



UNIVERSITY OF SOUTH CAROLINA

Posting Date: August 5, 2014

STATEMENT OF AWARD

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 :

Chief Procurement Officer
Materials Management Office
1201 Main Street Suite 600
Columbia, SC 29201\

Solicitation Number: USC-RFP-2620-CJ

Issue Date: June 5, 2014

Opening Date: June 23, 2014

Description: Design of Admissions Marketing / Recruitment Campaign for The University of South Carolina Upstate Campus

Initial Contract Term: August 5, 2014 through August 4, 2015
Maximum Contract Term: August 5, 2014 through August 5, 2019

Estimated Potential Value of Contract: \$99,900.00
Evaluated Amount: \$152,600.00

Awarded To: Stamats, Inc.
ATTN: Rich Hanson/Becky Morehouse/
Jennifer Shaddox
615 Fifth Street SE
Cedar Rapids, IA 52401

Phases I and II

\$30,000.00

- Creative Preparation
- Creative Concepting

- Focus Group Testing

Deliverable: Creative Brief.

Deliverables: Two (2) Creative Concepts; A Written Creative Rationale, Concept Boards, and PowerPoint Slides for Two (2) Concepts.

Deliverables: Three (3) Focus Group Sessions and Suggested Next-Steps Document based on Focus Group Results

Phase III

\$5,600.00

- Photography- Art Direction

Activities: Stamats will recommend photographers in the Higher Education Experience. Stamats Designer will be on Campus for a Two-Day Photo Shoot. Stamats will Provide a Preparation Guide and Detailed Shot List for Each Shoot. **Actual Photography Costs Are Not Included In This Price.**

Deliverable: Professional Art Direction by Stamats' Designer.

Phase IV

- Viewbook
- Travel Brochure – Content Only

\$28,500.00

\$7,400.00

Associated Activities: Exact Size is to be determined based upon Consultation with USC Upstate, but assume a 3-4 Paneled Folded Brochure. Stamats to Provide All Editorial Services.

Deliverable: Word Document of Content.

- Transfer Brochure
- Return to Learn Brochure

- Mailing Envelopes

- Template

\$14,200.00

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USC UPSTATE WILL PRODUCE IN-HOUSE

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Phase V

VALUE ADD

- Implementation/Transistion

Associated Activities: Stamats will provide all of the Printer-ready InDesign files to USC Upstate.

Deliverable: Printer-ready InDesign files.

Charles C. Johnson, III.

Charles C. Johnson, III
Procurement Manager