

LONGWOOD  
UNIVERSITY



MATERIEL MANAGEMENT & PURCHASING  
201 HIGH STREET  
LANCASTER HALL, ROOM 215B  
FARMVILLE, VIRGINIA 23909

REQUEST FOR PROPOSALS

#LU214-20-010

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

SPECIALIZED ADVERTISING, CONSULTING AND FACILITATING SERVICES

JANUARY 24, 2020



*LONGWOOD UNIVERSITY IS A PROUD MEMBER OF VASCUPP*  
This procurement is being conducted by Longwood University on behalf of all VASCUPP members.

REQUEST FOR PROPOSALS (RFP)

Issue Date: January 24, 2020

RFP#LU214-20-010

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

Commodity Codes: 91522, 91527, 91596,  
91826, 91876

Title: Specialized Advertising, Consulting and Facilitating Services

Issuing Agency: COMMONWEALTH OF VIRGINIA  
Longwood University  
Materiel Management & Purchasing  
201 High Street, Lancaster Hall, Room 215B  
Farmville, Virginia 23909

**OPTIONAL PRE-PROPOSAL CONFERENCE:**  
February 6, 2020 at 2:00 p.m.  
Lancaster Hall, Room 223  
Longwood University  
Farmville, Virginia

Location Where Work Will Be Performed: Longwood University, Farmville, Virginia 23909

Initial Period Of Contract: From May 1, 2020 Through April 30, 2021. \*Optional four (4) successive one (1) year renewals.

**Sealed Proposals Will Be Received Until: February 18, 2020 at 2:00 p.m. Local Time** For Furnishing The Goods/Services Described Herein. **Proposals Shall Be Date/Time Stamped By The University Upon Receipt.**

All Inquiries For Information Should Be Directed To: Cathryn B. Mobley, Associate Vice President for Administration and Finance, at fax (434) 395-2246 or email [materielmanagement@longwood.edu](mailto:materielmanagement@longwood.edu) using ATTACHMENT A – WRITTEN PRE-PROPOSAL QUESTION FORM. **Questions are due by 12:00 noon on February 12, 2020.**

**PROPOSALS SHALL BE MAILED OR HAND DELIVERED DIRECTLY TO THE ISSUING AGENCY SHOWN ABOVE. Note: If you use an express delivery service, you may be told Farmville, VA/Longwood University is a next day delivery location from your location; offeror should verify with the carrier that they can guarantee delivery by 2:00 p.m.**

In Compliance With This Request For Proposals And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiation.

State Corporation Commission (SCC) ID#: \_\_\_\_\_ or statement describing why offeror is not required to have a SCC ID# must be furnished with your proposal.

eVA Member: [ ] Yes [ ] No

Check all that apply: Small Business [ ]

eVA Vendor ID#: \_\_\_\_\_

Woman-Owned Business [ ]

Minority-Owned Business [ ]

**Note: Offeror shall be a member of eVA on the date and time designated for receipt of proposals to be awarded this contract.** See General Terms and Conditions X, for information on registration.

DSBSD Certificate Number \_\_\_\_\_

Certification Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name And Address Of Firm:

\_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_

By: \_\_\_\_\_

(Signature In Ink)

\_\_\_\_\_ Zip Code \_\_\_\_\_

Name: \_\_\_\_\_

(Please Print or Type)

E-mail: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_) \_\_\_\_\_

(Toll Free, if available)

(Toll Free, if available)

RFP#LU214-20-010

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

Specialized Advertising, Consulting and Facilitating Services

PRE-PROPOSAL CONFERENCE: An optional pre-proposal conference will be held on February 6, 2020 at 2:00 p.m. in the Lancaster Hall, Room #223. Please bring a copy of the RFP with you to the conference.

ADDENDUMS: Any changes resulting from the University's requirements will be issued in an addendum and will be posted on the eVA website, <http://www.eVA.virginia.gov> and the Longwood University Materiel Management & Purchasing website, <http://tkts.longwood.edu/ListRFP.aspx>. Click on View This RFP next to Proposal Number LU214-20-010. It is the sole responsibility of the Offeror to check these web pages for all changes to the RFP prior to submission. **Failure to sign and return addenda may cause your proposal to be scored lower.** Longwood University will not mail or fax these documents.

This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

**Note to Offerors**: Parking is difficult, please plan to arrive early. If Offeror requires ADA accommodations to deliver proposal, please contact the Materiel Management Office at (434) 395-2759 twenty-four (24) hours prior to solicitation closing.

**If Longwood University is closed for any reason on the date/time specified for receipt of proposals, proposals will be due at the same time the next business day the University is open. Offerors should check the University's website at <http://www.longwood.edu> or call the main number at 1-434-395-2000 after 6:00 a.m., to see if the University is going to be open or if a delayed opening has been implemented.**

**Note**: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

## TABLE OF CONTENTS

	<u>Page</u>
I. <u>PURPOSE</u>	5
II. <u>GOVERNING RULES</u>	5
III. <u>BACKGROUND</u>	5
IV. <u>STATEMENT OF NEEDS</u>	5
V. <u>PROPOSAL PREPARATION AND SUBMISSION INSTRUCTIONS</u>	8
VI. <u>EVALUATION AND AWARD CRITERIA</u>	10
VII. <u>REPORTING AND DELIVERY INSTRUCTIONS</u>	11
VIII. <u>PRE-PROPOSAL CONFERENCE</u>	11
IX. <u>SPECIAL TERMS AND CONDITIONS</u>	12
X. <u>METHOD OF PAYMENT</u>	15
XI. <u>PRICING SCHEDULE</u>	15
XII. <u>ATTACHMENTS</u>	16
A – WRITTEN PRE-PROPOSAL QUESTION FORM	17
B – OFFEROR DATA SHEET	18
VASCUPP Zone Map	

- I. **PURPOSE:** The purpose of this Request for Proposals (RFP) is to solicit sealed proposals from qualified sources to establish a contract through competitive negotiation to provide Specialized Advertising, Consulting and Facilitating Services to support a number of constituencies on the campus of Longwood University (hereinafter also referred to as “Longwood” or “the University”), an Institution of Higher Education and agency of the Commonwealth of Virginia.
- II. **GOVERNING RULES:** This solicitation is issued in accordance with the provisions of:
- A. Purchasing Manual for Institutions of Higher Education and their Vendors: <https://vascupp.org>.
  - B. Governing Rules: <https://vascupp.org>.
  - C. General Terms and Conditions: <http://www.longwood.edu/media/materiel-management/public-site/GENERAL-TERMS-AND-CONDITIONS-7-1-2017.pdf>
  - D. Data Protection Addendum: [http://solomon.longwood.edu/media/materiel-management/solomon/LUDataProtectionAddendum\\_effec\\_07012019.pdf](http://solomon.longwood.edu/media/materiel-management/solomon/LUDataProtectionAddendum_effec_07012019.pdf)
- III. **BACKGROUND:** Two smaller units within Longwood University, the College of Graduate & Professional Studies (CGPS) and the Small Business Development Center (SBDC), have contracted for several years with an outside public relations consulting firm on a limited scale to develop marketing plans and materials in support of each unit’s unique initiatives, but within the overall branding of the University. Both units lacked the human resources for updated and varied marketing of their initiatives and programs and struggled with little to no marketing support specific to their needs.
- The high-touch, innovative marketing work implemented over the past years has been very successful. For example, in the CGPS several graduate programs have conducted full marketing planning sessions resulting in a renewed sense of purpose and identify, refreshed marketing materials, detailed marketing plans, and an active social media presence. Prior to this work, there was nothing for programs except 10 year-old print collateral. The SBDC developed a highly specific marketing plan including a mini branding guide, enhanced brochures and other leave-behind materials, enhanced web presence, professional development of annual reports for stakeholders and funders, professional management of social media outreach and press releases in various areas of a 25 county service area. Detailed client success stories, including photography and videography, have been central to the success of the marketing plan. Prior to outside engagement, SBDC’s marketing materials and online presence were very limited, with no in-house capacity to support marketing efforts.
- IV. **STATEMENT OF NEEDS:** The continuation of small-scale marketing services for units such as SBDC and CGPS is essential for their growth and success. While needs vary, the services must be in-person, focused, provided as needed, flexible and time responsive. True understanding of both the unique traits of the smaller units and the overall university are essential, as other units on campus may want to use the contract in the future.
1. **GENERAL NEEDS:**
- a. Professional services of a marketing firm for communications coaching and implementation assistance.
  - b. Realistic marketing plans based on in-person interactions with all stakeholders including specific tasks, timelines and evaluation of results.
  - c. Supported project management to coordinate and carry out a wide and varied number of marketing plans.
  - d. Coordination with University public relations on branding, website design, and other marketing areas.

- e. Coaching and support of staff within the units who coordinate marketing, but may not have all of the skills necessary to conduct full marketing initiatives.
- f. Marketing services internal staff do not have the skills and experience and/or capacity to provide.
- g. Capacity and ability to provide customized technical assistance and development of materials in a coordinated, consistent, timely manner.

2. **LOGISTICS**

- a. Offeror should be innovative, ambitious, forward thinking and demonstrate a passion for developing close relationships with clients.
- b. Offeror must have a demonstrated capacity to meet a wide variety of marketing needs as outlined in this RFP.
- c. Offeror must exhibit strong interpersonal communication and project management skills.
- d. Offeror must provide an engaging, hands-on manager/team to work closely with the CGPS and SBDC teams, be accepting of feedback and have the ability to execute a quick turnaround on requested revisions.
- e. Offeror must demonstrate understanding of the unique traits and characteristics of each unit with the larger university as well as their target audiences.
- f. Offeror must be located within 100 miles of Farmville and be able to conduct up to 3 weekly in-person meetings and coaching sessions as scheduled and needed.\*

\*For Longwood University only. If contractor authorizes another entity to use the contract, location from that entity and number of meetings/sessions may be adjusted.

3. **REQUIRED SERVICES**

A. **Communications Coaching:**

- a. Meet with staff each month to identify key projects and strategies.
- b. Meet with/communicate with marketing specialist multiple times each week.
- c. Assist with research and planning.
- d. Marketing consultation, social media coaching and management.
- e. Keep staff on track.
- f. Share tools and training with staff so they can more easily execute a plan.
- g. Assist with social media and engagement.
- h. Facilitate marketing discussions, training.
- i. Craft and manage distributions of press releases.

B. **Marketing Planning & Implementation:**

- a. Assist with identifying, defining, and implementing key marketing projects on a monthly basis.
- b. Plans, ideas and deliverables should remain within a reasonable budget and be supported by processes staff can maintain and replicate leading to sustainable marketing initiatives.

- c. Develop individual project goals on a quarterly basis and track goals in a clear, consistent manner shared with all team members.
- d. Produce agreed upon deliverables and be open to revisions based on feedback from team.
- e. Marketing designs, collateral development, website design and edits, graphic design, videography, photography, template creation, content writing, press releases, search engine optimization.
- f. Use data to facilitate an annual report to stakeholders summarizing marketing efforts and results.
- g. Support both internal and external website pages.
- h. Develop and guide social media engagement and advertising and assist with evaluating success of varied marketing methods.
- i. Create and assist with creating client and customer stories/storytelling that convey selected messages about initiatives and programs.

#### 4. **TARGET AUDIENCES**

- Nontraditional learners:
  - Graduate level, program based students.
    - Traditional graduate programs offered on campus.
    - Non-traditional graduate programs offered off-campus.
  - Adult learners pursuing for-credit courses.
  - Adult learners pursuing non-credit classes.
  - Online, hybrid, on campus and off-campus delivery modes.
  - Working professionals.
- Employers of prospective graduate and professional studies students.
- Various regions across the state depending on the program or initiative.
- Potential and existing business owners who are seeking education and consulting through SBDC.
- Funders and stakeholders of the SBDC in a 25-county region of southern Virginia.

#### 5. **GOALS**

- Increase graduate program enrollment and revenue
- Increase professional studies enrollment and revenue
- Increase awareness of opportunities for adult learners through Longwood University
- Increase SBDC's overall percentage of impact potential clients through targeted branding and marketing
- Increase overall economic impact of the SBDC in southern Virginia through awareness and access to resources (Economic Impact = capital investment of client companies and jobs created)
- Increase awareness of SBDC services and economic impact for existing and potential funding sources.

V. PROPOSAL PREPARATION AND SUBMISSION INSTRUCTIONS:

A. GENERAL INSTRUCTIONS: This section is used to inform the potential offerors of how many copies of the proposal must be submitted, how the proposal is to be prepared, the possibility of oral presentations by the offerors, etc. To reduce administrative burden and costs, request enough copies so that each evaluator is provided a copy. The following are sample paragraphs normally used in this section.

1. RFP Response: In order to be considered, offerors must submit a complete response to Longwood by the due date and time stated in this RFP. Offerors are required to submit one (1) signed original hardcopy (paper) of the entire proposal including all attachments and proprietary information (identified as **ORIGINAL**); five (5) additional hardcopies (paper) including all attachments and proprietary information (identified as **COPY**) and one (1) copy of the proposal as a PDF file including all attachments and proprietary information in electronic format (e.g., USB flash drive or CD). If the proposal contains confidential/proprietary information, then a redacted copy of the proposal in electronic format must also be submitted. The offeror shall make no other distribution of the proposal.
2. Proposal Preparation:
  - a. Proposals shall be signed by an authorized representative of the offeror. All information requested should be submitted. Failure to submit all information requested may result in the purchasing agency requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the purchasing agency. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
  - b. Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
  - c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross-references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
  - d. As used in this RFP, the terms “must”, “shall”, “should” and “may” identify the criticality of requirements. “Must” and “shall” identify requirements whose absence will have a major negative impact on the suitability of the proposed solution. Items labeled as “should” or “may” are highly desirable, although

their absence will not have a large impact and would be useful, but are not necessary. Depending on the overall response to the RFP, some individual “must” and “shall” items may not be fully satisfied, but it is the intent to satisfy most, if not all, “must” and “shall” requirements. The inability of an Offeror to satisfy a “must” or “shall” requirement does not automatically remove that Offeror from consideration; however, it may seriously affect the overall rating of the Offerors’ proposal.

- e. Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.
- f. Ownership of all data, materials, and documentation originated and prepared for the State pursuant to the RFP shall belong exclusively to the State and be subject to public inspection in accordance with the *Virginia Freedom of Information Act*. Trade secrets or proprietary information submitted by an offeror shall not be subject to public disclosure under the *Virginia Freedom of Information Act*; however, the offeror must invoke the protections of § 2.2-4342F of the *Code of Virginia*, in writing, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection of the proposal.

- 3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the agency. This provides an opportunity for the offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The issuing agency will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and may or may not be conducted.

- B. SPECIFIC PROPOSAL INSTRUCTIONS: Proposals should be as thorough and detailed as possible so that Longwood University may properly evaluate your capabilities to provide the required goods/services. Offerors are required to submit the following items as a complete proposal:

- 1. Return Page | 2 of the RFP and all addenda acknowledgments, if any, signed and filled out as required.
- 2. Offeror Data Sheet, included as an attachment to the RFP, and other specific items or data requested in the RFP.
- 3. A written narrative statement to include:
  - a. A brief history of the firm, its services and experience in providing the proposed services described herein, culture and collaboration style. Please describe the workflow within the team.

- b. Specific methodology, approach, and plans for providing the proposed services described herein and the steps taken to ensure that projects are staying aligned with contracted goals.
  - c. Names, qualifications and experience of personnel to be assigned to the project team.
  - d. Plan and process for coaching and supporting stakeholders so that marketing initiatives and mindsets are sustainable and far reaching and an example of how you have done this with another client.
  - e. A Case Study: What was the most challenging or lofty marketing project given to you by a client? Detail how you approached the project from conception and idea generation, to planning, revising based on feedback, delivering, implementing, closing and evaluating? Please also provide any materials produced to complete the project.
4. Samples each of the following:
- a. Print collateral (in PDF format on thumb drive).
  - b. Sample marketing plan (in PDF format on thumb drive or web link).
  - c. 1 video and 1 website project (this can be in the form of a web link).
  - d. Digital projects – campaigns, promotional materials, story boards, etc. provided via web links or on thumb drive.
  - e. Sample of incorporating story into a marketing project.

NOTE: All of the submissions should have been produced by members on the proposed team.

5. Price Proposal.

VI. EVALUATION AND AWARD CRITERIA:

- A. EVALUATION CRITERIA: Proposals shall be evaluated by Longwood University using the following criteria:

<u>FOR SERVICES</u>	<u>POINT VALUE</u>
1. Qualifications and experience of offeror to provide the services outlined for the audiences indicated.	35
2. Specific plans and methodology to be used to provide a variety of services, as identified and needed.	25
3. Demonstrated experience and clear plan for providing responsive, personalized service that includes coaching and training for key stakeholders.	25
4. Price Proposal.	10
5. References from other clients.	<u>5</u>
TOTAL	<u>100</u>

B. **AWARD TO MULTIPLE OFFERORS:** Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the agency shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. The Commonwealth reserves the right to make multiple awards as a result of this solicitation. The Commonwealth may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (*Code of Virginia, § 2.2-4359D*). Should the Commonwealth determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor's proposal as negotiated.

VII. **REPORTING AND DELIVERY INSTRUCTIONS:** The contractor shall provide the following documentation to Contract Administrator:

- A. Provide a monthly progress report outlining the following:
1. The specific accomplishments achieved during the reporting period.
  2. The specific tasks completed pursuant to the provisions of the contract and the completion dates of such tasks.
  3. The projected completion dates for the remaining specific tasks required by the contract.

VIII. **OPTIONAL PRE-PROPOSAL CONFERENCE:** An optional pre-proposal conference will be held on February 6, 2020 at 2:00 p.m. in Lancaster Hall, Room 223. The purpose of this conference is to allow potential offerors an opportunity to present questions and obtain clarification relative to any facet of this solicitation.

RFP#LU214-20-010

**SET-ASIDE FOR DSBSD-CERTIFIED SMALL BUSINESSES**

Specialized Advertising, Consulting and Facilitating Services

While attendance at this conference will not be a prerequisite to submitting a proposal, offerors who intend to submit a proposal are encouraged to attend. Bring a copy of the solicitation with you. Any changes resulting from this conference will be issued in a written addendum to the solicitation.

Bring a copy of the solicitation with you. Any changes resulting from this conference will be issued in a written addendum to the solicitation, if necessary.

IX. SPECIAL TERMS AND CONDITIONS

1. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms, and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services that are newly introduced during the term of this contract. Such additional goods and services will be provided to the University at favored nations pricing, terms, and conditions.
2. **ASSIGNMENT OF CONTRACT:** The contractor cannot assign a contract in whole or in part without the prior written consent of the University.
3. **AUDIT:** The contractor shall retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. The agency, its authorized agents, and/or state auditors shall have full access to and the right to examine any of said materials during said period.
4. **AWARD TO MULTIPLE OFFERORS:** Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposals, including price, if so stated in the Request for Proposals. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, the agency shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. The Commonwealth reserves the right to make multiple awards as a result of this solicitation. The Commonwealth may cancel this Request for Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous (Code of Virginia, § 2.2-4359D). Should the Commonwealth determine in writing and in its sole discretion that only one offeror is fully qualified, or that one offeror is clearly more highly qualified than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the contractor's proposal as negotiated.
4. **CANCELLATION OF CONTRACT:** The purchasing agency reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the contractor. In the event the initial contract period is for more than 12 months, the resulting contract may also be terminated by the contractor, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.

5. **CONTRACT PARTICIPATION:** Under the authority of §6 of the Rules Governing Procurement of Goods, Services, Insurance and Construction by a Public Institution of Higher Education of the Commonwealth of Virginia (copy available at <http://www.longwood.edu/materielmanagement>), Cooperative Procurement, it is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or affiliated corporations may access any resulting contract if authorized by the Contractor. A copy of the Virginia Association of State College and University Purchasing Professionals (VASCUPP) Zone Map is included as an attachment to the RFP.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with the contract terms. The Contractor shall notify Longwood University in writing of any such entities accessing the contract. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Longwood University. Longwood University shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Longwood University is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances. Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

6. **eVA ORDERS AND CONTRACTS:** The solicitation/contract will result in multiple purchase orders with the applicable eVA transaction fee assessed for each order.

Vendors desiring to provide goods and/or services to the Commonwealth shall participate in the eVA Internet e-procurement solution and agree to comply with the following: If this solicitation is for a term contract, failure to provide an electronic catalog (price list) or index page catalog for items awarded will be just cause for the Commonwealth to reject your bid/offer or terminate this contract for default. The format of this electronic catalog shall conform to the eVA Catalog Interchange Format (CIF) Specification that can be accessed and downloaded from [www.eVA.virginia.gov](http://www.eVA.virginia.gov). Contractors should email Catalog or Index Page information to [eVA-catalog-manager@dgs.virginia.gov](mailto:eVA-catalog-manager@dgs.virginia.gov).

7. **E-VERIFY PROGRAM:** EFFECTIVE 12/1/13. Pursuant to Code of Virginia, §2.2-4308.2., any employer with more than an average of 50 employees for the previous 12 months entering into a contract in excess of \$50,000 with any agency of the Commonwealth to perform work or provide services pursuant to such contract shall register and participate in the E-Verify program to verify information and work authorization of its newly hired employees performing work pursuant to such public contract. Any such employer who fails to comply with these provisions shall be debarred from contracting with any agency of the Commonwealth for a period up to one year. Such debarment shall cease upon the employer's registration and participation in the E-Verify program. If requested, the employer shall present a copy of their Maintain Company page from E-Verify to prove that they are enrolled in E-Verify.
8. **IDENTIFICATION OF BID/PROPOSAL ENVELOPE:** If a special envelope is not furnished, or if return in the special envelope is not possible, the signed bid/proposal should be returned in a separate envelope or package, sealed and identified as follows:

From: \_\_\_\_\_ 2/18/2020 2:00 p.m.  
Name of Offeror Due Date Time

\_\_\_\_\_  
Street or Box Number RFP No.  
Specialized Advertising, Consulting  
and Facilitating Services  
\_\_\_\_\_  
City, State, Zip Code RFP Title

DSBSD-certified Micro Business or Small Business No. \_\_\_\_\_

Name of Contract/Purchase Officer or Buyer Cathryn B. Mobley, Associate Vice President for Administration and Finance

9. **LATE PROPOSALS:** To be considered, proposals must be received at the specific office location specified in this solicitation on or before the date and time designated in this solicitation. Offerors are responsible for the delivery of the proposal and if using U.S. Mail or a delivery service, should ensure that the proposal is addressed properly (see 9 above). The Purchasing Department will contact the Offeror to arrange for pick up or destruction of the late proposal. The official time used in receipt of proposals shall be the time on the automatic time stamp machine of Longwood's Purchasing office, address and location on cover page of solicitation.
10. **OPTIONAL PREPROPOSAL CONFERENCE:** An optional preproposal conference will be held at 2:00 p.m. on February 6, 2020 in Lancaster Hall, Room 223. The purpose of this conference is to allow potential offerors an opportunity to present questions and obtain clarification relative to any facet of this solicitation.
- While attendance at this conference will not be a prerequisite to submitting a proposal, offerors who intend to submit a proposal are encouraged to attend. Bring a copy of the solicitation with you. Any changes resulting from this conference will be issued in a written addendum to the solicitation.
11. **OWNERSHIP OF PRINTING MATERIALS:** All artwork, camera-ready copy, negative, dies, photos, and similar materials used to produce a printing job shall become the property of the Commonwealth. Any furnished materials shall remain the property of the Commonwealth. All such items and materials shall be delivered to the ordering agency in usable condition after completion of the work, and prior to submission of the invoice for payment.
12. **PRIME CONTRACTOR RESPONSIBILITIES:** The contractor shall be responsible for completely supervising and directing the work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime contractor. The contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.
13. **PROPOSAL ACCEPTANCE PERIOD:** Any proposal in response to this solicitation shall be binding on the offeror for (90) calendar days following the proposal due date. Any proposal on which the offeror shortens the acceptance period may be rejected. At the end of the (90) days, the proposal may be withdrawn at the written request of the offeror. If the proposal is not withdrawn at that time it remains in effect until an award is made or the solicitation is canceled.

14. **REFERENCES:** Offerors shall provide three (3) references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, and the name, telephone number and email address of the contact person the University has your permission to contact. Use ATTACHMENT B – OFFEROR DATA SHEET, included in this RFP, to submit references.
15. **RENEWAL OF CONTRACT:** This contract may be renewed by the Commonwealth upon written agreement of both parties for four (4) successive one (1) year periods, under the terms of the current contract, and at a reasonable time (approximately 90 days) prior to the expiration.
16. **STATE CORPORATION COMMISSION IDENTIFICATION NUMBER:** Pursuant to Code of Virginia, §2.2-4311.2 subsection B, a bidder or offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 is required to include in its bid or proposal the identification number issued to it by the State Corporation Commission (SCC). Any bidder or offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law is required to include in its bid or proposal a statement describing why the bidder or offeror is not required to be so authorized. Indicate the above information on the SCC Form provided. Contractor agrees that the process by which compliance with Titles 13.1 and 50 is checked during the solicitation stage (including without limitation the SCC Form provided) is streamlined and not definitive, and the Commonwealth's use and acceptance of such form, or its acceptance of Contractor's statement describing why the bidder or offeror was not legally required to be authorized to transact business in the Commonwealth, shall not be conclusive of the issue and shall not be relied upon by the Contractor as demonstrating compliance.
17. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of the purchasing agency. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish the purchasing agency the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.
- X. **METHOD OF PAYMENT:** The Contractor shall submit a fully itemized invoice that references the Longwood contract number, material description, quantities and unit prices, and Purchase Order number. Payment will be made thirty days after receipt of proper invoice for the amount of payment due, or thirty days after receipt of goods/services, whichever is later, in accordance with the Commonwealth of Virginia Prompt Payment Act. Mail invoice(s) to:
- Longwood University  
Accounts Payable  
201 High Street, Lancaster 213 A-D  
Farmville, Virginia 23909
- XI. **PRICE PROPOSAL:** The Offeror agrees to provide services in compliance with the STATEMENT OF NEEDS, GOVERNING RULES, GENERAL TERMS AND CONDITIONS AND SPECIAL TERMS AND CONDITIONS contained herein. The Offeror shall provide their proposed rates for the goods/services specified herein and apply those rates to the following sample project for a **Total Project Price**.

## **SAMPLE PROJECT**

Develop a marketing plan that includes, but is not limited to, a review of branded materials (including website and communication channels) with recommendations on content, methodology to reach target audiences, and a project plan outlining support that will be provided to enable the unit to reach its goals, which are:

1. Increase the SBDC's economic impact by attraction and retention of high impact business clients.
2. Increase awareness of outreach and impact among investors and stakeholders of the SBDC.
3. Increase graduate and professional studies enrollment and revenue.
4. Increase awareness of opportunities through Longwood University for adult learners.

## XII. ATTACHMENTS:

A – WRITTEN PRE-PROPOSAL QUESTION FORM

B – OFFEROR DATA SHEET

VASCUPP Zone Map



ATTACHMENT B – OFFEROR DATA SHEET (TO BE COMPLETED BY THE OFFEROR)

A. **Qualification of Offeror:** The Offeror must have the capability and capacity in all respects to fully satisfy all of the contractual requirements. Indicate below the length of time you have been in business providing the goods/services required herein.

\_\_\_\_\_ Year(s) \_\_\_\_\_ Month(s)

B. **Reference:** List three (3) references for whom you have provided this type of goods/services. Include the dates of service and the name, phone number and email address of the person Longwood University has your permission to contact.

1. \_\_\_\_\_  
Company/Name of Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Date(s) of Service

\_\_\_\_\_  
Email Address

2. \_\_\_\_\_  
Company/Name of Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Date(s) of Service

\_\_\_\_\_  
Email Address

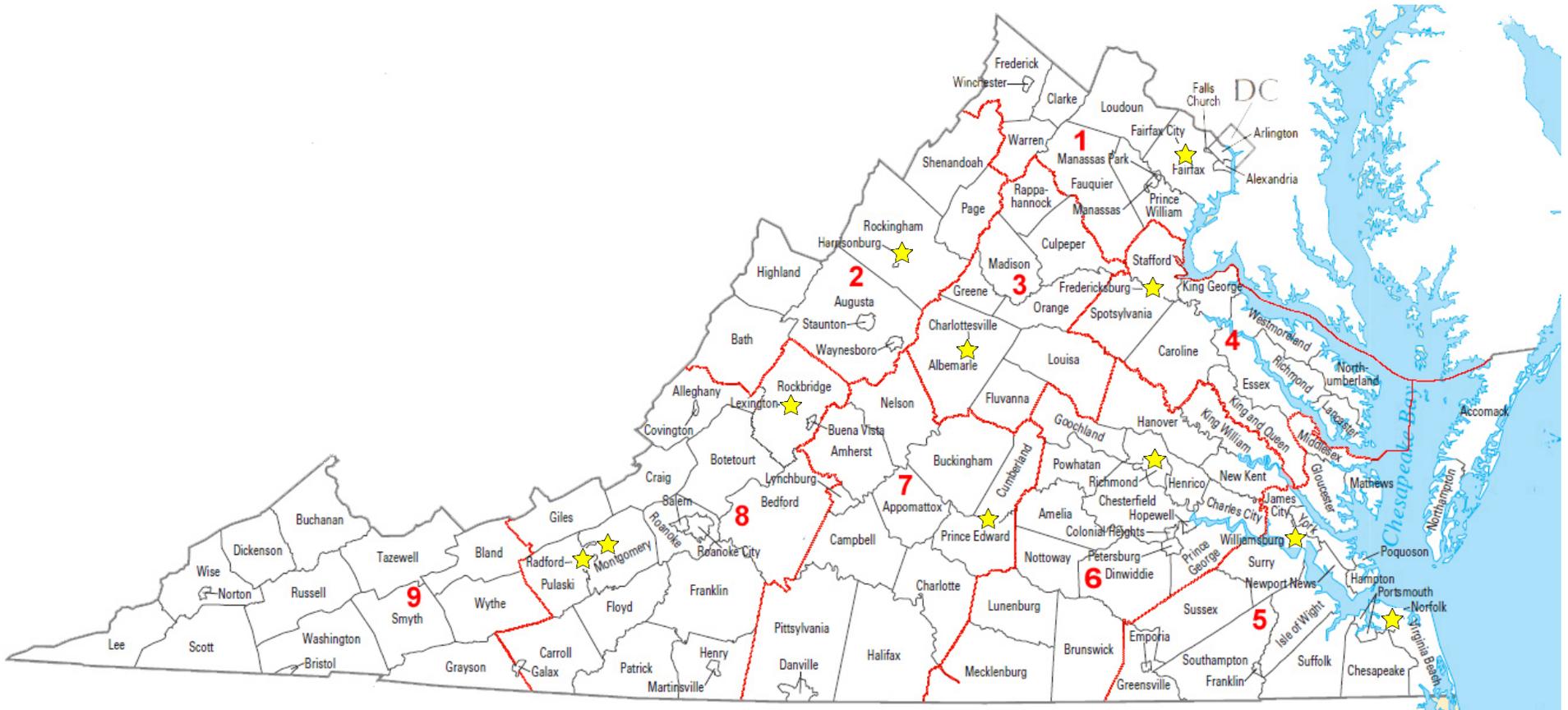
3. \_\_\_\_\_  
Company/Name of Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Date(s) of Service

\_\_\_\_\_  
Email Address



## Virginia Association of State College & University Purchasing Professionals (VASCUPP)

### List of member institutions by zones

<b><u>Zone 1</u></b> George Mason University (Fairfax)	<b><u>Zone 2</u></b> James Madison University (Harrisonburg)	<b><u>Zone 3</u></b> University of Virginia (Charlottesville)
<b><u>Zone 4</u></b> University of Mary Washington (Fredericksburg)	<b><u>Zone 5</u></b> College of William and Mary (Williamsburg) Old Dominion University (Norfolk)	<b><u>Zone 6</u></b> Virginia Commonwealth University (Richmond)
<b><u>Zone 7</u></b> Longwood University (Farmville)	<b><u>Zone 8</u></b> Virginia Military Institute (Lexington) Virginia Tech (Blacksburg) Radford University (Radford)	<b><u>Zone 9</u></b>