



UNIVERSITY OF SOUTH CAROLINA

January 25, 2018

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., February 6, 2018**, 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

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
Maximum Contract Period:	February 6, 2018 – August 22, 2021

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

- **Razr Marketing**, 10590 Wayzata Blvd. 3rd Floor, Minnetonka, MN 55305
 Lot 1 – Marketing Strategy Services - \$175.00 per hour.
 Lot 4 – Graphic Design Services - \$100.00 per hour.
 Lot 7 – Web Design and Development Services - \$125.00 per hour.
- **Mindpower Inc.**, 337 Georgia Ave. SE, Atlanta, GA 30312
 Lot 1 – Marketing Strategy Services - \$200.00 per hour.
 Lot 2 – Medial Buying Services - \$100.00 per hour.
 Lot 3 – Freelance Writing Services - \$100.00 per hour.

- Lot 4 – Graphic Design Services - \$100.00 per hour.
- Lot 5 – Videography Services - \$125.00 per hour.
- Lot 6 – Photography Services - \$125.00 per hour.
- Lot 7 – Web Design and Development Services - \$125.00 per hour.

Michelle Robinson
Michelle Robinson, CPPB
Procurement Manager