



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

Posting Date: February 4, 2013

**SUSPENDED 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

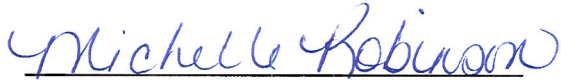
**Evaluated Amount of Contract:** \$154,206.00

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**

**The above notification of Intent to Award is hereby suspended pending an administrative hearing in response to a protest filed.**



**Michelle Robinson, CPPB  
Procurement Manager I**