



# UNIVERSITY OF SOUTH CAROLINA

Posting Date: April 23, 2018

## INTENT TO AWARD

This is a statement of intent to award a contract and becomes the official statement of award effective 8:00 AM Friday, May 4, 2018, 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:

Mike Spicer  
Chief Procurement Officer  
1201 Main Street, Suite 600  
Columbia, SC 29201

**Solicitation Number:** USC-FPB-3003-MR  
**Issue Date:** July 20, 2016  
**Opening Date:** August 10, 2016  
**Description:** Provide Integrated Marketing Communication and Public Relations Services  
**Initial Contract Term:** August 23, 2016 through August 22, 2021  
**Maximum Contract Term:** August 23, 2016 through August 22, 2021  
**Awarded To:** Program Management/Strategic Planning  
McLeod Butler Communications, LLC

See Attached for Contract Hourly Rates

  
Venis Manigo

Director of Purchasing

**VIII BIDDING SCHEDULE / PRICE-BUSINESS PROPOSAL**

The University has listed below a maximum rate for each item in the bid/price schedule. Bidder is to insert a rate for each item that the bidder can provide and return the bid/price schedule with its bid/proposal. Item(s) that cannot be provided are to be left blank.

Prices under this contract are "not to exceed" prices and are fixed for the life of this contract. The University is not authorized to pay more than the maximum rates listed below. Bidders may offer and the University may accept prices below those listed on the contract at any time.

**LOT 1**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Marketing Strategy Services	\$200.00	185.00

**LOT 2**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Media Buying Services	\$100.00	90.00

**LOT 3**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Freelance Writing Services	\$100.00	95.00

**LOT 4**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Graphic Design Services	\$100.00	90.00

**LOT 5**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Videography Services	\$125.00	115.00

**LOT 6**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Photography Services	\$125.00	110.00

**LOT 7**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Web Design and Development Services	\$125.00	120.00

**LOT 8**

DESCRIPTION OF SERVICES	MAXIMUM HOURLY RATE	OFFEROR'S HOURLY RATE
Public Relations Services	\$125.00	120.00