



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

October 18, 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., October 31, 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

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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	October 31, 2011 – August 22, 2012
Maximum Contract Period:	October 31, 2011 – August 22, 2016

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

**Awarded to:**

**The Pursuant Group, Inc., 5151 Belt Line Road, Suite 90, Dallas, TX 75254**

Lot 1 – Marketing Strategy Services - \$150.00

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 Development Services - \$75.00

*Mary L. Sims*

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Mary L. Sims, CPPO  
Procurement Manager