenue, Pittsburgh, PA 15222
Lot 1 – Marketing Strategy Services - \$150.00
Lot 2 – Media Buying Services - \$75.00
Lot 3 – Freelance Writing Services - \$75.00
Lot 4 – Graphic Design Services - \$75.00
Lot 5 – Videography Services - \$100.00
Lot 6 – Photography Services - \$100.00
Lot 7 – Web Design Services - \$75.00

- **Andy Hunt Creative Group**, 1414 Wexford Sound Drive, Charleston, SC 29412
Lot 5 – Videography Services - \$100.00

- **Genesis Creative Media Production & Marketing**, 1006 Hafely Court, Cayce, SC 29033
Lot 4 – Graphic Design Services - \$75.00
Lot 5 – Videography Services - \$100.00

Mary L. Sims

Mary L. Sims, CPPO
Procurement Manager