



# UNIVERSITY OF MARYLAND GLOBAL CAMPUS

**Date:** September 22, 2021

**To:** All Prospective Bidders

**From:** Wendy Johnson, Assistant Director  
Robert Powell, Buyer

**Re:** Addendum Number #1 to RFP #91904 – Creative Services

The following revises the above referenced RFP documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Proposal.

All Amendments with Questions and Answers will be posted on the UMGC Bid Board at [www.umgc.edu/procurement](http://www.umgc.edu/procurement).

Note regarding MBE:

*Please be advised that Prime Contractors do not have to be a State of Maryland MDOT-certified MBE firm, but you must hire MDOT-certified MBE Subcontractors to satisfy the 1% MBE goal. Prime Contractors who are MDOT-certified MBE firms, i.e., MBE Prime Contractors can self-perform up to 50% of the 1% MBE goal. The remaining 50% of the 1% MBE goal must be satisfied by an MDOT-certified MBE Subcontractor.*

1. How many agencies are participating in the RFP?

*Answer: We do not know at this time who will be responding to the RFP.*

2. Where are the participating agencies located (cities & states)?

*Answer: See Answer 1.*

3. Do any of the participating agencies have a physical office in Maryland?

*Answer: See Answer 1.*

4. What is the projected overall, and by service category budget for 2022 work?

*Answer: As outlined in the RFP, the aggregate maximum fee for all contracts resulting from this Solicitation shall not exceed \$1,000,000 during the contract term. The creative breakout provided in the RFP is a rough estimate only and is subject to change. There is*

*no guarantee of the amount of work or breakout of services required.*

5. Who from UMGC will be attending the presentation?  
*Answer: Evaluation Committee members will attend the Vendor Discussion Sessions.*
6. Who else is involved in the decision-making process?  
*Answer: Senior level management.*
7. Can we have a live Q&A/briefing via telephone or video call?  
*Answer: Questions and Answers are provided in this Addendum.*
8. Is there a committed media buy that is relevant to the contract commencement date of Nov 15?  
*Answer: There is not a committed media buy that is relevant to the contract commencement date. Per the RFP media buying is not part of the scope of work. As outlined, the anticipated budget for this contract(s) shall not exceed \$1,000,000 during the term of the contract. The creative breakout provided in the RFP is a rough estimate only and is subject to change. There is no guarantee of the amount of work or breakout of services required. November 15 is an estimated contract commencement date.*
9. Is this RFP mandated by the board?  
*Answer: No.*
10. Do you have incumbent agencies?  
*Answer: Yes.*
11. How many incumbent agencies?  
*Answer: We are working with 3+ agencies on an as-needed basis.*
12. Are they participating in the RFP?  
*Answer: We do not know at this point who will be responding to this RFP.*
13. How long have you been working with your incumbent agencies?  
*Answer: Some are fairly new and some we have worked with for 4+ years.*
14. In Section 3, Appendix A.2, Section M (Contingency Fee) it states the following " the business has not employed or retained any person, partnership, corporation, or other entity other than a bona fide employee or agent working for the business, to solicit or secure the Contract, and that the business has not paid or agreed to pay any person, partnership, corporation, or other entity other than a bona fide employee or agent, any fee or any other consideration contingent on the making of the Contract."

Is it then not possible to have other LLCs with established working relationships to submit packages as a group?

Most of the work that has been completed thus far has been in collaboration with other business owners who own their own LLC outside of the client (albeit to facilitate in production or provide added benefit to the clients final deliverable). For us (the team), we are attempting to determine if we should individually submit tech and price proposals as individuals rather than an all inclusive package? This would dramatically change our approach and the possibility of what we would collectively be able to leverage.

*Answer: This provision cited is intended to prevent brokerage fees or a broker submitting a proposal on a firm's behalf. The president or CEO must sign on behalf of his or her own company. If it is a joint venture and is one group, then the head of the group signs. If it is a partnership, all partners must sign the proposals. If individuals submit separate technical and pricing proposals they would be considered separate proposals and not considered a 'group' proposal.*

15. When will we receive the amendment with all the questions and answers from all offerors?

*Answer: Vendors will receive an amendment with all questions and answers as soon as possible after the deadline for questions.*

16. Do we need to submit NDA/Appendix F in the technical proposal?

*Answer: Yes.*

17. UMGC released RFP #91817 for Creative Services last year. Can you please share whether or not awards were made to that solicitation, and if so, to whom?

*Answer: Havit Advertising, Stamats Communications, Renegade Productions, Ologie.*

18. Does the issuance of this RFP suggest that UMGC is seeking new contractors instead of renewing with the incumbents through an option year under RFP #91904?

*Answer: This question is not clear. RFP 91904 has not been awarded yet. There are no renewal options remaining under the current contracts. This RFP was issued because we are reaching the total allowable spend threshold.*

19. Does UMGC prefer working with a local, Maryland-based firm?

*Answer: No, it is not a requirement.*

20. Based on the information provided within "Contractual Agreement and Terms" (p. 8), can you please clarify if the \$1,000,000 aggregate maximum fee for all Contracts resulting from this solicitation is for the one-year base period or does this include the three (3) additional one-year terms?

*Answer: The aggregate maximum fee for all Contracts resulting from this Solicitation shall not exceed \$1,000,000 during the entire contract term.*

21. One of the services requested, Creative Strategy and Direction, is not included in the breakdown of anticipated ratios of work by service. Should Creative Strategy and Direction be assumed in all categories, as part of the TBD ratio, or a separate high-level

service? For pricing purposes, what % would this portion of work should be assumed as part of overall services?

*Answer: The creative breakout provided in the RFP is a rough estimate only and is subject to change. There is no guarantee of the amount of work or breakout of services required. The SOW and categories listed are anticipated to be project-based and cover creative strategy, services and production of assets as noted. Further details for each category are provided in the RFP.*

22. The ratio of services anticipates 25% for TBD. Does that mean that total pricing should not exceed \$750,000, thus leaving 25% of \$1 million cap for TBD. Also, if a proposal only submits for two services, does that mean they would be eligible to support only those two services per the TBD work? Can you provide any other guidance on how to reflect interest in doing TBD work and how to reflect that in pricing?

*Answer: The creative breakout provided in the RFP is a rough estimate only and is subject to change. There is no guarantee of the amount of work or breakout of services required. Consideration for responding to any one or more category should be determined by the expertise and services you can provide for that category.*

23. Is there a specific page limit you would like us to target?

*Answer: No*

24. Is there a preferred font style and font size you would like us to use for the proposal

*Answer: No*

25. The anticipated percentage breakdown by channel is helpful. Do you have any sense of the percentage breakdown of your budget by category? Specifically, what do you expect to allocate to “Creative Strategy and Direction?”

*Answer: All categories are project based. There is no guarantee of the amount of work or breakout of services required.*

26. Do you have a media buying vendor already selected for this work? If so, are they providing media strategy including channel/audience targeting recommendations

*Answer: UMGC works with several media buying agencies. Selected creative agencies will be provided with more detail after award.*

27. On average, how many separate campaigns (“projects”) would you expect to execute in any given year?

*Answer: As budget allows and as many as needed.*

28. Do you have established audience personas?

*Answer: Yes, this will be shared with awarded agencies.*

29. Can you share some examples of higher education or other national campaigns that you admire/aspire to?

*Answer: No, not at this time. UMGC seeks breakthrough work that is unlike that of competitors and other advertisers.*

30. Who are the core decision makers for this RFP and what is their involvement with the ongoing marketing, advertising, and creative services for UMGC?

*Answer: Members of UMGG Marketing and Communications groups will be involved in the RFP process and subsequent projects.*

31. Is there an incumbent agency participating in this solicitation process?

*Answer: We do not know at this time who will be responding to the solicitation.*

32. Why is UMGC putting this work out for bid now?

*Answer: UMGC issued the RFP because we are reaching the total allowable spend threshold under the current contracts.*

33. Would you accept staff bios in lieu of full resumes?

*Answer: Yes*

34. I see there's a file size limit for the response and I'm wondering if links to videos will be considered and viewed vs. embedded videos? I'm assuming this is acceptable but just wanted to make sure the package didn't need to be self contained and could reference materials / media on websites.

*Answer: You may submit multiple files as long as each file does not exceed the limit. You cannot point us to other websites or locations that may have click through agreements. You can have links in your proposals. We do not recommend embedded videos since they will probably use more space.*

35. Are there additional samples of briefing slide materials for us to present at the oral presentation that we should be considering? While we read that you all are not interested in being "pitched" as much as fully understanding what we may offer, some of the team is curious if there are any "preferred" briefing material (i.e., pamphlets, slide decks) that might assist during that part of the process?

*Answer: There is no preferred method. The purpose of the Vendor Discussions is for UMGC to get to know the agencies.*

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM**

**Solicitation:** UMGC Solicitation #91904 – Creative Services

**Proposal Due Date: October 8, 2021 by 2:00 p.m.**

**NAME OF PROPOSER:** \_\_\_\_\_

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA**

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. \_\_\_\_\_ dated \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed

\_\_\_\_\_  
Title