

LONGWOOD
UNIVERSITY



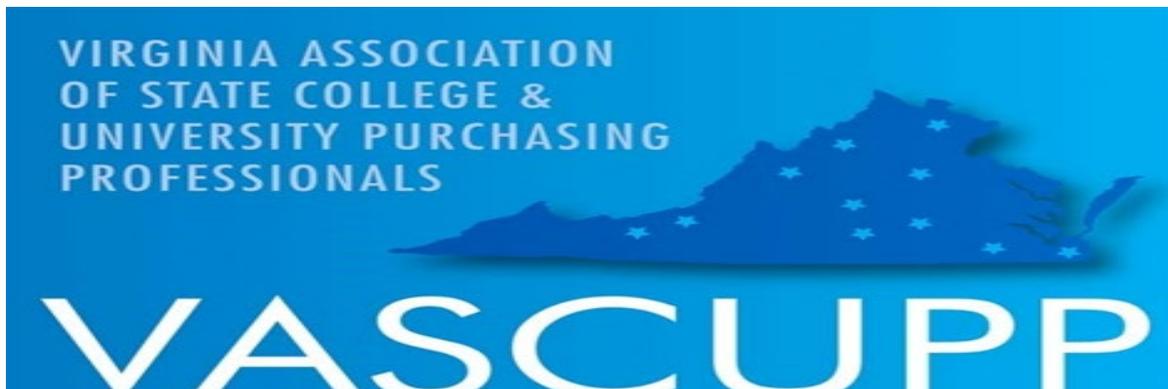
**MATERIEL MANAGEMENT AND PURCHASING
201 HIGH STREET
LANCASTER HALL, ROOM 215B
FARMVILLE, VIRGINIA 23909**

REQUEST FOR PROPOSALS

RFP#LU214-20-014

STRATEGIC HEALTHCARE PARTNERSHIP

April 7, 2020



LONGWOOD UNIVERSITY IS A PROUD MEMBER OF VASCUPP

REQUEST FOR PROPOSALS (RFP)

Issue Date: April 7, 2020
Title: Strategic Healthcare Partnership

RFP#LU214-20-014
Commodity Code: 94848, 95856

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

MANDATORY PRE-PROPOSAL CONFERENCE
Monday, April 27, 2020 at 9:00 a.m.
**via Zoom Meeting ONLY (see page 3 for
Zoom Meeting Registration Information)**

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

Period Of Contract: Ten (10) years from date of award.

Electronically Submitted Proposals Will Be Received Until: May 19, 2020 at 2:00 p.m. Local Time For Furnishing The Goods/Services Described Herein. ONE (1) HARD COPY OF PROPOSALS MUST BE MAILED DIRECTLY TO ISSUING AGENCY SHOWN ABOVE.

All Inquiries For Information Should Be Directed To: Cathryn B. Mobley, Associate Vice President for Administration and Finance, using ATTACHMENT A – WRITTEN PRE-PROPOSAL QUESTION FORM emailed to materielmanagement@longwood.edu or faxed to (434) 395-2246. **Deadline for questions is 12:00 Noon on May 4, 2020. The University will not accept any questions after the deadline.**

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
eVA Vendor ID#: _____

Check all that apply: Small Business []
Woman-Owned Business []
Minority-Owned Business []

Note: Offeror shall be a registered eVA vendor on the date and time designated for receipt of proposals to be awarded this contract. See page 6 of the General Terms and Conditions paragraph X for registration information.

DSBSD Certificate Number _____
Certification Date ____/____/____
Expiration Date ____/____/____

Name And Address Of Firm:

_____ Zip Code _____

Date: _____

By: _____
(Signature in Ink)

Name: _____
(Please Print or Type)

E-mail: _____

Title: _____

Phone: (____) _____
(Toll Free, if available)

Fax: (____) _____
(Toll Free, if available)

ADDENDUMS: Any changes resulting from Longwood University's requirements will be issued in an addendum and posted on the eVA website, <http://www.eVA.virginia.gov>, the Longwood University Materiel Management & Purchasing website, <http://tkts.longwood.edu/ListRFP.aspx>. Click on View This RFP next to Proposal Number [LU214-20-014](#). 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.

MANDATORY PRE-PROPOSAL CONFERENCE (Zoom Meeting ONLY): A mandatory pre-proposal conference will be held **via Zoom Meeting ONLY** at **9:00 a.m. on April 27, 2020**. Attendance at this conference shall be a prerequisite to submitting a proposal, offerors who intend to submit a proposal **must** register in advance to gain access to the Zoom meeting. A link to register is below. **No offeror who registers and joins the Zoom meeting after 9:15 a.m. will be considered to have attended the Mandatory Pre-Proposal Conference. Proposals received from offerors that joined the Zoom meeting after 9:15 a.m. will not be considered.**

Zoom Meeting Registration Information:

When: April 27, 2020 at 9:00 a.m. Eastern Time (US and Canada)

Register in advance for this meeting:

<https://zoom.us/meeting/register/uJUpdu2vrz8vt2QQIBUbaZJ03x0iJPVAPA>

After registering, you will receive a confirmation email containing information about joining the meeting.

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.

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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 for a Strategic Healthcare Partnership to provide a variety of comprehensive medical coverage for multiple constituencies on the campus of Longwood University (hereinafter also referred to as “Longwood” or “the University”), an Institution of Higher Education, member institute of VASCUPP (Virginia Association of State College and University Procurement Professionals) 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

III. **BACKGROUND:**

Longwood University is an institution of higher learning dedicated to the development of citizen leaders who are prepared to make positive contributions to the common good of society.

A comprehensive university with a strong liberal arts foundation, Longwood recently celebrated its 180th anniversary and is the third-oldest public university in Virginia, behind William & Mary and the University of Virginia. Longwood is part of the proud tradition of higher education in the Commonwealth of Virginia. Roughly one hour’s drive from Lynchburg, Charlottesville and Richmond, Longwood is located in the historic two-college community of Farmville, at a historic crossroads near where the Civil War drew to a close and powerful strides in the civil rights movement began. Today Longwood has more than 5,000 undergraduate and graduate students and more than 34,000 alumni. It maintains affiliations with the neighboring Roberta Russa Moton Museum of civil rights history and the Longwood Center for Visual Arts, one of just a few dozen nationally accredited university art museums. A member of the Big South Conference, Longwood competes at the NCAA Division I level.

IV. **STATEMENT OF NEEDS:**

Longwood is seeking to establish a strategic partnership with one or more healthcare providers that can collaboratively provide comprehensive orthopedic/sports medicine coverage, other related healthcare services to the University Department of Athletics, Club Sports, Intramural Sports and other related areas of the University’s Health & Wellness division, mental health, eating disorders and general care support for Longwood students, staff and faculty.

A. **Department of Athletics**

The Department of Athletics is an integral part of the University’s commitment to educational excellence. The University currently sponsors 14 sports (6 Men’s and 8 Women’s) offering opportunity to approximately 240 student athletes. The University is a member of the Big South Conference at DI Level, comprised of 11 institutions, and an affiliate member of the Mid-American Conference for field hockey. Assets that Contractor will have the rights and access to over the term from athletics as well as the entire institution are included at. ATTACHMENT F: Marketing and Promotional Rights.

B. Orthopedic/Sports Medicine Coverage for Intercollegiate Sports Teams

Provide Board Certified and/or fellowship-trained orthopedic and sports medicine physicians to evaluate and perform the medical needs of the Longwood intercollegiate sports teams. Offerors must be able to demonstrate the expertise and experience of its physicians in handling with NCAA Division I student-athletes. Required coverage components will include but will not be limited to the following:

- A minimum of one sports medicine physician will attend all Home Non-Conference, Conference, and Conference Tournament Games for each of the following Longwood Athletic Events:
 - Women’s Soccer games (8-10 games)
 - Men’s Soccer games (8-10 games)
 - Men’s Basketball games (15-18 games)
 - Women’s Basketball games (15-18 games)
- A sports medicine physician will be on-campus 5-10 hours a week (not including games) to evaluate student-athlete injuries and recovery progress.
- General practitioners on-campus approximately 3 hours a week to evaluate/treat non-orthopedic healthcare cases for Longwood intercollegiate student-athletes.
- Healthcare Partner physicians approved in writing by the University will provide pre-participation physical exams for applicable intercollegiate sports teams as requested by University. The standardized pre-participation screening exam form shall be approved in writing in advance by Healthcare Partner.
- All medical professionals assigned to Longwood Athletics shall be subject to University approval. All services rendered by Healthcare Partner in connection with the physician clinics shall be billed to the student-athlete or his or her insurance by the Partner, at its sole cost and responsibility. The Healthcare Partner shall retain any amounts collected as a result of such billing.
- Healthcare Partner will facilitate timely access to care within the Partner’s network for Longwood intercollegiate athletics student-athletes in coordination with the Longwood University Health Center (UHC). Partner will establish a process for student-athlete appointment scheduling and will work to facilitate quick access to providers and offer the ability to schedule student-athletes within twenty-four (24) hours of notice, including weekends. Partner will provide student-athletes with a choice of follow-up care. Student-athletes are not required to be seen at Healthcare Partner’s owned or affiliated health care facilities. Services can include but not necessarily be limited to:
 - Radiology – Healthcare Partner will provide Radiological Services on campus with equipment and technician to add capabilities including MRI and X-Ray imaging.
 - Psychology
 - Neurology
 - Osteopathy
 - Cardiology
 - Infectious Disease
 - OBGYN
 - ENT

- Longwood will educate its student-athletes about the health services provided by Healthcare Partner as described herein and facilitated provider access offered by Healthcare Partner. Information shall be included on University's Department of Athletics' website and in University's Department of Athletics' student handbooks and/or other student information materials. Healthcare Partner will arrange for a representative to speak with student-athletes at orientation or other events mutually agreed by the Parties regarding such services.
- Healthcare Partner will assign a designated representative that will be the primary point of contact to manage billing issues as it relates to student-athlete's primary health insurance and other insurance policies as needed. The representative will navigate such issues through the partner's billing system and can answer questions or concerns regarding such matters from the University medical staff.

C. Club Sports/Intramural Sports Health Services

Healthcare Partner, in conjunction with the Longwood UHC, will establish a healthcare protocol process for when students are injured during Club Sports and Intramural practices, games and tournaments to ensure they are evaluated and treated (when applicable) in a timely manner. As the protocol is established, University will work with Healthcare Partner on educating all of the applicable students and teams on the process. Such activities may include, but not be limited to the following:

- Introduction and education with all coaches and team captains at the beginning of the school year
- Orientation with each team during first week of practice
- Mid-year follow-up meetings with each team
- Inclusion in e-mails with specific details to students, coaches and captains
- Signage at all Club Sports Events played on-campus
- Coverage by a certified athletic trainer (ATC) or other healthcare professional of the Healthcare Partner at high-impact athletic contests
- ATC provide 24 hours/week clinic time for club sport athletes

D. Student Health Center

As part of this RFP, Longwood is requiring proposals to reflect two options as it relates to the integration of service with Longwood's UHC.

- **Option 1** – Would include a proposed offering if the University were to elect to have Healthcare Partner assume the total management of the UHC. The UHC is currently managed by Potomac Healthcare Solutions. Specifics of the scope of services required by Longwood as part of the operation of the UHC is included in ATTACHMENT E: Longwood Healthcare Volume Data.

Additionally under Option 1, a Healthcare Partner will have the opportunity to provide healthcare services and engagement activities not included in ATTACHMENT E. Offeror's ability to provide any or all of the following will be viewed favorably by the University.

- Prioritization of scheduling for specialty healthcare needs of employees' immediate family members through the offeror's network of physicians.
- Participation when needed for preventive medicine programs promoted/administered by the University.

- The opportunity to work with the University’s Health Insurance provider (Anthem Blue Cross Blue Shield) to become established as a preferred in-network provider allowing employees to have lower co-pays when they seek medical services through Contractor.
- **Option 2** – Would include a proposal where Healthcare Partner, in collaboration with the UHC, installs a prioritized referral process for when the student’s healthcare needs exceed the capabilities of the UHC. Process will allow students to receive prioritization for appointments with healthcare specialists in the Healthcare Partner’s network of physicians and related healthcare professionals. Specific data related to referrals that have been generated from the UHC are listed in ATTACHMENT E: Longwood Healthcare Volume Data.

E. Access/Use of University Facilities

The University will provide its Healthcare Partner with office space in buildings owned by Longwood that can be used to provide additional support services near campus for specialty healthcare for intercollegiate and club sports student athletes, referrals from the University Health Center, primary and specialty care for Longwood employees, and the general population in and around Farmville. Offerors can include a request for such space in their proposal, which will be subject to a lease agreement with the Longwood University Real Estate Foundation.

F. Marketing Benefits

This strategic partnership will not only provide the Healthcare Partner with significant new direct revenue streams tied into its relationship with the Longwood University Department of Athletics, but also the credibility that comes with being an Official Health Partner of one of the only NCAA Division I Athletic Programs in the region. As part of this partnership, Longwood University will provide its Official Healthcare Partner with unprecedented access to institutional marketing assets, events, facilities and staff to maximize awareness of the partnership and access to constituents to promote all of its services throughout the year. Specifics of what this will include are outlined in Attachment F of the RFP.

G.  Multiple Award

The University may consider an award to multiple healthcare providers, if that is what is required to cover the entire scope of work outlined in this RFP. The University will require specification in such proposals outlining the specific areas that will be covered by the various providers. In such instances, the elements outlined in Attachment E may be allocated to multiple healthcare providers.

H. Account Managers

Contractor(s) shall provide during the life of the contract one (1) person at all times to serve as the one point of contact for issues regarding the contract. This person will serve as the liaison between the University and the Contractor. The University reserves the right for reasonable issues to request a change of the Account Manager at any time. Any substitution of the Account Manager must be submitted in writing to the University for approval.

I. Confidentiality of Personal Identifiable Information

The offeror selected shall assure that information and data obtained as to personal facts and circumstances related to patients or clients will be collected and held confidential, during and

following the term of this agreement, and unless disclosure is required pursuant to court order, subpoena or other regulatory authority, will not be divulged without the individual's and the agency's written consent and only in accordance with federal law or the Code of Virginia. Contractors who utilize, access, or store personally identifiable information as part of the performance of a contract are required to safeguard this information and immediately notify the agency of any breach or suspected breach in the security of such information. Contractors shall allow the agency to both participate in the investigation of incidents and exercise control over decisions regarding external reporting. Contractors and their employees working on this project may be required to sign a confidentiality statement.

V. **PROPOSAL PREPARATION AND SUBMISSION INSTRUCTIONS:**

A. **GENERAL INSTRUCTIONS:**

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 upload a complete copy of their proposal to a named folder that will be created for them on <https://www.Box.com>. Offerors shall send an email to materielmanagement@longwood.edu to confirm proposal has been uploaded to their Box folder. The time stamp on this email will be the official time used as receipt of proposals. One (1) signed original hardcopy (paper) of the entire proposal including all attachments and proprietary information shall be sent by U.S. Mail to the ISSUING AGENCY shown on Page | 2 of this RFP. The offeror shall make no other distribution of the proposals.
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. Representation of previous print projects is encouraged, though can be shared digitally. Elaborate brochures/artwork, paper/bindings, or other visuals/presentation aids, beyond that sufficient to present a complete and effective proposal, are not desired.
 - 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. 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, therefore, proposals should be complete when submitted.

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

1. The completed RFP inside cover sheet (See Page | 2) and all addenda acknowledgments, if any, signed and filled out as required.

2. OFFEROR DATA SHEET, included as ATTACHMENT C to the RFP.
3. A written narrative statement to include:
 - a. A complete and detailed description of the Offeror’s qualifications, experience, methodology and plan for providing the goods and services described herein.
 - b. Detailed description of Offeror’s strategic visioning processes and working/partnering philosophies and approach.
 - c. Names, qualifications and experience of personnel to be assigned to the contract.
4. Price Proposal (See Section XI of the RFP).
5. Small Business Subcontracting Plan, included as ATTACHMENT B to the RFP.

VI. **EVALUATION AND AWARD CRITERIA:**

A. **EVALUATION CRITERIA:** Proposals will be evaluated by the University using the following criteria:

<u>EVALUATION CRITERIA</u>	<u>POINT VALUE</u>
1. Quality of proposal including specific plans to perform the services.	35
2. Experience and qualifications including personnel assigned to perform the services.	15
3. References.	10
4. Annual and total financial commitment for the Access, elements, and benefits contained in the RFP.	30
4. Small Business Subcontracting Plan.	<u>10</u>
TOTAL	<u>100</u>

B. **AWARD OF CONTRACT:** 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. **CONTRACT ADMINISTRATION:** Upon award of the contract, the University shall designate, in writing, the name of the Contract Administrator who shall work with the Contractor in formulating mutually acceptable plans and standards for the operations of this service. The Contract Administrator shall use all powers under the contract to enforce its faithful performance. The Contract Administrator shall determine the amount, quality and acceptability of work and shall decide all other questions in connection with the work. All direction and order from the University shall be transmitted through the Contract Administrator, or their designee(s) however, the Contract Administrator shall have no authority to approve changes which shall alter the concept or scope of the work or change the basis for compensation to the Contractor.

VIII. **REPORTING REQUIREMENTS:** The Contractor shall provide the following to the Contract Administrator:

- A. **Partnership Review(s):** At mutually agreed upon time(s), the Healthcare Partner(s) shall provide the Contract Administrator with a detailed account of referrals, clinical visits, procedures and surgeries that were performed by and/or within the Healthcare Partner's network to track success of adoption of the program by all related constituents and discuss continued opportunities to evolve and grow the partnership.
- B. **Small Business Subcontracting Plan:** See Section IX, paragraph 19, page 16 outlining requirements regarding reporting requirements.

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.

5. **BACKGROUND CHECKS:** The Contractor shall provide qualified, competent and experienced employees who have passed a drug test and a police background check from the Commonwealth of Virginia (and the employee's home state, if different); Contractor to bear any associated costs. This shall be a Level 2 background check to include Social Security verification, criminal check, sex offender registry check, and fingerprint search. The results of the background check and drug test shall be made available to Contract Administrator before any personnel can work on University property. At the University's discretion, Contractor personnel assigned to the University that have not had a background check, may be immediately ordered off of University property and the Contractor shall not bill the University for any hours worked.

The Contractor shall have a policy that all employees are required to disclose to the Contractor and the University any citations or license revocations that may affect job performance, as well as any and all criminal convictions. No one with a felony conviction shall be employed under this contract. The Contractor shall remove any employee for University service who is convicted of a felony crime during their employment. The Contractor at the request of the University shall provide subsequent background checks of an employee.

The University reserves the right to require immediate removal of any employee from University service it deems unfit for service for ANY reason. This right is non-negotiable and the Contractor agrees to this condition by accepting this contract. Failure to obtain background checks as specified can result in termination of the contract.

6. **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.

7. **CONTINUITY OF SERVICES:**

- a) The Contractor recognizes that the services under this contract are vital to the Agency and must be continued without interruption and that, upon contract expiration, a successor, either the Agency or another contractor, may continue them. The Contractor agrees:
- (i) To exercise its best efforts and cooperation to effect an orderly and efficient transition to a successor;
 - (ii) To make all Agency owned facilities, equipment, and data available to any successor at an appropriate time prior to the expiration of the contract to facilitate transition to successor; and
 - (iii) That the Agency Contracting Officer shall have final authority to resolve disputes related to the transition of the contract from the Contractor to its successor.

- b) The Contractor shall, upon written notice from the Contract Officer, furnish phase-in/phase-out services for up to ninety (90) days after this contract expires and shall negotiate in good faith a plan with the successor to execute the phase-in/phase-out services. This plan shall be subject to the Contract Officer's approval.
- c) The Contractor shall be reimbursed for all reasonable, pre-approved phase-in/phase-out costs (i.e., costs incurred within the agreed period after contract expiration that result from phase-in, phase-out operations) and a fee (profit) not to exceed a pro rata portion of the fee (profit) under this contract. All phase-in/phase-out work fees must be approved by the Contract Officer in writing prior to commencement of said work.

8. **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.

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.

9. **CONTRACTOR LICENSE REQUIREMENT:** By Contractor's signature on this solicitation, they certify that their firm/subcontractor(s) is/are properly licensed for providing the goods and services specified herein.
10. **eVA ORDERS AND CONTRACTS:** The solicitation/contract may 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. Contractors should email Catalog or Index Page information to eVA-catalog-manager@dgs.virginia.gov.

11. **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.

12. **IDENTIFICATION OF PROPOSAL ENVELOPE:** If a special envelope is not furnished, or if return in the special envelope is not possible, the signed proposal should be returned in a separate envelope or package, sealed and identified as follows:

From: _____	<u>5/19/2020</u>	<u>2:00 p.m.</u>
Name of Offeror	Due Date	Time
_____	<u>LU214-20-014</u>	
Street or Box Number	RFP No.	
_____	<u>Strategic Healthcare Partnership</u>	
City, State, Zip Code	RFP Title	

Name of Purchasing Officer Cathryn B. Mobley, Associate Vice President for Administration and Finance

13. **LATE PROPOSALS:** To be considered, proposals must be received on or before the date and time designated in this solicitation. Offerors shall send an email to materielmanagement@longwood.edu to confirm proposal has been uploaded to their Box folder. The time stamp on this email will be the official time used as receipt of proposals.
14. **MANDATORY PRE-PROPOSAL CONFERENCE:** A mandatory pre-proposal conference will be held **via Zoom Meeting ONLY** at 9:00 a.m. on April 27, 2020. 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. Attendance at this conference shall be a prerequisite to submitting a proposal, offerors who intend to submit a proposal **must** register in advance to join the Zoom meeting. **No offeror who registers and joins the Zoom meeting after 9:15 a.m. will be considered to have attended the Mandatory Pre-Proposal Conference. Proposals received from offerors that joined the Zoom meeting after 9:15 a.m. will not be considered.** Have a copy of the solicitation available. Any changes resulting from this conference will be issued in a written addendum to the solicitation.
15. **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.
16. **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.

17. **REFERENCES:** Offerors shall provide three (3) contacts (preferably a college or university, if available) where similar goods and/or services have been provided. An Offeror Data Sheet is provided as ATTACHMENT C and must be completed and returned with your proposal.
18. **RENEWAL OF CONTRACT:** This contract does not allow for renewal by the Commonwealth after the initial 10-year contract period.
19. **SUBMISSION OF SMALL BUSINESS SUBCONTRACTING PLAN, EVIDENCE OF COMPLIANCE WITH SMALL BUSINESS SUBCONTRACTING PLAN, AND SUBCONTRACTOR REPORTING:**
- A. Submission of Small Business Subcontracting Plan: It is the statewide goal of the Commonwealth that 42% of its purchases be made from small businesses certified by DSBSD. This includes discretionary spending in prime contracts and subcontracts. All bidders/offerors are required to submit a Small Business Subcontracting Plan. The contractor is encouraged to offer such subcontracting opportunities to DSBSD-certified small businesses. This shall include DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status when they have also received DSBSD small business certification. Where it is not practicable for any portion of the goods/services to be subcontracted to other suppliers, the bidder/offeror shall note such on the Small Business Subcontracting Plan. No bidder/offeror or subcontractor shall be considered a small business unless certified as such by the Department of Small Business and Supplier Diversity (DSBSD) by the due date for receipt of bids or proposals.
- B. Evidence of Compliance with Small Business Subcontracting Plan: Each prime contractor who wins an award in which provision of a small business subcontracting plan is a condition of the award, shall deliver to the contracting agency or institution monthly reports substantiating compliance in accordance with the small business subcontracting plan. If a variance exists, the contractor shall provide a written explanation. A subcontractor shall be considered a Small Business for purposes of a contract if and only if the subcontractor holds a certification as such by the DSBSD. Payment(s) may be withheld until the purchasing agency confirms that the contractor has certified compliance with the contractor's submitted Small Business Subcontracting Plan or is in receipt of a written explanation of the variance. The agency or institution reserves the right to pursue other appropriate remedies for non-compliance to include, but not be limited to, termination for default.
- C. Prime Contractor Subcontractor Reporting:
1. Each prime contractor who wins an award greater than \$100,000, shall deliver to the contracting agency or institution on a monthly basis, all applicable information for each subcontractor listed on the Small Business Subcontracting Plan that are DSBSD-certified businesses or Employment Services Organizations (ESOs). The contractor shall furnish the applicable information to the purchasing office via the Subcontractor Payment Reporting tool accessible within the contractor's eVA account.
 2. In addition each prime contractor who wins an award greater than \$200,000 shall deliver to the contracting agency or institution on a monthly basis, all applicable information on use of subcontractors that are **not** DSBSD-certified businesses or Employment Services Organizations. The contractor shall furnish the all applicable information to the purchasing office via the Subcontractor Payment Reporting tool accessible within the contractor's eVA account.

20. **STATE CORPORATION COMMISSION IDENTIFICATION NUMBER:** Pursuant to *Code of Virginia*, §2.2-4311.2 subsection B, an offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 is required to include in its proposal the identification number issued to it by the State Corporation Commission (SCC). Any 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 proposal a statement describing why the offeror is not required to be so authorized.
21. **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.
22. **TERMINATION:** If the Contractor fails to provide quality goods or services in a professional manner, solely as determined by the University, and, upon receipt of notice from the University, does not correct the deficiency, to the University's satisfaction within a reasonable period of time, not to exceed five calendar days unless otherwise agreed to by both parties in writing, the University reserves the right to terminate the contract upon written notice to the Contractor.
23. **VIRGINIA FREEDOM OF INFORMATION ACT:** Except as provided below, once an award is announced, all proposals submitted in response to the RFP will be open to the inspection of any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by firms as part of its proposal will not be subject to the public disclosure under the Virginia Freedom of Information Act; however, the firm must invoke the protections of this section prior to or upon submission of its proposal, and must identify the specific data or other materials to be protected and state the reasons why protection is necessary. Firms may not request that its entire proposal be treated as proprietary information.
24. **WORK SITE DAMAGES:** Any damages to existing utilities, equipment, finished surfaces and to the University's property caused by the acts of omissions of the Contractor's agents, employees or invites shall be repair/restored to the University's satisfaction at the Contractor's expense.
- X. **INVOICING AND PAYMENT:** The Contractor will be paid in accordance with the Virginia Prompt Payment Act. Invoice(s) shall be submitted no later than the tenth (10th) of the month following the month in which services were performed. Invoice(s) shall be sent to:
- Longwood University
Accounts Payable
201 High Street, Lancaster 213 A-D
Farmville, Virginia 23909
- XI. **PRICE PROPOSAL:**
- A. Offeror shall submit a price proposal for all goods and services proposed for the ten (10) year contract period.
- B. Offeror shall propose an annual cash commitment to the University.
- C. Offeror shall propose other annual commitments they can provide the University.

XII. **ATTACHMENTS:**

A – WRITTEN PRE-PROPOSAL QUESTION FORM

B – SMALL BUSINESS SUBCONTRACTING PLAN

C – OFFEROR DATA SHEET

D – QUARTERLY SWaM SUBCONTRACTOR EXPENDITURE REPORTING FORM

E – MARKETING AND PROMOTIONAL RIGHTS

F – LONGWOOD HEALTHCARE VOLUME DATA

G – LONGWOOD UNIVERSITY 2020 HOLIDAY AND WINTER CLOSINGS

LONGWOOD CAMPUS MAP



ATTACHMENT B – SMALL BUSINESS SUBCONTRACTING PLAN

Definitions

DSBSD: Department of Small Business and Supplier Diversity.

Small Business: “Small Business” means an independently owned and operated business which, together with affiliates, has 250 or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years. Note: This shall not exclude DSBSD-certified women- and minority-owned businesses when they have received DSBSD small business certification.

Women-Owned Business: Women-owned business means a business concern that is at least 51% owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, or in the case of a corporation, partnership or limited liability company or other entity, at least 51% of the equity ownership interest is owned by one or more women who are citizens of the United States or non-citizens who are in full compliance with United States immigration law, and both the management and daily business operations are controlled by one or more women who are citizens of the United States or non-citizens who are in full compliance with the United States immigration law.

Minority-Owned Business: Minority-owned business means a business concern that is at least 51% owned by one or more minority individuals or in the case of a corporation, partnership or limited liability company or other entity, at least 51% of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.

All small businesses must be certified by DSBSD by the due date of the solicitation to participate in the SWaM program. Certification applications are available through DSBSD online at www.dmbv.virginia.gov (Customer Service).

Offeror’s Name: _____

Preparer Name: _____ **Date:** _____

Instructions

- A. If you are certified by DSBSD as a small business, complete only Section A of this form. This shall not exclude DSBSD-certified women-owned and minority-owned businesses when they have received DSBSD small business certification.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the offeror to receive credit for the small business subcontracting plan evaluation criteria, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD-certified small business in this section. Points will be assigned based on each offeror’s proposed subcontracting expenditures with DSBSD-certified small businesses for the initial contract period as indicated in Section B in relation to the offeror’s total price.

Section A

If your firm is certified by DSBSD, are you certified as a **(check only one below)**:

<input type="checkbox"/> Small Business	Certification Number: _____
<input type="checkbox"/> Small and Women-owned Business	
<input type="checkbox"/> Small and Minority-owned Business	Certification Date: _____

Section B

Populate the table below to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract. This shall not exclude DSBSD-certified women-owned and minority-owned businesses when they have received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc.

Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Small Business Name & Address DSBSD Certificate #	Status if Small Business is also: Women (W) Minority (M)	Contact Person, Telephone & Email	Type of Goods and/or Services	Planned Involvement During Initial Period of the Contract	Planned Contract Dollars During Initial Period of the Contract
Totals \$					

ATTACHMENT C – OFFEROR DATA SHEET (TO BE COMPLETED BY OFFEROR AND RETURNED WITH PROPOSAL)

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. **References:** List three (3) contacts (preferably college or university, if available) for whom you have provided this type of goods/services that the University has your permission to contact.

1. _____
Company/Name of Contact Person

Address

_____ Date(s) of Service
Phone Number

Email Address

2. _____
Company/Name of Contact Person

Address

_____ Date(s) of Service
Phone Number

Email Address

3. _____
Company/Name of Contact Person

Address

_____ Date(s) of Service
Phone Number

Email Address

ATTACHMENT D – QUARTERLY SWaM SUBCONTRACTOR EXPENDITURE REPORTING FORM

THIS PAGE FOR REFERENCE ONLY – DO NOT COMPLETE FOR RFP#LU214-20-008 PROPOSALS

The subcontractor expenditure information provided on this form will be submitted in an electronic dashboard on behalf of Longwood University to the Virginia Department of Small Business and Supplier Diversity (DSBSD). Provide all information requested for actual expenditures for the monthly billing period.

Reporting Period: Fiscal Year _____ Quarter Ended _____

Prime Contractor Information: Complete one form for each Prime Contractor

Company Name:		Company Contact:	
Company Address:		Company Tax ID:	
		LU Contact/Project ID:	

Subcontracting Expenditures: The amount paid by prime contractors to DSBSD-certified SWaM business for work directly traceable to the fulfillment of a contract or project with Longwood University.

Subcontractor Name	Subcontractor Tax ID	Category * (MB/WB/SB)	Subcontractor Dollar Amount	DSBSD Certification Number

* Category: (MB) Minority Business, (WB) Women-owned Business, (SB) Small Business.
(Attach additional pages if necessary)

Summary of Expenditures by SWaM Category

Total Subcontracting Amount with Minority Businesses (MB)	Total Subcontracting Amount with Women-owned Business (W)	Total Subcontracting Amount with Small Business (SB)
Submitted by:		Name:
Title:		Signature:
Telephone:		Title:

ATTACHMENT E – LONGWOOD HEALTHCARE VOLUME DATA

INTERCOLLEGIATE ATHLETICS

The most complete data that Longwood Athletics has as it relates to payments made to healthcare providers by student athlete’s primary and Longwood Athletics secondary insurance policy was is a 3-year data set from 2016-2018. This data does not include healthcare cases where only the student-athlete’s primary insurance was billed.

<u>Year</u>	<u>Total Billings</u>
2016	\$713,886
2017	\$728,652
2018	\$476,064



UNIVERSITY HEALTH CENTER

The following summarizes the services currently provided by Potomac Healthcare Solutions to Longwood University as it relates to the operation of the University Health Center:

- Clinical/Office Visit: Current office hours are Monday – Friday 8:15 a.m. – 5:00 p.m. Hours decrease in the summer, winter break and University holidays. Students are seen by advanced practice clinicians (nurse practitioners and/or physician assistants) and D.O. or M.D. that assess and treat many common acute health conditions affecting the campus population:
 - Acute illness treatment: bronchitis, strep throat, mono, etc.
 - Muscular/skeletal injury evaluation and minor treatment
 - Flu clinics
 - Allergy clinic
 - Immunizations
 - Sexual Health exams: pregnancy, STI, etc.
- Faculty/Staff urgent care, allergy shots and preventative wellness exams.
- Psychotropic Medication.
- 24-hour nurse care phone line.
- Immunization record retention.
- Provide practical opportunities for Longwood University BSN students in the form of clinical rotations.
- Health Education: Self-care and wellness education, community health practices, sexual health and misconduct education, substance abuse education

The following shows usage numbers and types of visits commonly seen in the University Health Center.

Utilization Summary:

FY2019:	4,312 visits
FY2018:	4,037 visits.
FY2017:	4,066 visits

Top Diagnostic Codes:

- Flu
- Viral Infections
- Upper Respiratory Infection
- Pharyngitis
- Urinary Tract Infection

- Anxiety
- STI
- PPD
- Flu Vaccine

The following shows current staffing at the University Health Center.

Full Time Staff

One (1) DO (can be MD)
Two (2) Nurse Practitioners (can be Physician Assistants)
One (1) RN
One (1) LPN
One (1) Receptionist

Part Time Staff

Two (2) LPN
One (1) Medical Assistant
One (1) billing specialist (off site, full time employee at central office with multiple accounts to manage)
One (1) Receptionist

Future Needs

One Athletic Trainer (40 hours/week, 10 months)
One Psychiatric NP (8 hours/week, 10 months)

ATTACHMENT F – MARKETING AND PROMOTIONAL RIGHTS

INTELLECTUAL PROPERTY RIGHTS AND DESIGNATIONS

Contractor will have the rights to utilize the following marks and logos for external marketing and promotional purposes with prior approval of the University:

- Longwood University Institutional Marks
- Longwood Athletics Marks

Contractor will also have the opportunity to utilize specified designations in its marketing or the partnership on campus, throughout the region, or beyond. Such designations may include but will not necessarily be limited to the following:

- “Official Healthcare Provider of Longwood University”
- “Official Healthcare Provider of Longwood Athletics”

CAMPUS ACTIVATIONS

Contractor will have the opportunity to be a sponsor of select on-campus events and activities during each school year to promote its partnership to the student population. Contractor will receive brand recognition in any marketing and promotion done to promote these events on the campus. In addition, the Contractor will have the opportunity to receive temporary banner signage in prominent locations at the area(s) of the events listed. Contractor will also have the opportunity to bring representatives to distribute promotional information and other related activities. These events may include but are not limited to the following:

- Parent/Student Orientations
- New Lancer Days
- The G.A.M.E.
- Alumni Weekend
- Oktoberfest Concert
- Family Weekend
- Wellness Awareness Events
- The Color Wars
- Spring Weekend
- Club and Intramural Sports Events

CAMPUS MEDIA CHANNELS

To maximize awareness of the partnership, as well as promote specific initiatives related to the initiative during the year, Contractor will receive exposure and access to the following communication channels of the University:

- Rotunda (Student Newspaper)
- Longwood Campus Life Social Media Channels
- Websites of Applicable Departments including but not limited to Campus Life, Health & Wellness and Human Resources
- WMLU - 91.3 FM (Student Radio Station)
- Video monitor displays around campus

ATHLETIC VENUE SIGNAGE

Cost to create, produce and install all items listed below will be the responsibility of Contractor and incremental to the financial commitments made to the University as outlined in Section X.

RFP#LU214-20-014

Strategic Healthcare Partnership

Willet Hall

- Prominent signage on the Main Scoreboard
- Permanent signage on scorer's table for all men's and women's basketball contests
- Other positions mutually agreed upon by Contractor and University

Buddy Bolding Stadium

- Prominent Signage on the Main Scoreboard
- Permanent Outfield Wall Signage
- Other positions mutually agreed upon by Contractor and University

Longwood Athletics Complex

- Prominent Signage on the Main Scoreboard
- Banner signage inside the venue for all Longwood regular season Athletic Contests
- Other positions mutually agreed upon by Contractor and University

Lancer Field

- Prominent Signage on the Main Scoreboard
- Banner signage inside the venue for all Longwood regular season Athletic Contests
- Other positions mutually agreed upon by Contractor and University

Joan Perry Brock Center (Opening in 2022)

- Ownership positions in specific areas of the venue
- Prominent signage on the Main Scoreboard
- Rotating digital signage on the scorer's table for all men's and women's basketball contests
- Other positions mutually agreed upon by Contractor and University

BRAND PLACEMENT

Contractor will receive the following brand placements and visibility:

- Press conference backdrop
- "Pop-up" medical tent on the sidelines for select athletic events
- Weight rooms and training facilities
- All athletic training rooms where Longwood sports medicine professionals operate
- Brand placement on the apparel provided to Longwood Athletics sports medicine staff

ATHLETICS DIGITAL & SOCIAL MEDIA

- Rotating banner advertisements on the Longwood Athletics web site (www.longwoodlancers.com)
- Sponsor of weekly social media content on official Athletics pages Contractor's brand will appear on the graphics of each post and social handle will appear in the text
- Retweets, likes and shares of any content posted by Healthcare Partner related to its partnership of Longwood Athletics

ATHLETICS RADIO BROADCAST EXPOSURE

The Healthcare Services Contractor will receive the following exposure on University Athletics terrestrial radio broadcasts:

- :30 second commercials in all broadcasts of University basketball
- Sponsorship of in-game vignettes in all broadcasts

- Opportunity for Healthcare Partner executive to be interviewed during halftime of select broadcasts
- Opening and closing billboards in all broadcasts

ON-SITE ACTIVATIONS AT ATHLETIC EVENTS

- Opportunity to set up tabling, kiosk, mobile marketing units and other related activation activities at mutually agreed upon Longwood Varsity Athletic events.
- PA announcements with logo recognition on the video board and sideline video tables (where applicable) at all home varsity athletics regular season sporting events. in-game promotions at all home basketball games

PRINT ADVERTISING

- Advertisement in the souvenir game programs produced and distributed at all University basketball games
- Logo recognition on all schedule cards and posters for all varsity sports programs

ATTACHMENT G – LONGWOOD UNIVERSITY 2020 HOLIDAY AND WINTER CLOSING SCHEDULE

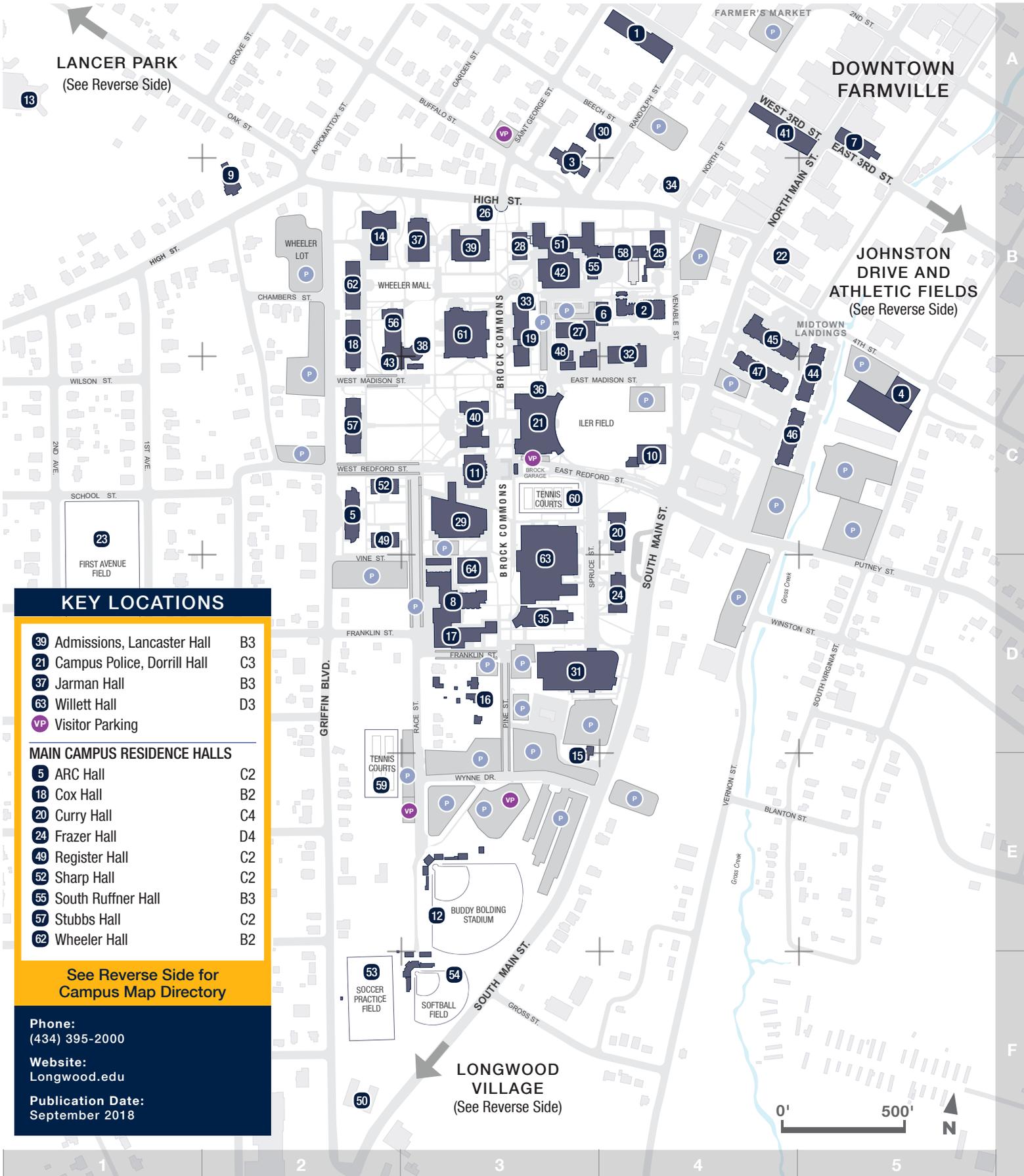
2020

Wednesday, January 1	New Year's Day
Monday, January 20	Martin Luther King Day
Monday, March 2 – Tuesday, March 3	Spring Break
Friday, May 22 – Monday, May 25	Memorial Day
Friday, July 3	Independence Day (observed)
Monday, September 7	Labor Day
Wednesday, November 25 – Friday, November 27	Thanksgiving
Monday, December 21 – Thursday, December 31	Winter Break

2021

Friday, January 1	New Year's Day
-------------------	----------------

Holidays and Closings are subject to change. See Longwood University's website <http://www.longwood.edu> for current schedule.



KEY LOCATIONS

- 39** Admissions, Lancaster Hall B3
 - 21** Campus Police, Dorrill Hall C3
 - 37** Jarman Hall B3
 - 63** Willett Hall D3
 - VP** Visitor Parking
-
- MAIN CAMPUS RESIDENCE HALLS**
- 5** ARC Hall C2
 - 18** Cox Hall B2
 - 20** Curry Hall C4
 - 24** Frazer Hall D4
 - 49** Register Hall C2
 - 52** Sharp Hall C2
 - 55** South Ruffner Hall B3
 - 57** Stubbs Hall C2
 - 62** Wheeler Hall B2

See Reverse Side for
Campus Map Directory

Phone:
(434) 395-2000

Website:
Longwood.edu

Publication Date:
September 2018





Campus Map Directory

# BUILDING	GRID
1 315 W. 3rd St.	A4
2 Academic Building (Future Location)	B4
3 Admissions Building (Future Location)	B3
4 Andy Taylor Center for Early Childhood Development	C5
5 ARC Residence Hall	C2
6 Barlow Hall	B3
7 Barnes & Noble Bookstore	A5
8 Bedford Hall	D3
9 Bed and Breakfast	B2
10 Bristow Hall	C4
11 Brock Hall	C3
12 Buddy Bolding Stadium – Baseball Field	E3
13 Centra Southside Community Hospital	A1
14 Chichester Science Center	B2
15 Clark House	E3
16 Clean Virginia Waterways	D3
17 Communication Studies and Theatre	D3
18 Cox Residence Hall	B2

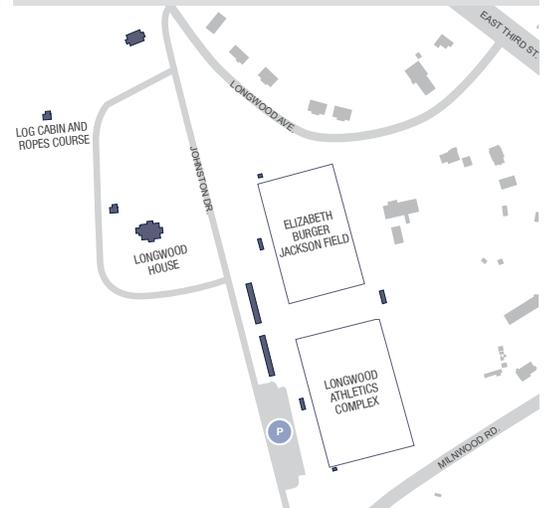
# BUILDING	GRID
19 Coyner Hall	B3
20 Curry Residence Hall	C4
21 Dorrill Dining Hall	C3
22 Farmville Town Hall	B4
23 First Avenue Field	C1
24 Frazer Residence Hall	D4
25 French Hall	B4
26 Gateway	B3
27 Graham Hall	B3
28 Grainger Hall	B3
29 Greenwood Library	C3
30 Hardy House	A4
31 Health and Fitness Center	D3
32 Heating Plants	B4
33 Hiner Hall	B3
34 Hotel Weyanoke	B4
35 Hull Hall	D3
36 Iler Hall	C3
37 Jarman Hall	B3
38 Jeffers Hall	B3
39 Lancaster Hall	B3
40 Lankford Hall	C3
41 Longwood Center for the Visual Arts	A4

# BUILDING	GRID
42 Maugans Alumni Center	B3
43 McCorkle Hall	B3
44 Midtown Landings NE	B4
45 Midtown Landings NW	C5
46 Midtown Landings SE	C4
47 Midtown Landings SW	C4
48 Recycling Center	B3
49 Register Residence Hall	C3
50 Robert Russa Moton Museum	F2
51 Ruffner Hall	B3
52 Sharp Residence Hall	C2
53 Soccer Practice Field	F2
54 Softball Field	F3
55 South Ruffner Residence Hall	B4
56 Stevens Hall	C2
57 Stubbs Residence Hall	C2
58 Tabb Hall	B4
59 Tennis Courts (Race Street)	E2
60 Tennis Courts (Willett)	C3
61 Upchurch University Center	B3
62 Wheeler Residence Hall	B2
63 Willett Hall	D3
64 Wygal Hall	D3

Lancer Park



Johnston Drive and Athletic Fields



Longwood Village

