



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

Posting Date: January 24, 2013

INTENT TO AWARD

This is a statement of intent to award a contract and becomes the official statement of award effective 8:00 AM February 5, 2013, unless otherwise suspended or canceled. Vendors are encouraged 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 any expenses incurred by vendors prior to the effective date of the contract.

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:

Voight Shealy
Chief Procurement Officer
1201 Main Street Suite 600
Columbia, SC 29201

Solicitation Number: USC-RFP-2353-MR

Issue Date: December 17, 2012

Opening Date: January 10, 2013

Description: Provide Undergraduate Admissions Student Search Fulfillment and Rapid Response Program for the Aiken Campus

Initial Contract Term: February 5, 2013 through July 31, 2013

Potential Maximum Contract Term: February 5, 2013 through February 4, 2018

Evaluated Amount of Contract: \$154,206.00

Item	Total
Search & Offer	\$88,650.00
Fulfillment & Engagement Campaign	\$46,006.00
List Cost Estimate	\$19,550.00

Potential Total Amount of Contract: \$771,030.00

**Awarded To: Royall & Company
1920 E. Parham Road
Richmond, VA 23228**

Michelle Robinson

**Michelle Robinson, CPPB
Procurement Manager I**