



UNIVERSITY OF SOUTH CAROLINA

August 12, 2016

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., August 23, 2016**, 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. Michael Spicer
Chief Procurement Officer
Materials Management Office
1201 Main Street Suite 600
Columbia, SC 29201

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|----------------------------------|--|
| Referenced Solicitation Number: | USC-FPB-3003-MR |
| For Furnishing: | Integrated Marketing and Public Relations Services |
| Issue Date: | July 20, 2016 |
| Opening Date: | August 10, 2011 |
| Total Potential Contract Amount: | Maximum \$2 million |
| Date of Award: | August 23, 2016 |
| Maximum Contract Period: | August 23, 2016 – August 22, 2021 |

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

- **Injeanious Media**, 1900 Barnwell St., Columbia, SC 29201
 - Lot 3 – Freelance Writing Services - \$75.00
 - Lot 4 – Graphic Design Services - \$100.00
 - Lot 5 – Videography Services - \$110.00
 - Lot 6 – Photography Services - \$125.00
 - Lot 8 – Public Relations Services - \$90.00

- **8AM Ideas**, 213 Trails End, Greenville, SC 29607
Lot 4 – Graphic Design Services - \$90.00
- **Dust of the Ground Media, LLP**, 1510 Gregg St., Columbia, SC 29201
Lot 5 – Videography Services - \$100.00
- **Mirrorball Productions, LLC**, PO Box 5447, Columbia, SC 29250
Lot 5 – Videography Services - \$55.00
- **Cyberwoven, LLC**, 1523 Huger St., Ste. B, Columbia, SC 29201
Lot 1 – Marketing Strategy Services - \$200.00
Lot 4 – Graphic Design Services - \$100.00
Lot 7 – Web Design and Development Services - \$125.00
- **Studio Ria, LLC**, 819 Aiken St., Columbia, SC 29201
Lot 4 – Graphic Design Services - \$85.00
- **One Sixty over Ninety, LLC**, 510 Walnut St., 19th Floor, Philadelphia, PA 19106
Lot 1 – Marketing Strategy Services - \$200.00
Lot 4 – Graphic Design Services - \$100.00
Lot 5 – Videography Services - \$125.00
Lot 6 – Photography Services - \$125.00
Lot 7 – Web Design and Development Services - \$125.00
Lot 8 – Public Relations Services - \$125.00
- **TVP Studios, Inc.** PO Box 5762, Greenville, SC 29606
Lot 5 – Videography Services- \$125.00
- **Campus Media Group, Inc.**, 7760 France Ave., Ste. 800, Bloomington, MN 55435
Lot 1 – Marketing Strategy Services - \$180.00
Lot 2 – Media Buying Services - \$65.00
- **Two Monkeys Graphic Design**, 5 Sunset View Ct., Columbia, SC 29229
Lot 4 – Graphic Design Services - \$55.00
- **Chernoff Newman, LLC**, 1411 Gervais St., 5th Floor, Columbia, SC 29201
Lot 1 – Marketing Strategy Services - \$200.00
Lot 2 – Media Buying Services - \$100.00
Lot 4 – Graphic Design Services - \$100.00
Lot 7 – Web Design and Development Services - \$125.00
Lot 8 – Public Relations Services - \$125.00
- **The Pursuant Group, Inc.**, 5151 Belt Road, Ste. 900, Dallas, TX 75254
Lot 1 – Marketing Strategy Services - \$200.00
Lot 3 – Freelance Writing Services - \$100.00
Lot 4 – Graphic Design Services - \$100.00

- Lot 5 – Videography Services - \$125.00
- Lot 6 – Photography Services - \$125.00
- Lot 7 – Web Design and Development Services - \$125.00

- **Desa, Inc.,** 400 Percival Rd., Columbia, SC 29206
 - Lot 1 – Marketing Strategy Services - \$200.00
 - Lot 3 – Freelance Writing Services - \$100.00
 - Lot 4 – Graphic Design Services - \$100.00
 - Lot 8 – Public Relations Services - \$125.00

- **Richard Gorman,** 231 Opus Ct., Pooler, GA 31322
 - Lot 3 – Freelance Writing Services - \$40.00
 - Lot 8 – Public Relations Services - \$40.00

- **True Matter, LLC,** 150 Meeting St., West Columbia, SC 29169
 - Lot 1 – Marketing Strategy Services - \$125.00
 - Lot 7 – Web Design and Development Services - \$125.00

- **Riggs Partners, Inc.,** 750 Meeting St., West Columbia, SC 29169
 - Lot 1 – Marketing Strategy Services - \$200.00
 - Lot 3 – Freelance Writing Services - \$100.00
 - Lot 4 – Graphic Design Services - \$100.00

- **The Research Associates,** 165 Broadway St., Ste. 2301, New York, NY 10006
 - Lot 1 – Marketing Strategy Services - \$180.00

- **The Ad Company (ADCO),** 1220 Pickens St., Columbia, SC 29201
 - Lot 1 – Marketing Strategy Services - \$150.00
 - Lot 4 – Graphic Design Services - \$100.00
 - Lot 7 – Web Design and Development Services - \$125.00

- **Priority Metrics Group, Inc.,** PO Box 1913, Spartanburg, SC 29304
 - Lot 1 – Marketing Strategy Services - \$187.00

- **ByFarr, LLC,** 504 ½ Gervias St., Columbia, SC 29201
 - Lot 1 – Marketing Strategy Services - \$175.00
 - Lot 4 – Graphic Design Services - \$100.00

- **Sands Design/Creative Agents,** PO Box 3888, Irmo, SC 29063
 - Lot 4 – Graphic Design Services - \$90.00

- **David Hunt Creative, Inc.,** 807 Gervais St., Ste.105, Columbia, SC 29201
 - Lot 4 – Graphic Design Services - \$100.00

- **Frazer Enterprises, Inc. DBA Vitalink,** 10809 Cokesbury Lane, Raleigh, N.C 27614
 - Lot 1 – Marketing Strategy Services - \$160.00 - \$176.00*

Lot 4 – Graphic Design Services - \$95.00 - \$100.00*

**For projects under 65 hours, travel would be invoiced separately and the lower rate would apply. Video and phone conferences available at any level.*

- **Stamats Communications, Inc.** 615 Fifth St. NE, Cedar Rapids, IA
Lot 1 – Marketing Strategy Services - \$175.00 - \$200.00

Michelle Robinson

Michelle Robinson, CPPB
Procurement Manager