

## On-Call Creative Services

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The University is requesting proposals from qualified marketing, video production, and/or advertising firms to assist in producing promotional service announcements and television advertisements.

<b>Open</b>	11/26/2019 4:00 PM EST	Type	Purchasing- Request for Proposal
<b>Close</b>	12/13/2019 12:00 AM EST	Number	MF112619
		Currency	US Dollar

**Sealed Until** 12/13/2019 12:00 AM EST

### Contacts

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### Commodity Codes

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*None Added*

## **Description**

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### **Intent to Bid Directions:**

Suppliers intending to bid must read and follow the proposal Submittal Instructions provided below.

### **Questions Due: December 4, 2019 @ 2:00 PM**

Answers to questions will be provided by December 6, 2019.

### **About UConn - General:**

The University is a Land, Sea, and Space Grant consortium institution, which occupies over 4302 acres, enrolling over 30,000 students for the academic year of 2016-2017. The total construction-related budget for fiscal year 2014 was \$2.1 billion dollars and on-going initiatives include UCONN 2000 & 21st Century UConn, Next Generation Connecticut, and Bioscience Connecticut. The main campus is located in Storrs, Connecticut and regional campuses located throughout Connecticut. Regional campuses include Avery Point in Groton, Stamford, Waterbury, and Hartford. Its academic health center, UConn Health, is located in Farmington, Connecticut. The UConn School of Law is located in West Hartford, Connecticut. Detailed University demographics are available via the following link:

[2019 Fact Sheet.](#)

### **Scope of Work (brief):**

The University of Connecticut is requesting proposals from qualified and experienced marketing, video production, and/or advertising firms to assist in producing promotional and brand-elevating television, radio and/or digital public service announcements and television advertisements. The University is particularly interested in firms who have experience with institutions of higher education.

### **RFP Definitions:**

"Request for Proposals (RFP)" means all documents, whether attached or incorporated by reference, utilized for soliciting proposals. Awards made as a result of an RFP shall be based upon "Competitive negotiations".

"Sourcing Event" means an electronic bid document in the form of a request for quotation, request for proposal, etc. for goods and services that is solicited through the University's branded HuskyBuy self-service online portal.

"Competitive negotiation" means a procedure for contracting for supplies, materials, equipment or contractual services, in which proposals are solicited from qualified suppliers by a request for proposals, and changes may be negotiated in proposals and prices after being submitted.

"Addenda" means written and/or graphic instructions issued by the University subsequent to the receipt of proposals that modify or interpret the Request for Proposal documents by addition, deletions, clarification, or corrections.

"Proposer" means a person, firm or corporation submitting a proposal in response to a Request for Proposal.

"Contractor" means any business that is awarded, or is a subcontractor under, a contract or an amendment to a contract with a state contracting agency under statutes and regulations concerning procurement,

including, but not limited to, a small contractor, minority business enterprise, an individual with a disability, as defined in section 4a-60, or an organization providing products and services by persons with disabilities.

"Informal communications" means any communication method other than written emails to the Point of Contact Person identified for this RFP.

"Non-Acceptance of Proposal" means another proposal was deemed more advantageous to the University or that all proposals were rejected.

"Offer" or "Proposal" means the Proposer's response to this Request for Proposal.

"Services" shall mean all services described within the scope of this RFP.

"Agreement" shall mean the contract issued as a result of this Request for Proposal.

"CT-based Businesses" shall be a firm that is: (i) a business entity organized, headquartered and operating in the State of Connecticut for at least one year prior to the date of bid submission; or (ii) a business entity that is authorized to do business in Connecticut, maintains an operating location in Connecticut, and has generated over 50% of its annual gross revenues each year, over the past five (5) years prior to the date of bid submission, from work on projects located in Connecticut.

"Joint Venture" in this sourcing context refers to firms that may have familiarity within particular areas but may not be subject matter experts in all necessary areas; therefore, the University welcomes joint venture proposals.

"SBE/MBE Firm" shall refer to a certified Small Business Enterprise/Minority Business Enterprise firm that meets the qualifications as determined by legislation, Connecticut General Statute 4a-60g (Supplier Diversity Statue) as amended by Public Act 11-229.

"University" or "UConn" or a pronoun used in its place shall mean the University of Connecticut main campus at Storrs, Connecticut as well as its five regional campuses and the Cooperative Extension Offices.

"UConn Health" or "UCH" shall mean University of Connecticut Health and its affiliates.

### **Proposal Selection Evaluation Criteria:**

All proposals will be evaluated by a selection committee, using the specific evaluation criteria listed in the table below. Each criterion has been assigned a point value. The evaluation committee will conduct a comprehensive review and analysis of the received proposals and recommend which proposals are the most advantageous to the needs of the University.

### **Evaluation Criteria Descriptions and Weights**

#### **1. Organizational Capability and Structure – 20 Points**

Capability to perform the specified work demonstrated through background, qualifications, relevant experience, and organizational structure.

#### **2. Creativity – 20 Points**

Ability to convey message in creative, memorable format as demonstrated by sample reel/portfolio.

#### **3. References – 15 Points**

Relevant experience and capability to deliver the proposed services supported by Proposer's references, both those provided by the Proposer and those identified by the University.

#### 4. Staffing Plan – 20 Points

Availability, experience, and competence of proposed staff.

#### 5. Methodology and Approach – 15 Points

Understanding of project and its purpose and scope, as evidenced by the proposed approach and requirements met (work plan, methodologies, deliverables, and schedule).

#### 6. Cost – 10 Points

Proposer's rates demonstrate a superior level of competitiveness and are determined by the University to be the best overall value.

### **TOTAL POINTS AVAILABLE: 100 POINTS**

#### **Submittal Instructions:**

There are a number of sections within this bid that requires your attention.

1. Prerequisites- If there are any forms or questions within this section they are required fields.
2. Buyer Attachments- These will be attachments related to the bid.
3. Supplier Attachments- This section is available to suppliers to upload any necessary attachments.
4. Questions- This section is a point by point response to a number of content including Scope of Work, References, Terms and Conditions, Contract Requirements and Required Submittals.
5. Additional Item Field- Not Applicable
6. Items- If applicable please provide any required pricing information.\*

[\*If pricing is to be submitted in a separate document (outside of the Items page), the following should be requested:

Pricing: Proposals must show stated quantity, unit price, extended amount and grand total with packing and delivery cost to destination included.]

#### **No Substitute:**

Unless qualified by the provision "NO SUBSTITUTE", the use of the name of a manufacturer, brand, make or catalog designation in specifying an item does not restrict proposers to the manufacturer, brand, make or catalog designation identification. This is used simply to indicate the character, quality and/or performance equivalence of the commodity desired, but the commodity on which proposals are submitted must be of the same or better character, quality and/or performance equivalence that it will serve the purpose for which it is to be used equally as well as that specified. In submitting a proposal on a commodity other than as specified, proposer shall furnish complete data and identification with respect to the alternate commodity bidder proposes to furnish. Consideration will be given to proposals submitted on alternate commodities to the extent that such action is deemed to serve best the interests of the State. If the proposer does not indicate that the commodity he/she proposes to furnish is other than specified, it will be construed to mean that the proposer proposes to furnish the exact commodity described. Any substitutions must meet or exceed all specification requirements and must receive approval in writing from the appropriate party at the University prior to any order being filled.

#### **Point of Contact & Communication:**

Upon formal issuance of a Sourcing Event, the University and Proposer(s) will cease all informal communications relevant to the Sourcing Event. All communications and/or inquiries regarding this Sourcing Event must be directed to the contact person identified within. All questions must be submitted through this portal. Upon Sourcing Event status change with the selected Proposer(s), all other Proposers will be notified as to their Sourcing Event status, or when the University formally rejects all proposals and cancels the Sourcing Event process. Failure to adhere this provision may result in a Proposer being declared ineligible, proposal rejection, or Sourcing Event cancellation. The University will not respond to any request for clarification received after the Deadline for Proposer Questions has expired.

Under no circumstances, may any proposer or its representative contact any employee or representative of the University regarding this Sourcing Event prior to the closing date. Strict adherence to this important procedural safeguard is required and appreciated. Any violation of this condition may result in proposer being considered as non-compliant and ineligible for award.

### **Questions and Answers:**

Please submit all questions through this portal . All Questions and answers will be managed through this portal. Question and answers are incorporated into the Sourcing Event and may be incorporated along with the Sourcing Event into any resulting contract. Failure of a Proposer to not acknowledge the Questions and Answers shall not relieve the Proposer of any responsibility for complying with the terms thereof.

### **Campus Visitor Parking:**

At all Campuses parking is strictly regulated and violations are subject to monetary fines. Visitors must park only in areas specifically designated for general public parking (signed, paved, and lined parking areas and/or parking garage). Detailed parking information is available at the following links: [UCONN Parking Services \(Main and Regional Campuses\)](#)


### **Supplier Diversity:**


The University of Connecticut is committed to providing a professionally inclusive environment within which small and minority businesses are encouraged to participate in the procurement experience, as they are afforded equal access to the bid process that transfers goods and services to the campus communities. As such, we encourage participation by Small (SBE), Minority-Owned (MBE), Woman-Owned (WBE) businesses, and businesses owned by persons with a disability (DisBE), certified as such by the State of Connecticut's Department of Administrative Services (DAS) Supplier Diversity Division, pursuant to Connecticut General Statute 32-9e. Additionally, the University encourages Connecticut-based businesses to participate within this public bid process.

To become a DAS-Certified S/M/W/DisBE, your company must meet the qualifications as determined by legislation, under §4a-60g of the Connecticut General Statutes (CGS). For further information, please visit this website: <https://portal.ct.gov/DAS/Services/Licensing-Certification-Permitting-and-Codes/Small-Minority-Business-Center> or contact the DAS Supplier Diversity Division (Set-Aside Program) at (860) 713-5057. To learn about the University of Connecticut's Supplier Diversity Program (USDP), please visit <http://supplierdiversity.uconn.edu>, or contact the USDP by e-mail at [supplierdiversity@uconn.edu](mailto:supplierdiversity@uconn.edu) or by phone at (860) 486-2614.

### **Contract Term:**

The initial term of the contract resulting from this RFP will be for a period of one (1) year from the date of execution, which can be extended upon mutual agreement of the parties through written amendment, for four (4) additional one (1)-year terms, contingent upon mutual agreement.

 Required to View Event

 Required to Enter Bid

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## Prerequisites

There are no Prerequisites added to this event.

## **Buyer Attachments**

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There are no Buyer Attachments added to this event.



<b>Group 1.1:</b>	<b>Executive Summary</b>	
1.1.1	Provide a summary to include what is being proposed, the important points of the proposal and key benefits of being selected as the Contractor.	★
<b>Group 1.2:</b>	<b>Form of Proposal</b>	
1.2.1	Proposer understands that the University reserves the right to reject any and all proposals, waive irregularities or technicalities in any offer, and accept any offer in whole or in part which it deems to be in its best interest.	★
1.2.2	Proposer hereby certifies: (a) that this proposal is genuine and is not made in the interest of or on behalf of any undisclosed person, firm or corporation; (b) that the proposer has not directly or indirectly induced or solicited any other proposer to put in a false or sham bid; (c) that the proposer has not solicited or induced any person, firm or corporation to refrain from bidding; and (d) that the proposer has not sought by collusion to obtain any advantage over any other proposer or over the University.	★
1.2.3	Proposer agrees that the response to this proposal is a legal and binding offer and the authority to make the offer is vested in the signer. Minor differences and informalities will be resolved by negotiation prior to acceptance of the offer.	★
1.2.4	Is proposer currently a State of Connecticut Small Business Enterprise and certified with the State of CT Department of Administrative Services?	★
1.2.5	Please acknowledge by entering "Agree" for payment terms of 2% 15 days, Net 45 days or provide alternate payment terms.	★
1.2.6	Sales Representative Contact Information - please include name, telephone #, email address and attach resume.	★
1.2.7	Confidential Information: The University treats Proposals as confidential until after the award is issued. At that time they become subject to disclosure under the Freedom of Information Act. If a bidder wishes to supply any information, which it believes is exempt from disclosure under the act, said bidder should summarize such information in a separate file, upload here and mark as Confidential. However, any such information is provided entirely at the bidder's own risk and the University assumes no liability for any loss or damage which may result from the University's disclosure at any time of any information provided by the bidder in connection with its proposal.	★
1.2.8	Freedom of Information: The University is subject to the CT Freedom of Information Act, found in Chapter 14 of the CT General Statutes. Two exceptions may apply are as follows: (1) Conn. Gen. Stat. sec. 1-210(b)(24) permits the University to withhold records related to the procurement process while bidding and contract negotiations are underway (this moratorium is temporary and lasts only until the contract has been executed or negotiations are abandoned); and Conn. Gen. Stat. sec. 1-20(b)(5) permits the University to withhold records in its possession in the event they contain trade secrets (or really any intellectual property). In the event that the University determines that Conn. Gen. Stat. sec. 1-210(b)(5) may apply to a given request for the records in questions, the responsibility to substantiate claims that said would reveal trade secrets and meet the exemption requirements would need to be borne by the owner of said trade secrets, not the University.	★
1.2.9	Conflict of Interest: The bidder shall disclose and identify to the University, with its proposal, any relationships, which may constitute a potential conflict of interest with the University of Connecticut Procurement Services Department, or any other University organizations or departments for the purpose of determining whether a conflict of interest exists. All such disclosures require acceptance/approval action on the part of the University, who shall determine, in its sole discretion, whether an impermissible conflict exists.	★
1.2.10	Ethics and Compliance Reporting/Whistleblower Protection: The Office of University Compliance is responsible for handling anonymous ethics and compliance reporting. As a provider of goods and/or services to the University, you are hereby required to notify your employees, as well as any subcontractors, who are involved in the implementation of this contract, of this reporting mechanism. Any person who is aware of unethical practices, fraud, violation of state laws or regulations, or other concerns relating to University policies and procedures can report such matters anonymously using the information provided on their website at <a href="https://compliance.uconn.edu">https://compliance.uconn.edu</a>	★
1.2.11	Communications: All formal communications in regards to this solicitation must be in writing in the portal. Until the time when the University posts notification of intent to award; all communications in regards to this solicitation must be sent to the Procurement representative via email. Failure to adhere to this provision may result in a proposer being declared ineligible, proposal rejection, or solicitation cancellation.	★

- Unless specifically authorized in writing by the University's Communications Department on a case by case basis, the Contractor shall have no right to use, and shall not use, the name of the University of Connecticut, its officials or employees, or the Seal of the University, a) in any advertising, publicity, promotion; nor b) to express or imply any endorsement of Contractor's products or services; nor c) to use the name of the state, its officials or employees or the University seal in any manner (whether or not similar to uses prohibited by subparagraphs (a) and (b) above) except only to manufacture and deliver in accordance with this agreement such items as are hereby contracted by the University. ★
- 1.2.12
- The proposing vendor must certify that no elected or appointed official or employee or student of the University has benefited, or will benefit financially or materially from the proposed services. The University may terminate any contract resulting from this bid, if it is determined that gratuities of any kind were either offered to, or received by, any University officer or employee contract to this policy. The authorized signatory of a submitted proposal automatically attests this to be true. (See also Attachment of Governor Rell's Memo to Vendors Conducting Business with the State of Connecticut). The laws of the State of Connecticut provide it is a felony to offer, promise or give anything of value or benefit to a State employee with intent to influence that employee's acts, opinion, judgment or exercise of discretion with respect to that employee's duty. Evidence of violation of this statute will be turned over to the proper prosecuting attorney. See Code of Ethics in CT ★
- 1.2.13
- Group 1.3: Standard Contract Terms and Conditions**
- The following terms and conditions will govern in the submission and evaluation of proposals and the award of a contract. Bidders are requested to carefully review the terms and conditions, as they will become part of any subsequent agreement and award process.
- 1.3.1 Contract Status: The response to this solicitation will be considered an offer to contract. Final negotiations on the highest evaluated offer will be conducted to resolve any differences and informalities. After final negotiations, the University will issue an acceptance of the proposal offer. ★
- 1.3.2 Contract Modification: All changes to the contract must be agreed to, in writing, by both parties prior to executing any change. ★
- 1.3.3 Contract Assignment or Subcontract: The resulting contract shall not be assigned, transferred, or sublet in whole or in part without the prior written approval of the University. ★
- 1.3.4 Notification of Selected Firm: All Proposers will receive written notification of the selected firm after the evaluation committee has approved their selection. ★
- 1.3.5 Contract Commencement: The contract will commence upon execution and final approval by the Office of the Attorney General. The Project covered under the contract will be based on the specific University requirements or requests. The University can neither project nor guarantee a specific volume of business over the term of any contract that may result from this solicitation. ★
- 1.3.6 Ownership of Subsequent Samples: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP shall be the sole property of the University unless otherwise stated in the contract. ★
- 1.3.7 Samples: The quality of accepted samples does not supersede the specifications for quality in the RFP unless the sample is superior in quality. All deliveries shall have at least the same quality as the accepted sample. ★
- 1.3.8 Samples: Samples shall be furnished free of charge. Bidders must indicate if return of any sample is desired. The University shall comply with such request provided samples are returned at bidder's sole cost and expense, FOB Bidder's destination, and that they have not been made useless by testing. If they are useless by testing, the State may dispose of the samples as it deems to be appropriate. Samples may be held for comparison with deliveries. ★
- 1.3.9 If the vendor fails to deliver or has delivered nonconforming goods, the University shall provide a cure notice as soon as discrepancy is identified. The vendor shall have up to ten (10) business days to correct the deficiency. If the vendor continues to be in default, Procurement will have the right to procure the correct goods from another source and charge the difference between the contracted price and the market price to the defaulting vendor. ★
- 1.3.10 Unless otherwise noted, prices shall include delivery and transportation charges fully prepaid F.O.B. DESTINATION. No extra charges for packing or packages will be allowed. ★
- 1.3.11 The University of Connecticut has, in this Request for Proposal and otherwise, provided proposers with information relating to the University, its current operations and initiative described herein. The University assumes no responsibility or liability for the adequacy or accuracy of any information provided by the University, its agents, employees or representatives. The proposer agrees to waive any claim or defense to any claim relating to the adequacy or sufficiency of any information provided prior to the execution of the anticipated contract. Subject to these limitations, this Request for Proposal contains information describing University communities, operations and planned programs. ★

- 1.3.12 If the University and selected Proposer(s) are unable to reach a mutually agreeable contract, the University reserves the right to abandon negotiations and commence negotiations with the second highest ranked Proposer. The University will be the sole judge of the suitability of the proposed Agreement(s). ★
- 1.3.13 Notwithstanding any other provision of this RFP or any ensuing contract, if funds anticipated for the continued fulfillment of the contract are at any time not forthcoming or insufficient, either through the failure of the Connecticut Legislature to provide funds or alteration of the program under which funds were provided, then the University shall have the right to terminate the contract without penalty by giving not less than thirty (30) days advance written notice documenting the lack of funding. Unless otherwise agreed to, the contract shall become null and void on the last day of the fiscal year for which appropriations were received; except that if an appropriation to cover the costs of this contract becomes available within sixty (60) days subsequent to termination under this clause, the University agrees to re-establish a contract with the firm whose contract was terminated under the same provisions, terms and conditions of the original contract. ★
- 1.3.14 Any Agreement resulting from this RFP will not grant the Proposer a license or other right to duplicate or use any image or intellectual property of the University in any manner other than as may be expressly approved in writing in connection with the performance of the contract. ★
- 1.3.15 The Proposer shall pay all royalties, license fees, and patent to invention rights, or copyrights or trade and service marks and defend all suits or claims for the infringement of any patent or invention right or copyrights or trade and service marks involved in the items furnished in any contract resulting from this RFP. ★
- 1.3.16 The Proposer will hold and save the University and its officers, agents, servants, and employees harmless from liability of any nature or kind, including cost and expenses for, or on account of any patented or unpatented invention, process, article, or appliance furnished in the performance of any contract resulting from this RFP including its use by the owner, unless otherwise specifically stipulated. ★
- 1.3.17 Copyrights for any item specified shall be the property of the University and inure to its benefit and Proposer shall execute such documents, as University may require, for the perfection thereof. ★
- 1.3.18 The University shall retain all rights, title and interest in all its usage, user and biographical data and Proposer shall only use such data to the extent necessary for complying with its obligations to the University unless it otherwise receives express written approval from the University's designee for any other use. ★
- 1.3.19 The Proposer shall be responsible for the acts and omissions of all the Proposer's employees and all sub-proposer's employees, if applicable, as well as all other persons involved in performing any tasks associated with the provision of the goods and/or services outlined in this RFP by the Proposer. The Proposer shall at all times enforce strict discipline and good order among the Proposer's employees and shall not employ any unfit person or anyone not skilled in the task assigned. The contract awardee, when so determined by the University, shall dismiss incompetent or incorrigible employees from the project, and such persons shall be prohibited from returning to the project without written consent of the University. ★
- 1.3.20 In furtherance of its longstanding commitment to fundamental human rights, to the dignity of all people, and to the environment, the University requires all Vendors to adhere to the "Vendor Code of Conduct" policy (<http://policy.uconn.edu/?p=2718>). Please acknowledge the University policy and, if applicable, provide any additional pertinent information in the Supplier Attachments.
- 1.3.21 The University has recently developed an Access Management Plan for the Storrs campus. The plan will help create a safer pedestrian campus, protecting both the landscape and hardscape by giving service and delivery vehicles safer, more appropriate access to campus buildings. Additional details related to the University's Access Management Plan can be found at <http://www.park.uconn.edu/amplan.html>. Awarded parties will be required to adhere to the requirements of the Access Management plan; therefore bidders shall make themselves familiar with its requirements and agree to adhere to the same. ★
- 1.3.22 All items to be furnished hereunder shall meet all applicable State and Federal requirements of the Occupational Safety and Health Act. All alleged violations and deviations from said state and federal regulations or standards of the items or services to be furnished hereunder, must be set forth on the proposed requirements and criteria in the proposal response. Or, if at any later date the items or services contained herein shall not meet all applicable state and federal requirements after the proposer is awarded the contract hereunder, the proposer must notify the University's Director of Procurement Services immediately by registered mail. ★

**Group 1.4:**

**State of Connecticut Terms and Conditions**

- 1.4.1 Please indicate that your firm agrees to all the State of Connecticut terms and conditions found at this website: <http://contracting.uconn.edu/terms-and-conditions>. If your firm disagrees to any, please choose disagree and provide explanation and/or alternate language in the next line. ★

1.4.2 Please provide your exceptions to the State of CT terms and conditions as well as explanation and/or alternate language (if applicable).

**Group 1.5: Delivery Requirements**

- 1.5.1 Delivery Requirements: The University is in the midst of an ambitious, campus-wide building campaign which has resulted in the closing and/or relocation of roads and driveways through the Storrs campus, often times resulting in traffic congestion and making access to buildings and parking at the University difficult. To safeguard the students, faculty and staff, as well as the aesthetic beauty of the University, all bidders are reminded that the following rules and considerations will be required when making deliveries to any University of Connecticut campus: Driving speeds on campus must be kept at a maximum of 25 mph to ensure maximum safety. Pedestrians have the right of way at all times. ★
- 1.5.2 All traffic signs, lights or other indicators are to be obeyed. This is of utmost importance given the amount of construction and pedestrians on campus. ★
- 1.5.3 It is required that deliveries to any dining facility loading dock be made utilizing a maximum sized 24', 6 wheel truck. To facilitate other deliveries, it is imperative delivery trucks have the capability to off load large quantities (pallets) in short periods of time. No trailers are allowed. ★
- 1.5.4 Driving on sidewalks, unless otherwise posted, is forbidden. Violators will be tickets and chronic violators may be barred from doing business with the University. In those areas where sidewalk driving is permitted and required, drivers must employ adequate skills so as to avoid driving on adjacent green spaces. ★
- 1.5.5 Queuing up on sidewalks or in traffic lanes to await load zone access is not permitted as this poses a safety hazard to pedestrians and other vehicular traffic. ★
- 1.5.6 Drivers are required to shut off engines while making deliveries to loading zones. ★
- 1.5.7 Pallets will be picked up a daily basis. ★

**Group 2.1: Overview**

- 2.1.1 The University of Connecticut is requesting proposals from qualified and experienced marketing, video production, and/or advertising firms to assist in producing promotional and brand-elevating television, radio and/or digital public service announcements and television advertisements. The University is particularly interested in firms who have experience with institutions of higher education. ★

**Group 2.2: Proposer Qualifications**

- 2.2.1 Successful firms include Marketing, Video Production, or Advertising Firms that meet the following minimum requirements: ★
- 2.2.2 Concretely demonstrated implementation experience with institutions of higher education; ★
- 2.2.3 Evidence of previous experience with similar engagements as shown by a portfolio or sample reel of work (representative TV commercials, videos, Web applications, and DVDs, radio spots or equivalent) and listed references. ★

**Group 2.3: Proposal Requirements**

- 2.3.1 Responses to this RFP must include the following: ★
- 2.3.2 An affirmation of agreement to all terms and conditions included in the RFP. ★
- 2.3.3 A complete client list of higher education clients to whom you have provided similar services within the past three (3) years. ★
- 2.3.4 A list of no less than three (3) higher education institution references (five (5) total references are required) to whom you have provided similar services within the past three (3) years. ★
- The names and resumes/CVs of senior staff from your organization who would be assigned to the University's account if your firm is selected as an awardee.
- 2.3.5 Please attach a list of your proposed personnel team in the Supplier Attachments (please include team member name, title, role and any other pertinent information). ★
- Contractor will advise UConn promptly, in writing, of any actual or anticipated changes in assigned resources that may reasonably be expected to affect Contractor's obligations under this agreement. Should assigned personnel require removal or be designated for alternate assignments that affect project outcomes and deliverables, the University shall have the ability to reject the changes until mutually agreed upon personnel are identified.

- 2.3.6 A detailed description/outline of proposed services and how they will be implemented (please indicate which, if any, of the services will be performed by a subcontractor) and a timeline to complete a 30-second television spot, a radio public service announcement and a digital public service announcement. Include the anticipated number of meetings and the involvement of University personnel that will be required for each. ★
- 2.3.7 A list of any services available from your company not outlined herein. Please provide a description of services, a standard hourly rate, and a discounted rate which would be extended to the University. ★
- 2.3.8 A portfolio or sample reel of work (representative TV commercials, videos, web applications, and DVDs, radio spots and digital public service announcements, or equivalent) and listed references. Please include an estimated cost to produce the item based on the rates proposed in response to this RFP. ★
- 2.3.9 Staffing Plan: Contractor must include a detailed staffing plan in support of their proposal. The staffing plan should: ★
- 2.3.10 Identify the personnel resources that will be assigned to the project; ★
- 2.3.11 State the proportion of time that personnel will allocate to the project; ★
- 2.3.12 Provide a job description for each title assigned to the identified personnel; ★
- 2.3.13 Provide resumes for assigned staff reflecting their qualifications and work experience in the areas of marketing, video production, and/or advertising, specifically as it relates to higher education . ★
- 2.3.14 Scope of Work: To be considered a responsive and compliant Proposer, the response must include the following: ★
- 2.3.15 Methodologies: Description of how each resultant contractor responsibility will be accomplished including detailed explanation of the procedures or processes used to attain the expected outcomes. ★
- 2.3.16 Deliverables: List of the form and content of each deliverable (outcome) including a description of the proposed method of working with the University, the resources or services requested of the University, if any, and the proposed method of receiving the University's approval of deliverables ★
- 2.3.17 Schedule: Proposed work schedule by resultant contractor responsibility indicating when each resultant contractor responsibility will be accomplished including any significant milestones or deadlines and service level agreement timelines for all deliverables. ★
- Group 2.4: Location of Services**
- 2.4.1 Services provided pursuant to the contract(s) resulting from this RFP shall be performed at various locations, including but not limited to the University of Connecticut's main campus in Storrs, CT, its regional campuses located within the State of Connecticut, its academic medical center, UConn Health, located in Farmington, CT, or any affiliates of the academic medical center. It is also likely services will be performed at the Contractor's facility as well as at locations of various shoots. ★
- Group 2.5: Responsibilities of the Parties**
- 2.5.1 University Duties and Responsibilities:  
The University will staff each project appropriately, as defined in each engagement's Statement of Work or project plan.  
a) A project manager will be delegated to each creative assignment and will be the Vendor's point of contact throughout assignment to assist with the assessment and implementation of on-site project details and ensures the appropriate University personnel are available to the project team as needed. ★
- 2.5.2 Contractor Duties and Responsibilities: Contractor will participate in scheduled weekly project meetings/calls. University will be given the option to be involved in all production scheduling and sessions. ★
- 2.5.3 Collaborate with designated University personnel to provide some or all of the following services:  
\*a) Initial consultation, brainstorming and project development;  
\*b) Develop script options and provide storyboards to illustrate the creative concepts;  
\*c) Conduct focus groups on the concepts if requested by the University;  
\*d) Plan any necessary location shooting; ★  
\*e) Schedule shoots within a time period agreeable to the client;  
\*f) Provide all technical and production equipment necessary to produce the project; and  
\*g) Provide all manpower necessary to produce the project, including talent as well as music.  
Contractor(s) will be required to identify any union fees / residuals / requirements that will be part of any work performed pursuant to the contract(s) resulting from this RFP.
- 2.5.4 Provide consulting services prior to and during the editing phase of the project and provide proofs for review. ★

2.5.5 Agree that digital master files shall be the property of the University of Connecticut and must be turned over to the University upon completion of the project. ★

**Group 2.6: Price/Fee Structure**

2.6.1 Respondents shall provide hourly rates for all required roles in support of the plethora of projects that may be performed pursuant to the contract(s) being awarded as a result of this RFP. Proposers are required to provide the proposed role, a description of the role and its responsibilities, the standard hourly rate, and the discounted hourly rate being offered. All rates provided in response to section 2.7.1 will remain fixed for the term of the contract(s) resulting from this RFP, inclusive of extensions. These roles should be categorized as follows: Pre- production; production; post-production; and miscellaneous roles. ★

2.6.2 Respondents shall provide fixed costs for various equipment to be used at various stages of production. Rates shall be clearly outlined in standard units of measure such as "per day", "per hour", "per project", etc. All rates provided in response to section 2.7.2 will remain fixed for the term of the contract(s) resulting from this RFP, inclusive of extensions. ★

2.6.3 Respondents may need to subcontract the acquisition of equipment and/or services in support of various projects. The University does permit the use of subcontractors to the extent allowed in the contract(s) resulting from this RFP. If subcontractors are to be utilized, Proposer must outline a standard percentage (%) markup from the costs incurred by Contractor, if any (acknowledging that the University would prefer this as a pass-through cost with no markup by a Proposer). The percentage markup proposed will remain fixed for the term of the contract(s) resulting from this RFP, inclusive of extensions, and is subject to negotiation. ★

In addition to the contract pricing which will be provided pursuant to section 2.6.1 through 2.6.3 above, a cost proposal for mock thirty second project to be used for the purposes of evaluation with will be required, which includes the following considerations:

2.6.4 \*a) Concept development;  
\*b) Scripting;  
\*c) All footage shot on-site;  
\*d) Project fully staffed, excluding talent; and  
\*e) All required post-production work. ★

If other factors must be considered for the mock pricing exercise, which will be used for the purposes of evaluation, please provide that information to the Buyer assigned to the RFP in advance of the deadline for inquiries as outlined in the Summary section of the RFP. Suggestions for the inclusion of other factors will be considered and integrated via addendum at the University's sole discretion.

**Group 2.7: Supplemental Terms and Conditions**

Work for Hire.

2.7.1 Contractor hereby agrees, represents, and warrants that off of his/her/its work on any project resulting from this RFP is "work made for hire" and all ownership of any copyright in and to such work or any part thereof vests immediately in the University. To the extent that any or all of Contractor's work on any project resulting from this RFP might be deemed not to constitute "work made for hire", Contractor hereby assigns, sells, transfers, and sets over to the University the entire copyright, right, title, and interest in and to such work and all other rights which Contractor has or may acquire with respect thereto, including the right to sue for damages and other relief for any past, present, or future acts of infringement of said copyright, and the right to publish, adapt, translate, revise, and reproduce the work. ★

Ownership of raw material.

2.7.2 Contractor agrees that digital master files shall be the property of the University of Connecticut and must be turned over to the University upon completion of the project, including all raw footage on a hard drive, in its original source resolution, indexed with descriptions of subjects, date and thumbnails, and corresponding location; QuickTime movies of final versions, as high resolution as possible. ★

**Group 2.8: Timeline**

2.8.1 Commencement of Services upon contract execution \*April, 2020 – May, 2020: University engages awarded Contractor to develop three (3) Concepts. \*June, 2020 – August, 2020: University approves concept and Contractor completes pre-production. \*September, 2020 – November, 2020: Contractor completes filming and post production. \*December 1, 2020 – Delivery ★

**Group 3.1: Affidavits and Certifications**

3.1.1 Form 1 Gift and Campaign Contribution Certification, please download, complete and attach [http://www.ct.gov/opm/lib/opm/OPM\\_Form\\_1\\_Gift\\_and\\_Campaign\\_Contribution\\_Certification\\_3-28-14.pdf](http://www.ct.gov/opm/lib/opm/OPM_Form_1_Gift_and_Campaign_Contribution_Certification_3-28-14.pdf) ★

3.1.2	Form 5 Consulting Agreement, please download, complete and attach <a href="http://www.ct.gov/opm/lib/opm/OPM_Form_5_Consulting_Agreement_Affidavit_3-28-14.pdf">http://www.ct.gov/opm/lib/opm/OPM_Form_5_Consulting_Agreement_Affidavit_3-28-14.pdf</a>	★
3.1.3	Non-Discrimination Certification <a href="http://www.ct.gov/opm/cwp/view.asp?a=2982&amp;Q=390928">http://www.ct.gov/opm/cwp/view.asp?a=2982&amp;Q=390928</a>	★
<b>Group 3.2:</b>	<b>Additional Required Forms and Acknowledgements</b>	
3.2.1	Bidder Contract Compliance Monitoring Report <a href="http://www.ct.gov/chro/lib/chro/pdf/notificationtobidders.pdf">http://www.ct.gov/chro/lib/chro/pdf/notificationtobidders.pdf</a>	★
3.2.2	SEEC Form 10 Acknowledgement of Receipt <a href="http://www.ct.gov/seec/lib/seec/forms/contractor_reporting_/seec_form_10_final.pdf">http://www.ct.gov/seec/lib/seec/forms/contractor_reporting_/seec_form_10_final.pdf</a>	★
3.2.3	Please acknowledge you have read and will comply with the University's Vendor Code of Conduct located at: <a href="http://policy.uconn.edu/2013/02/12/vendor-code-of-conduct/">http://policy.uconn.edu/2013/02/12/vendor-code-of-conduct/</a>	★
3.2.4	CT Economic Impact Form <a href="http://www.biznet.ct.gov/SCP_Documents/Groups/1/Connecticut_Economic_Impact_Form_(DAS-46).pdf">http://www.biznet.ct.gov/SCP_Documents/Groups/1/Connecticut Economic Impact Form (DAS-46).pdf</a>	★
3.2.5	Non-Collusion Affidavit: Please download and sign, then upload the signed copy.	★
3.2.6	State Ethics Policy - Vendors Conducting Business with the State of Connecticut. Please review this policy.	★
<b>Group 4.1:</b>	<b>References</b>	
4.1.1	Provide references - these references should be of comparable size and scope to the University's requirements in this solicitation. Reference #1 Customer Name	★
4.1.2	Reference #1 Street Address, City, State, Zip	★
4.1.3	Reference #1 Contact Name	★
4.1.4	Reference #1 Email Address for Contact	★
4.1.5	Reference #1 Phone Number for Contact	★
4.1.6	Reference #1 Contract Dates	★
4.1.7	Reference #1 Contract Summary - Please describe reference project emphasizing similarities to the University requirements.	★
4.1.8	Reference #2 Customer Name	★
4.1.9	Reference #2 Street Address, City, State, Zip	★
4.1.10	Reference #2 Contact Name	★
4.1.11	Reference #2 Email Address for Contact	★
4.1.12	Reference #2 Phone Number for Contact	★
4.1.13	Reference #2 Contract Dates	★
4.1.14	Reference #2 Contract Summary - Please describe reference project emphasizing similarities to the University requirements.	★
4.1.15	Reference #3 Customer Name	★
4.1.16	Reference #3 Street Address, City, State, Zip	★
4.1.17	Reference #3 Contact Name	★
4.1.18	Reference #3 Email Address for Contact	★
4.1.19	Reference #3 Phone Number for Contact	★
4.1.20	Reference #3 Contract Dates	★
4.1.21	Reference #3 Contract Summary - Please describe reference project emphasizing similarities to the University requirements.	★
4.1.22	Reference #4 Customer Name	★
4.1.23	Reference #4 Street Address, City, State, Zip	★
4.1.24	Reference #4 Contact Name	★
4.1.25	Reference #4 Email Address for Contact	★
4.1.26	Reference #4 Phone Number for Contact	★
4.1.27	Reference #4 Contract Dates	★
4.1.28	Reference #4 Contract Summary - Please describe reference project emphasizing similarities to the University requirements.	★
4.1.29	Reference #5 Customer Name	★
4.1.30	Reference #5 Street Address, City, State, Zip	★
4.1.31	Reference #5 Contact Name	★
4.1.32	Reference #5 Email Address for Contact	★

- 4.1.33 Reference #5 Phone Number for Contact ★
- 4.1.34 Reference #5 Contract Dates ★
- 4.1.35 Reference #5 Contract Summary - Please describe reference project emphasizing similarities to the University requirements. ★

**Group 5.1: Pre-Bid/Proposal meeting, Presentations and Site Visits (if applicable)**

- Pre-Bid/Proposal Meeting: A Pre-Bid/Proposal meeting is a scheduled meeting which may occur during a public solicitation process. The purpose of the meeting is to provide interested bidders/proposers with an opportunity to: pose questions related to the solicitation process, request Scope of Work information and/or clarification, and visit the business site (if applicable). If attendance at a Pre-Bid/Proposal meeting is deemed mandatory, failure to attend the meeting will lead to elimination from the solicitation process. (See the Description of this solicitation for specific schedule details and requirements.)
- 5.1.1 ★
- Presentations/Site Visits: The University selection committee may require presentations/site visits. If invited to present, the proposer/bidder will be responsible for making all the necessary arrangements and will bear all costs associated with the presentation.
- 5.1.2 ★
- Campus Visitor Parking: Campus parking is strictly regulated and violations are subject to monetary fines. Visitors must park only in areas specifically designated for general public parking (signed, paved, and lined parking areas and/or parking garage). Detailed parking information is available at the following link: <http://park.uconn.edu/>
- 5.1.3 ★

**Group 6.1: Evaluation Criteria**

- All proposals will be evaluated by a selection committee, using the specific evaluation criteria provided in the description of this solicitation. Each criterion has been assigned a point value. The evaluation committee will conduct a comprehensive review and analysis of the received proposals and recommend which proposals are the most advantageous to the needs of the University.
- 6.1.1 ★

**Group 7.1: Connecticut Colleges Purchasing Group (CCPG)**

- Although this contract is being established for the University of Connecticut, these services may be extended to the Connecticut College Purchasing Group (CCPG) member institutions. If the proposer chooses to offer the same proposal to all CCPG members, all spend by CCPG members under this contract shall be reported to the University on a quarterly basis. Volume and tiered discounts and rebates shall take into account the aggregate spend of all users of the resulting contract, including but not limited to CCPG members and/or other agencies.
- 7.1.1 ★

**Group 8.1: Financial Statements**

- After evaluation, proposers may be required to submit their most current, within the last three (3) years, 10-K financial statements package including: Balance Sheet, Cash Flow statements, Statement of Stockholders Equity, and Income Statements. If a current 10-K is unavailable, financial statements which have been audited and certified by an independent Certified Public Accountant (CPA) shall be deemed acceptable. If audited financial statements are unavailable, provide financial statements which have been reviewed by an independent Certified Public Accountant (CPA). The University reserves the right to request additional information to provide any assurances of financial surety it deems appropriate.
- 8.1.1 ★
  - 8.1.2 Provide reason if your answer was Disagree above

**Group 9.1: Federal Funds - Uniform Guidance**

- Recovered Materials Pursuant to Section 6002 of the Resource Conservation and Recovery Act of 1976 (RCRA) and its implementing guidance: 40 CFR 247 (Comprehensive Procurement Guideline for Products Containing Recovered Materials), the University, to the maximum extent practicable, operates an affirmative and preferential procurement program for acquiring items that contain recovered materials. Designated item categories are: (1) paper and paper products, (2) vehicular products, (3) construction products, (4) transportation products, (5) park and recreation products, (6) landscaping products, (7) non-paper office products, and (8) miscellaneous products. Examples of products within each category are set forth in 40 CFR 247. Accordingly, the University duly places a preeminent preference for those applicable suppliers who are able to provide and verify estimates and certifications of recovered materials content in the products they offer.
- 9.1.1 ★



9.1.2 Recovered Materials Only if you are proposing to use or supply any products that fall under the Item Designations set forth in 40 CFR 247 (Comprehensive Procurement Guideline for Products Containing Recovered Materials), please provide in an attachment verified / certified estimates of the recovered materials content within each product.

**Group 10.1: Inclement Weather Information**

10.1.1 Inclement Weather: Be advised that in the event of an official University closing or early dismissal due to inclement weather or other reason this bid will be due and opened at 2:00 PM on the next business day. Please call the University Emergency Information Line at 860-486-3768 for up to date information on official cancellations or early closings. ★

**Group 11.1: General Insurance Requirements**

11.1.1 The proposer shall secure and pay the premium or premiums of the following policies of insurance with respect to which minimum limits are fixed in the schedule set forth below. The University of Connecticut shall be included as a named insured on all such policies. Each such policy shall be maintained in at least the limit fixed with respect thereto, and shall cover all of the proposer's operations hereunder, and shall be effective throughout the period of this contract or any extension thereof. It is not the intent of this schedule to limit the types of insurance required herein. ★

11.1.2 (a) Commercial General Liability 1. Each Occurrence \$1,000,000 2. Personal and Advertising Injury \$1,000,000 3. General Aggregate \$2,000,000 4. Fire Legal Liability \$100,000 The insurance shall provide for a retroactive date of placement prior to or coinciding with the effective date of this award. ★

11.1.3 (b) Business Automobile Liability: Minimum Limits for Owned, Scheduled, Non Owned, or Hired Automobiles with a combined single limit of not less than \$1,000,000 per occurrence. ★

11.1.4 (c) Workers' Compensation and Employer's Liability: As required under state law. ★

11.1.5 (d) Such other insurance in such amounts which from time to time may reasonably be required by the mutual consent of the University and awarded Proposer against other insurable hazards relating to performance. ★

11.1.6 (e) Cyber Liability Insurance (when providing services) 1. Each Occurrence \$1,000,000 2. General Aggregate \$2,000,000 ★

11.1.7 All policies of insurance provided for in this Section shall be issued by insurance companies with general policyholder's rating of not less than A- and a financial rating of not less than Class VIII as rated in the most current available A.M. Best Insurance Reports and be licensed to do business in the State of Connecticut. All such policies shall be issued in the name of the awarded Proposer, and shall name, as Additional Insured, The State of Connecticut, University of Connecticut. Policies shall waive the right of recovery against the University and shall be primary. ★

11.1.8 As to insurance required by this agreement, a certified copy of each of the policies or a certificate or certificates evidencing the existence thereof, or binders, shall be delivered to the University within fifteen (15) days after the tentative award of this agreement. In the event any binder is delivered, it shall be replaced within thirty (30) days by a certified copy of the policy or a certificate in lieu thereof. Each such copy or certificate shall contain a valid provision or endorsement that the policy may not be canceled, terminated, changed or modified without giving thirty (30) days written advance notice hereof to the University's representative and that the insurance reflected thereon meets the minimum requirements of the proposal. A renewal policy or certificate shall be delivered to the University at least thirty (30) days prior to the expiration date of each expiring policy. ★

11.1.9 If at any time, any of the policies shall be or become unsatisfactory to the University as to form or substance, or if any of the carriers issuing such policies shall be or become unsatisfactory to the University, the Proposer shall promptly obtain a new and satisfactory policy in replacement upon such written notice from the University. ★

**Group 11.2: Insurance Requirements with \$2,000,000.00 Limit**

11.2.1 Insurance: The Proposer agrees to provide adequate insurance coverage on a primary and comprehensive basis and to hold such insurance at all times during the Term of this Agreement. The Contractor accepts full responsibility for identifying and determining the type(s) and extent of insurance necessary to provide reasonable financial protection for the Contractor and the University under this Agreement. The Contractor shall maintain statutory workers' compensation and employers' liability insurance, comprehensive automobile liability insurance and commercial general liability insurance not less than the minimum limits as set forth below all at no cost to the University or the State of Connecticut. ★

11.2.2 Statutory Workers' Compensation and Employers' Liability: Workers' Compensation: Statutory limits Employers' Liability: Bodily injury by accident: \$100,000 each accident Bodily injury by illness: \$100,000 each employee \$500,000 policy limit ★

11.2.3 Commercial General Liability: Combined single limit: \$1,000,000 each occurrence \$2,000,000 annual aggregate ★

- 11.2.4 Comprehensive Automobile Liability: (to include owned, non-owned and hired vehicles):  
Combined single limit: \$1,000,000 each occurrence ★
- 11.2.5 Umbrella Liability: \$2,000,000 each occurrence ★
- 11.2.6 Professional Services Liability Insurance: (If applicable) The Contractor will furnish evidence, by way of a certificate of insurance, that it has obtained a professional services liability insurance policy with \$1,000,000.00 minimum coverage for negligent errors and omissions. If any claims are made against its professional services liability insurance policy, the Contractor agrees to purchase additional insurance in order to maintain the minimum coverage of \$1,000,000.00. The insurance will remain in effect during the entire duration of this Contract and for eight (8) years after substantial completion of the Project. For policies written on a "Claims Made" basis, the Contractor agrees to maintain a retroactive date prior to or equal to the effective date of this Contract. ★
- 11.2.7 The Contractor will contractually require any architectural or engineering firm it hires to maintain professional liability insurance in the same amount and with the same provisions indicated above. The Contractor's policy will provide coverage for the Contractor's obligation under this Contract to indemnify and hold harmless the University and the State, and their employees and agents, from claims, liabilities, demands, damages, costs or expenses (including all reasonable attorney's fees) to the extent caused by or resulting from any negligent act or omission of the Contractor or anyone for whom the Contractor is responsible in the performance of this Contract, and each policy held by a Contractor of the Contractor shall provide the same coverage to the extent of such Contractor's negligent acts or omissions. ★
- 11.2.8 Each of the policies for the insurance mentioned above will be issued by an insurance company or companies satisfactory to the University and will contain a provision that coverages will not be changed, canceled, or non-renewed until at least thirty (30) calendar days prior written notice has been given to the University. Each insurance policy will state that the insurance company agrees to investigate and defend the insured against all claims for damages to the extent that all alleged damages might be covered by insurance. Such insurance policies will name the State of Connecticut, the University of Connecticut, their officers, officials, employees, agents, boards and commissions as additional insured, except that the University and the State will not be named as an additional insured with respect to the coverage for the statutory workers' compensation and employer's liability insurance. ★
- 11.2.9 Certificates of insurance shall clearly indicate the title and date of this Agreement or some easily identifiable reference to the Contractor's relationship to the University. Certificates of insurance showing such coverages as required in this section will be filed with the University prior to the time this Agreement is executed on behalf of the University. Upon the request of the University, the Contractor will provide to the University a copy of any of the aforementioned policies, and any endorsements or amendments thereto. ★

**Group  
12.1:**

**Advertising/Sponsorship Opportunities and Licensed Merchandise**

- 12.1.1 In submitting a proposal, the Proposer agrees, unless specifically authorized in writing by the University on a case by case basis, that it shall have no right to use, and shall not use, the name of the University of Connecticut, its officials or employees, or the Seal of the University, a) in any advertising, publicity, promotion; nor b) to express or imply any endorsement of agency's services; nor c) to use the name of the state, its officials or employees or the University seal in any manner (whether or not similar to uses prohibited by subparagraphs (a) and (b) above) except only to manufacture and deliver in accordance with this agreement such services as are hereby contracted by the University. Should the Proposer be interested in pursuing a formalized sponsorship agreement with the University through its Division of Athletics, which may include advertising benefits and use of University marks, please contact the procurement official identified in this solicitation for details. ★
- 12.1.2 Pre-authorization must be received from the University for the use of University's names, marks, and logos. ★

**Group  
13.1:**

**Corporate Partnership Agreement**

- 13.1.1 As part of this agreement, it is the desire of the University to establish a formalized corporate partnership agreement with the awardee through the Office of Strategic Partnerships. This enhanced level of collaboration and association would provide the awardee with public designation as an official partner of the University, access to and visibility at University programming, including Athletic events, and the ability to use approved marks and logos of the University in marketing and company materials. Benefits to be offered and provided to the University as a part of this partnership could include, but not be limited to: Job Placement & Student Internships, More favorable terms & Improved Services, Scholarship/Research Opportunities, New Revenue streams, Event Funding ,etc. ★

**Product Line Items**

★ Product Line Items

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There are no Items added to this event.

**Service Line Items**

★ Service Line Items

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There are no Items added to this event.