



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

Posting Date: February 17, 2015

STATEMENT OF AWARD

AWARD - ONE RESPONSE RECEIVED: IN ACCORDANCE WITH SC PROCUREMENT CODE 11-35-1520 (10) AWARD, "WHEN ONLY ONE RESPONSE IS RECEIVED, THE NOTICE OF INTENDED AWARD AND THE TEN DAY DELAY OF AWARD MAY BE WAIVED." THE NOTICE OF INTENDED AWARD AND THE TEN DAY DELAY OF AWARD HAVE BEEN WAIVED.

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-2749-CJ

Issue Date: January 15, 2015

Opening Date: February 2, 2015

Description: Exclusive Agent for the Operation of the University of South Carolina Aiken, University of South Carolina Beaufort, and the University of South Carolina Upstate Campuses' Domestic Trademark and Licensing Program

Initial Contract Term: March 1, 2015 through February 29, 2016

Maximum Contract Term: March 1, 2015 through February 29, 2020

THIS IS A REVENUE-GENERATING CONTRACT

Awarded to: Strategic Marketing Affiliates, LLC.
ATTN: John W. Mybeck, Chief Operation Officer
8900 Keystone Crossing
Suite 605
Indianapolis, IN 46240

Estimated Potential Value of Contract: \$150,000.00

Evaluated Amount:

Royalties Received
for each 12 month period
of the contract

\$0-\$20,000.

In excess of \$20,000.

Percentage (%) to University of South Carolina Aiken,
University of South Carolina Beaufort, and University of
South Carolina Upstate

65%

62%

Charles C. Johnson, III.

Charles C. Johnson, III
Procurement Manager